

Report

TO: Council

FROM: Fazal Khan, Registrar

DATE: January 30, 2018

SUBJECT: Registrar's Report

Highlights:

- Database
- Relocation
- Electronic Elections
- Citizens Advisory Group
- External Relations-AOE, OOA, National Meetings
- Meeting with College of Optometrists
- Essilor/Clearly.ca Injunction

Database:

Following the Phase I launch of our new database and renewal portal in the fall of 2017, Phase II planning is underway. Projects for 2018 include moving to a paperless application process for students, interns and opticians, updates and refinements to the Public Register and building Quality Assurance Program functionality to help track member participation in the program. Phase II will require the year to implement and initial budgets are included in the draft 2018 budget.

Relocation:

Most aspects of the relocation project are now complete. Leasehold allowances and HST have been received. A contingency fund will be maintained for the remodeling of the restrooms.

Electronic Elections

The College is researching platforms for transitioning from paper elections to electronic elections for 2018. The COO is in the midst of onboarding a consultant to build an electronic voting system. Budget allocations for this initiative can be found in the Draft 2018 Budget.

Citizens Advisory Group (CAG)

On January 20, 2018 the Citizens Advisory Group was hosted in the COO boardroom for their first meeting of the year. The COO had submitted content for the CAGs input which included website redesign feedback and a Patient Relations questionnaire. Both items were well received and productive feedback was given from the public perspective (see feedback attached). The COO administration will use this input in the website redesign and related committee work.

External Relations:

January 30, 2018 Seneca College Student Trade Show

March 3-4, 2018 AOE Trade Show and Educational Seminar

March 27, 2018 Georgian College Advisory Meeting

April 29, 2018 OOA Educational Symposium

May 22-26, 2018 National Meetings in Montreal

Meeting with College of Optometrists:

The Registrar and Legal Counsel met with the College of Optometrists to discuss other areas of collaboration. Optometry expressed interest in collaborating on any documents with respect to advertising and promotion.

The issue of prescription expiry dates was also discussed. A separate briefing note to follow on this topic.

Injunction with Essilor/Clearly.ca:

The Colleges received news on January 11, 2018 that their joint application seeking an injunction was successful. Currently costs orders are being submitted and Essilor has made an indication that they will appeal the decision.

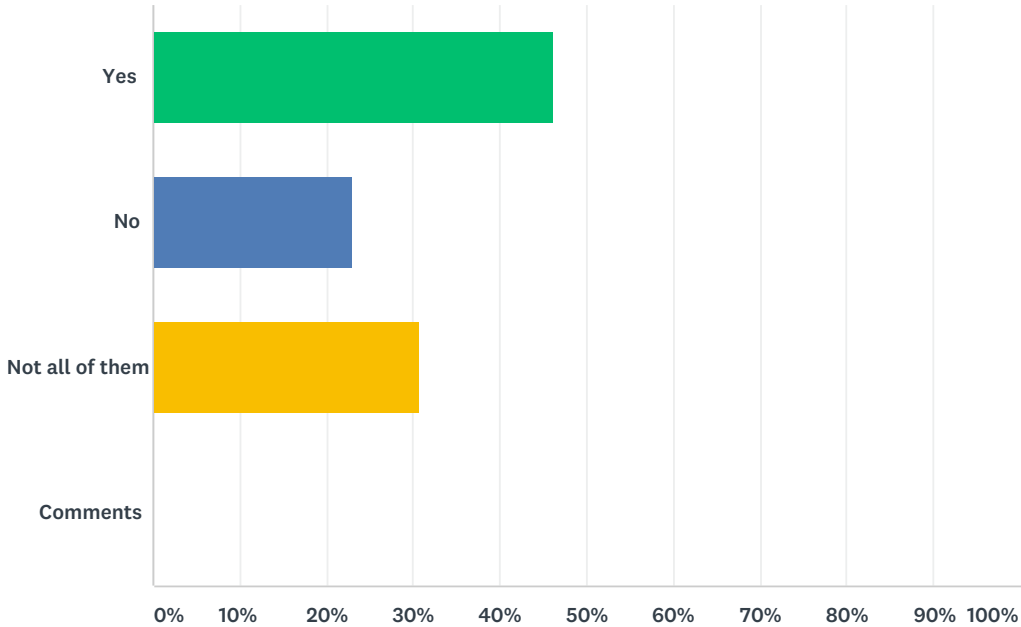
Respectfully submitted by:

Fazal Khan, RO
Registrar

DRAFT

Q1 Do you know the difference between an optician, optometrist, an an ophthalmologist?

