

BRIEFING NOTE

TO: Board of Directors

FROM: Patient Relations Committee

DATE: October 6, 2020

SUBJECT: 13.3 Organizational Values

☒ For Decision

☐ For Information

☐ Monitoring Report

Purpose:

To review the addition of diversity, equity and inclusion (DEI) values to the College's core organizational values.

Background:

An organization's core values support its vision and mission, shape its culture and educate stakeholders about the organization's identity and beliefs.

The College's core values were articulated in 2015 and reaffirmed at the board's strategic planning session in 2019, and are as follows:

- **Transparency:** Access to information that is not confidential
- **Accountability:** Accepting responsibility for decisions and actions
- **Integrity:** Acting with conscience, putting aside self-interests and making clear decisions that are aligned with our mandate
- **Efficiency:** Performing properly without wasting resources

As identified in its strategic objectives, board directors and appointed members have been partaking in year-long training series around DEI. At the June 29, 2020 training session, the Board discussed its current organizational values and how those values could be enhanced by articulating a commitment to