Answered: 13 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		46.15%	6
No		23.08%	3
Not all of them		30.77%	4
Comments		0.00%	0
TOTAL			13

#	COMMENTS	DATE
	There are no responses.	

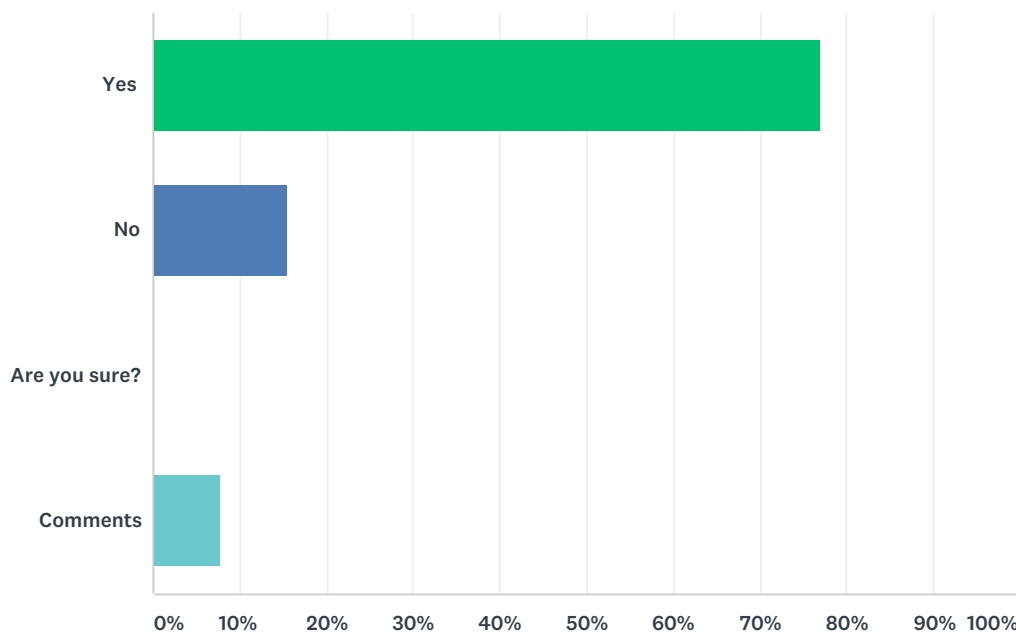
Q2 If you have a problem with an optician, where would you go to file a complaint?

Answered: 13 Skipped: 0

#	RESPONSES	DATE
1	Doctor's office	1/20/2018 10:01 AM
2	I will use a web search to find the authority that regulates opticians and file the complaint there. In some cases, I will write a review on one of the review websites.	1/19/2018 11:58 PM
3	Didn't know until now	1/19/2018 2:35 PM
4	I'd start with the boss of the store	1/19/2018 11:03 AM
5	College of Opticians.	1/19/2018 12:15 AM
6	Id likely start with the office themselves although now I am aware of the College	1/18/2018 11:26 PM
7	College of Opticians	1/18/2018 10:22 PM
8	College of Opticians of Ontario	1/18/2018 9:15 PM
9	look on website	1/17/2018 8:28 AM
10	I would speak to the manager of the store.	1/16/2018 9:28 PM
11	COO website	1/16/2018 8:15 PM
12	http://www.coptont.org/HOME/index.php	1/12/2018 10:31 AM
13	College of Opticians	1/11/2018 8:25 PM

Q3 Are you aware that eye glasses and contact lenses have to be dispensed by a licensed optician?

Answered: 13 Skipped: 0

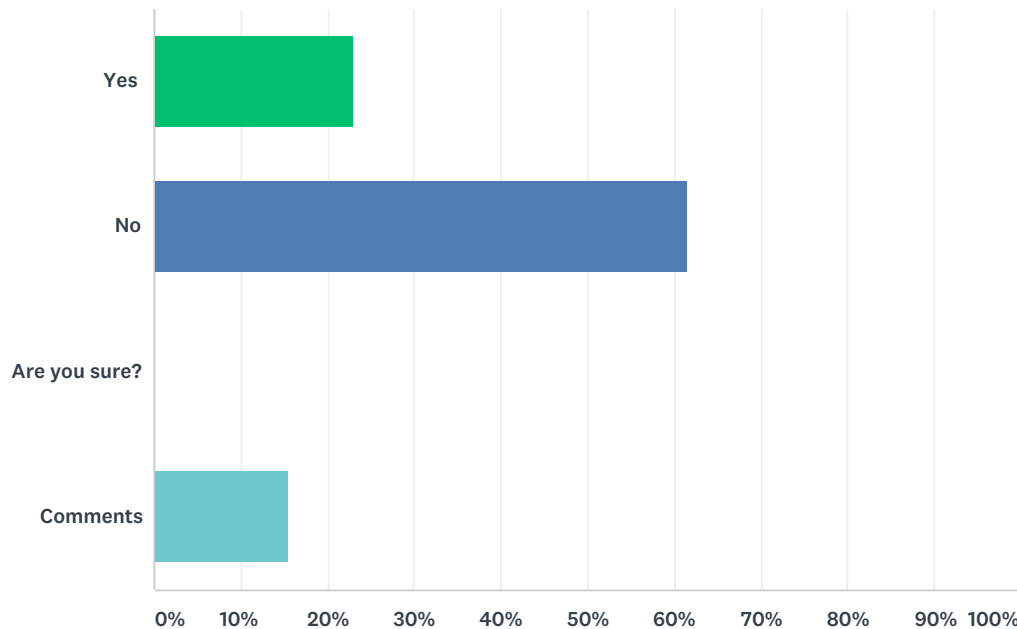


ANSWER CHOICES		RESPONSES	
Yes		76.92%	10
No		15.38%	2
Are you sure?		0.00%	0
Comments		7.69%	1
TOTAL			13

#	COMMENTS	DATE
1	also by opthamologists	1/18/2018 10:22 PM

Q4 Are you aware that most online eye glass and contact lens providers do not have licensed opticians serving you?

Answered: 13 Skipped: 0

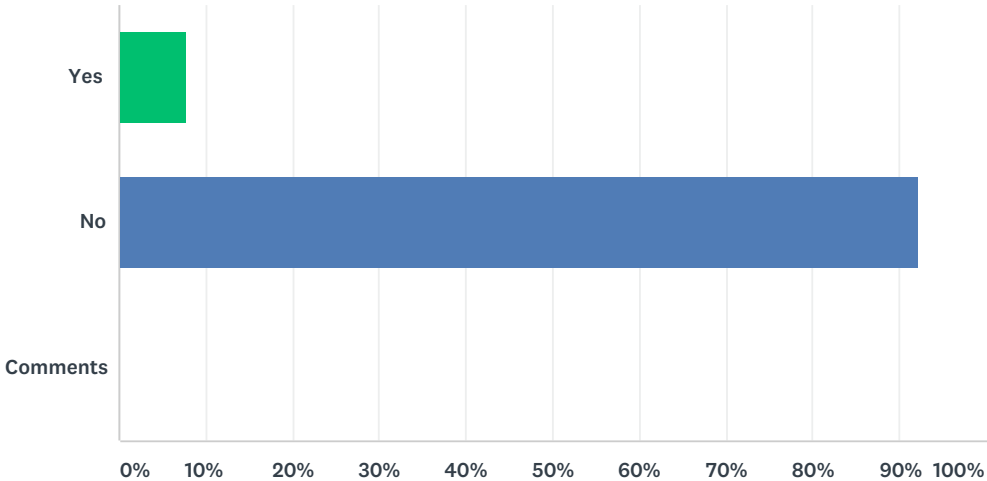


ANSWER CHOICES	RESPONSES	
Yes	23.08%	3
No	61.54%	8
Are you sure?	0.00%	0
Comments	15.38%	2
TOTAL		13

#	COMMENTS	DATE
1	I have never thought about that	1/18/2018 11:26 PM
2	Evidence to say "most"?	1/18/2018 10:22 PM

Q5 Have you ever had a negative experience with an optician because of cultural differences?

Answered: 13 Skipped: 0

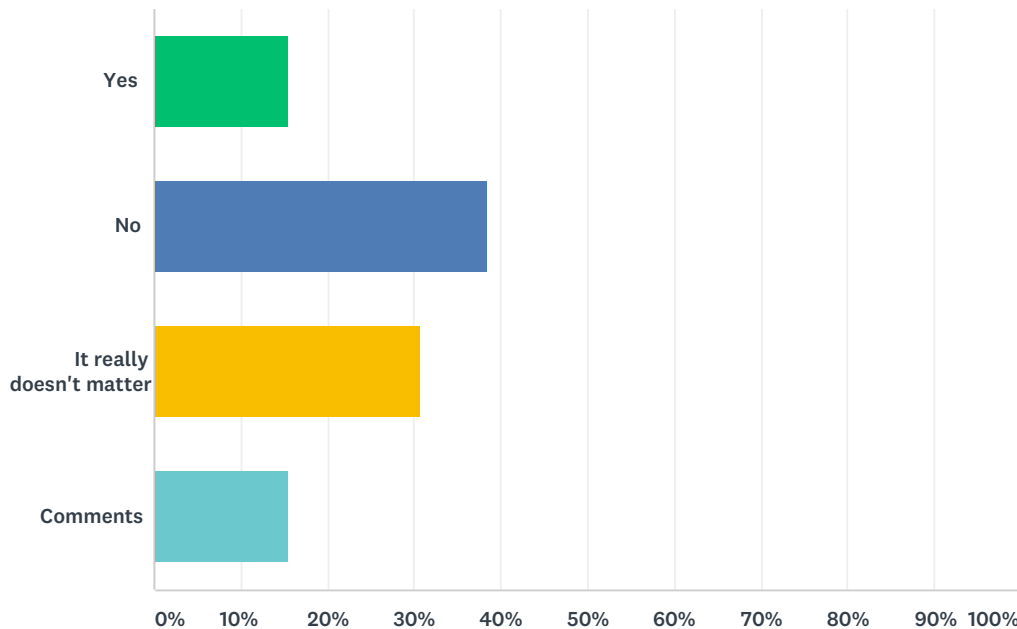


ANSWER CHOICES		RESPONSES	
Yes		7.69%	1
No		92.31%	12
Comments		0.00%	0
TOTAL			13

#	COMMENTS	DATE
	There are no responses.	

Q6 Would you be more inclined to engage with the College's website if it was accessible in multiple languages?

Answered: 13 Skipped: 0

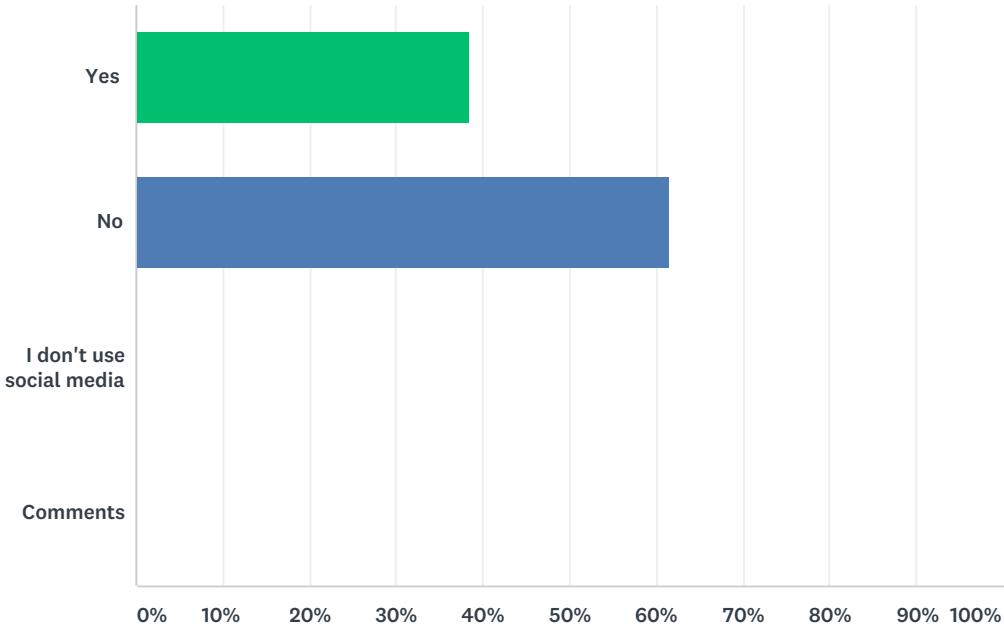


ANSWER CHOICES	RESPONSES	
Yes	15.38%	2
No	38.46%	5
It really doesn't matter	30.77%	4
Comments	15.38%	2
TOTAL		13

#	COMMENTS	DATE
1	not for me personally, although would be great for those who need it	1/18/2018 11:26 PM
2	No but a growing number of Ontario residents would, in my opinion. Where is French?	1/18/2018 10:22 PM

Q7 Would you be more inclined to engage with the College if you could do that using social media like Facebook?

Answered: 13 Skipped: 0

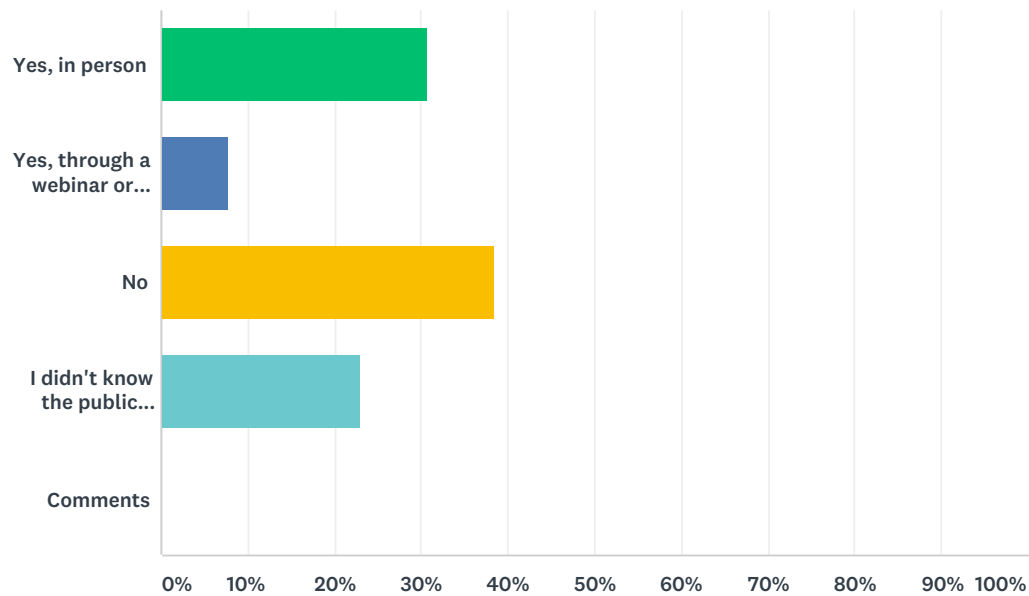


ANSWER CHOICES		RESPONSES	
Yes		38.46%	5
No		61.54%	8
I don't use social media		0.00%	0
Comments		0.00%	0
TOTAL			13

#	COMMENTS	DATE
	There are no responses.	

Q8 Would you be interested in attending a College Council meeting?

Answered: 13 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes, in person		30.77%	4
Yes, through a webinar or online somehow		7.69%	1
No		38.46%	5
I didn't know the public could attend a Council meeting.		23.08%	3
Comments		0.00%	0
TOTAL			13

#	COMMENTS	DATE
	There are no responses.	

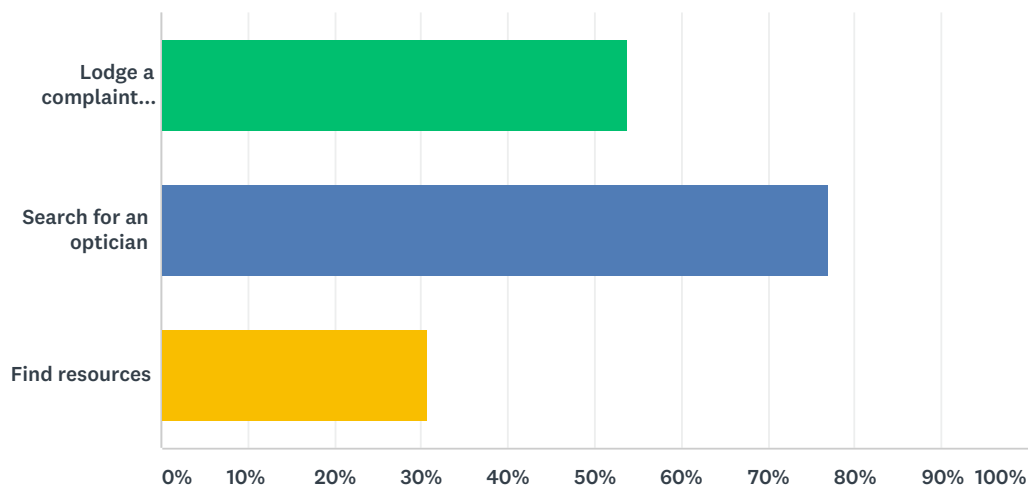
Q1 What is the primary reason you would visit our website?

Answered: 14 Skipped: 0

#	RESPONSES	DATE
1	Irritation of the eye	1/20/2018 10:03 AM
2	Find a registered optician.	1/19/2018 11:48 PM
3	File a complaint	1/19/2018 2:33 PM
4	hmmm - first I'd have to know about its purpose	1/19/2018 10:59 AM
5	If I had concerns about an optician.	1/19/2018 12:10 AM
6	to find an optician - also understand their role	1/18/2018 11:20 PM
7	Check credentials of an optician or find one.	1/18/2018 10:18 PM
8	To find an optician or lodge a complaint against one	1/18/2018 9:08 PM
9	if I had a problem with an optician	1/16/2018 9:44 PM
10	If I had a problem with an optician.	1/16/2018 9:25 PM
11	To find an Optician.	1/16/2018 8:11 PM
12	information finding a optician	1/12/2018 11:00 AM
13	checking an optician or searching for one	1/12/2018 10:30 AM
14	If I had a concern about a particular optician, I would use this website to look him or her up.	1/11/2018 8:23 PM

Q2 What type of content would you search for on our website?

Answered: 13 Skipped: 1



ANSWER CHOICES	RESPONSES	
Lodge a complaint against an optician	53.85%	7
Search for an optician	76.92%	10
Find resources	30.77%	4
Total Respondents: 13		

#	OTHER (PLEASE SPECIFY)	DATE
1	Credentials or limitations on practice or	1/18/2018 10:18 PM
2	see if an optician was licensed	1/16/2018 9:44 PM

Q3 What is the most important thing to you when navigating a website?

Answered: 14 Skipped: 0

#	RESPONSES	DATE
1	Resources connecting me to Physician	1/20/2018 10:03 AM
2	Clear structure of the website. The organization that owns website should decide what audience to target. If it's a general public then it must be more friendly for a common person. All information must be first relevant for the target audience and then for other audience.	1/19/2018 11:48 PM
3	Find the search space	1/19/2018 2:33 PM
4	easy to find what I'm looking for	1/19/2018 10:59 AM
5	Ease of navigation.	1/19/2018 12:10 AM
6	ease of ability to get back to home page once I have searched further into what I wanted to	1/18/2018 11:20 PM
7	excellent search functionality	1/18/2018 10:18 PM
8	To quickly find info through the use of appropriately labeled tabs	1/18/2018 9:08 PM
9	finding the information quickly, without too many clicks.	1/16/2018 9:44 PM
10	finding information quickly	1/16/2018 9:25 PM
11	Search bar is easily located. Search feature by postal code or municipality.	1/16/2018 8:11 PM
12	ease of finding information "I" want	1/12/2018 11:00 AM
13	speed and ease of reference	1/12/2018 10:30 AM
14	Aesthetically-pleasing, easy to navigate	1/11/2018 8:23 PM

Q4 As a member of the public, what is it that you would like to see on the homepage?

Answered: 14 Skipped: 0

#	RESPONSES	DATE
1	Office location	1/20/2018 10:03 AM
2	Information that relevant for me as a member of the public: how to find an optician, how to file complaint, what is the website about, who are owners and how to contact them.	1/19/2018 11:48 PM
3	Complaint link	1/19/2018 2:33 PM
4	an optometrist doing what they do (eg fitting, measuring)	1/19/2018 10:59 AM
5	Information about services and resources available to the public.	1/19/2018 12:10 AM
6	I really like the home page	1/18/2018 11:20 PM
7	Ask a question is a great feature. Also the link for accessibility. Why is the website English only? More multilingualism would add utility.	1/18/2018 10:18 PM
8	How to find an optician and how to lodge a complaint	1/18/2018 9:08 PM
9	Guide me to my section ASAP - like you did with "public"	1/16/2018 9:44 PM
10	I want to be able to go quickly to the "public" section which concerns me.	1/16/2018 9:25 PM
11	Clearly understandable headings/tabs and search box.	1/16/2018 8:11 PM
12	easy access to public information	1/12/2018 11:00 AM
13	Transparency reports -- "protecting the public" is an image, you can't click on it. Please show me how (i.e. resolved complaints, complaint summaries and next steps).	1/12/2018 10:30 AM
14	Information on how to contact the college	1/11/2018 8:23 PM

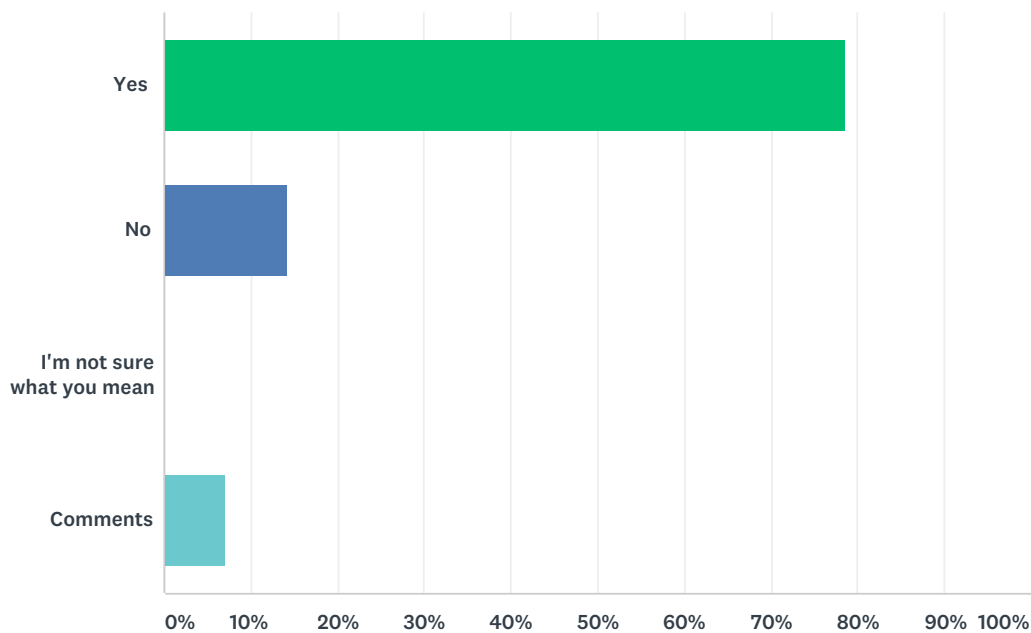
Q5 An an internet user, what template or designs do you find the most appealing and why?

Answered: 14 Skipped: 0

#	RESPONSES	DATE
1	Big letters	1/20/2018 10:03 AM
2	The website template must be device responsive, which also means that the content area must be as wide as possible (full screen). Sidebars are good no need to remove them.	1/19/2018 11:48 PM
3	Cannot answer	1/19/2018 2:33 PM
4	clean design - whether a large slider or well-organized page with many options	1/19/2018 10:59 AM
5	Easy to navigate. Uncluttered pages - not too much information per page Main headings with drop-down menus.	1/19/2018 12:10 AM
6	simple and clear	1/18/2018 11:20 PM
7	I am colour blind and that needs to be accommodated.	1/18/2018 10:18 PM
8	More colourful with large bold information tabs and links across the top	1/18/2018 9:08 PM
9	not too many colours, not too much content on each page, no big paragraphs	1/16/2018 9:44 PM
10	not too many colours, not too much information on each page	1/16/2018 9:25 PM
11	Clear, legible text fonts with easy to follow headings. Uncluttered page views.	1/16/2018 8:11 PM
12	Being able to choose path on home page.Only info on home page a few bullet points directing to info on public page	1/12/2018 11:00 AM
13	no concerns.	1/12/2018 10:30 AM
14	Soft colours, Georgia or similarly pleasant font, streamlined information, relevant graphics	1/11/2018 8:23 PM

Q6 Is being mobile-friendly important to you?

Answered: 14 Skipped: 0

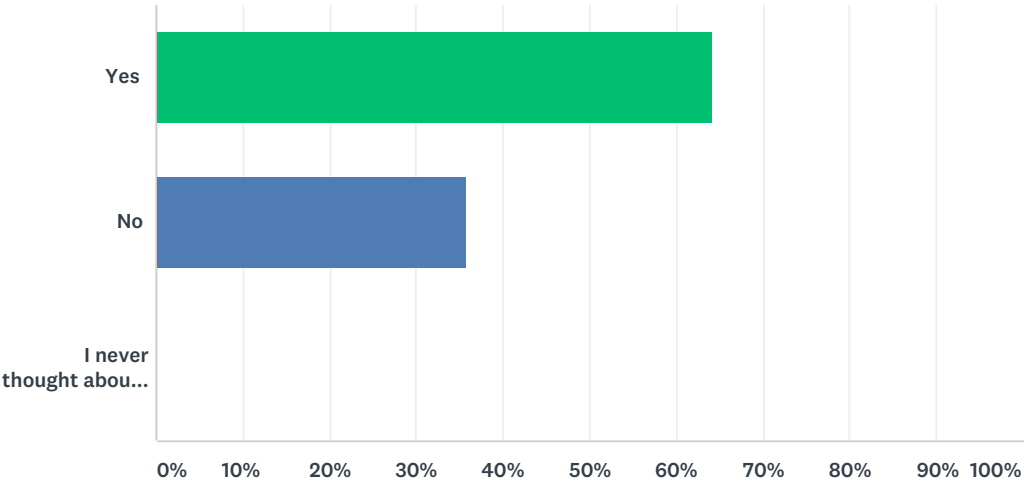


ANSWER CHOICES		RESPONSES	
Yes		78.57%	11
No		14.29%	2
I'm not sure what you mean		0.00%	0
Comments		7.14%	1
TOTAL			14

#	COMMENTS	DATE
1	for these purposes yes - meaning: if I'm upset/confused after seeing optometrist, would like to have immediate access to College	1/19/2018 10:59 AM

Q7 Is having information available in different languages an important feature?

Answered: 14 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		64.29%	9
No		35.71%	5
I never thought about that before		0.00%	0
TOTAL			14

Q8 If having the information available in other languages is important to you, what languages would you like to see? Please rank those languages, with the most important being first.

Answered: 10 Skipped: 4

#	RESPONSES	DATE
1	Tamil and french	1/20/2018 10:03 AM
2	If it is possible to add another language to a website, then it must be done. Obviously, French is also as important in Canada as English.	1/19/2018 11:48 PM
3	English is my main language, but seeing the diversity in GTA languages of our large immigrant population (ie not just French)	1/19/2018 10:59 AM
4	I would want it to be reflective of those individuals who are seeing opticians/inquiring - perhaps this information is available based on the trends of clients who see opticians already?	1/18/2018 11:20 PM
5	French	1/18/2018 10:18 PM
6	French	1/16/2018 9:44 PM
7	French	1/16/2018 9:25 PM
8	languages are so regional outside of Toronto how would you choose then Toronto is a problem itself	1/12/2018 11:00 AM
9	English and French (bilingual country)	1/12/2018 10:30 AM
10	Spanish	1/11/2018 8:23 PM

Q9 What is your overall impression of our website re-design template? What do you like and dislike and why?

Answered: 14 Skipped: 0

#	RESPONSES	DATE
1	Good	1/20/2018 10:03 AM
2	The website re-design is moving in a right direction. Pros: • Modern, clean, screen-wide template. • Structure is clear. It's easy to see which part of the website is for a general public and which one is for optician members or applicants. Cons: • No sidebar menu (it's still one of the best ways of website navigation even nowadays), unless the top menu is set as "fixed" therefore it is visible during page scrolling (it's impossible to see that on the mock-up) then sidebar menu is not needed. • Some text is the same color as links even though it's not used for a navigation. • Some links have different color (it's hard to see if that text can be used for a navigation), I am talking about PUBLIC, MEMBERS, APPLICANTS on the home page. • In my opinion, the home page has duplicate information: "Protecting the Public The College of Opticians of Ontario (COO) regulates the practice of Opticianry in the public interest" and below it "Ensuring high standards of care by establishing standards and guidelines for opticians. Included within is information regarding the importance of using a registered (licensed) optician, how to lay a complaint, finding an optician". Some of it could be cut, so the user sees the buttons right away. • I get an impression that the main menu is too tight, it's hard to see on the mock up. In addition, main menu should indicate the page the user is at currently. • Header pictures on some pages are vertically bigger than on other ones. It's better to insure that the user does not scroll a lot to find the needed information. • When the user clicks "Optician Search" he/she should see the search, not the information about the "Public Registry", this should be placed in the news/blog. • Not sure, why the languages switch is in the footer and not in the header.	1/19/2018 11:48 PM
3	Appealing. Modern. User friendly	1/19/2018 2:33 PM
4	Certainly cleaner than current, and striking graphic for sure. But I'd still like to see the RHP in action: fitting, measuring, to help 'us' understand it's not just about picking frames	1/19/2018 10:59 AM
5	Comprehensive. Ease of navigation. Informative. Colour scheme is appealing.	1/19/2018 12:10 AM
6	I like how simple and clear it is	1/18/2018 11:20 PM
7	interesting compare and contract between Denturists and this website. This website is better in terms of Ask a Questions, accessibility. Optician search is limited and does not function to help me find an optician in my community.	1/18/2018 10:18 PM
8	More graphically pleasing to the eye, more modern looking	1/18/2018 9:08 PM
9	Overall, I like it. In this section, could you use a bulleted list to convey the information, rather than a long paragraph? Public Section Information about how we protect the public. The College of Opticians of Ontario (COO) regulates the practice of Opticianry in the public interest. The COO is one of 26 self-governing health Colleges established by law. It is not a teaching institution. The COO is dedicated to supporting opticians in their delivery of high quality, safe and ethical care to the public of Ontario. One of the ways of ensuring these high standards of care is by establishing standards and guidelines for opticians. Included here is information explaining the importance of using a Registered (licensed) Optician, how to lay a complaint, finding an optician, a partial list of the risks and problems posed with purchasing eyewear over the Internet, and more.	1/16/2018 9:44 PM
10	Overall impression is good. I like the colours, the graphics. I'd like to see bulleted lists rather than paragraphs. For example: Information about how we protect the public. The College of Opticians of Ontario (COO) regulates the practice of Opticianry in the public interest. The COO is one of 26 self-governing health Colleges established by law. It is not a teaching institution. The COO is dedicated to supporting opticians in their delivery of high quality, safe and ethical care to the public of Ontario. One of the ways of ensuring these high standards of care is by establishing standards and guidelines for opticians. Included here is information explaining the importance of using a Registered (licensed) Optician, how to lay a complaint, finding an optician, a partial list of the risks and problems posed with purchasing eyewear over the Internet, and more.	1/16/2018 9:25 PM
11	Overall good visually. Nice photographic image on "HOME" page.	1/16/2018 8:11 PM

12	it is bright and clean	1/12/2018 11:00 AM
13	clean look and fast loading	1/12/2018 10:30 AM
14	I like it - size of the letters, and softer-looking graphics.	1/11/2018 8:23 PM

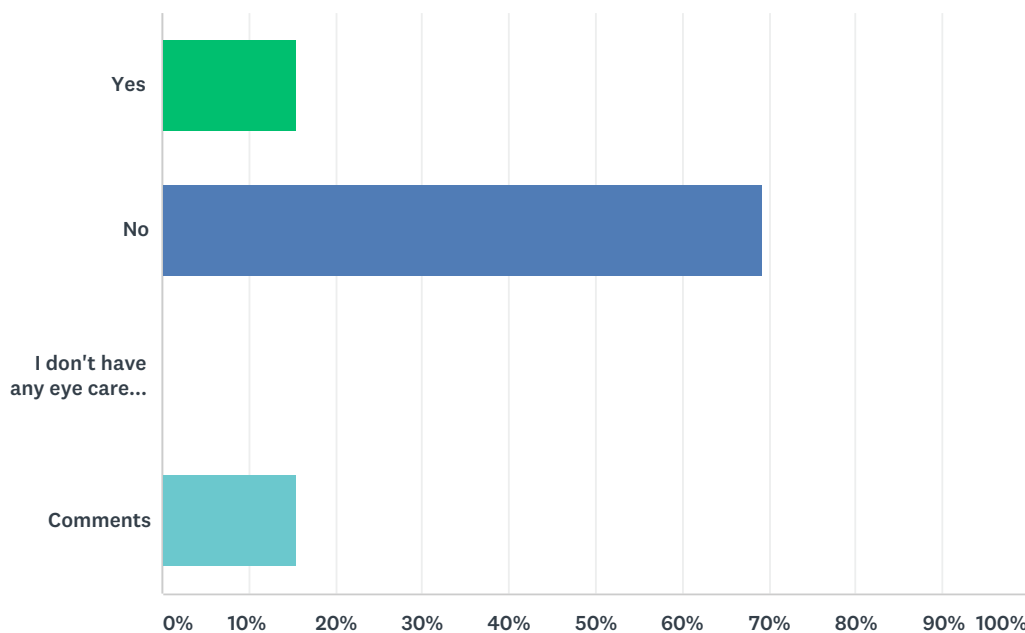
Q10 Are there any features that appear to be missing from our website re-design homepage?

Answered: 13 Skipped: 1

#	RESPONSES	DATE
1	No	1/20/2018 10:03 AM
2	I did not notice anything missing.	1/19/2018 11:48 PM
3	No	1/19/2018 2:33 PM
4	hmmm. not that I can see	1/19/2018 10:59 AM
5	How to find an optician in one's neighbourhood.	1/19/2018 12:10 AM
6	no	1/18/2018 11:20 PM
7	Help to find an optician, when I do not know one or have any identifying information. That functionality exists on the Denturists website.	1/18/2018 10:18 PM
8	Doesn't state how many days it takes for the final verdict or resolution once the complaint is submitted to the panel of the Inquiries, Complaints and Reports Committee (the "ICRC").	1/18/2018 9:08 PM
9	I like all the headings in the public section and can't think of anything else that I would like to see.	1/16/2018 9:44 PM
10	I like all the headings in the public section. It is very easy to find information.	1/16/2018 9:25 PM
11	Tabs "PUBLIC", "MEMBERS", "APPLICANTS" "HOME" are faded or washed out. Search Box could be larger.	1/16/2018 8:11 PM
12	no	1/12/2018 10:30 AM
13	Not that I can see	1/11/2018 8:23 PM

Q9 Are there eye care services that you require that your opticians does not provide?

Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	15.38%	2
No	69.23%	9
I don't have any eye care needs	0.00%	0
Comments	15.38%	2
TOTAL		13

#	COMMENTS	DATE
1	Ah, there's the question. First one has to know the scope of practice of an optician, and dif between the 'o' professions	1/19/2018 11:03 AM
2	cataracts.	1/18/2018 10:22 PM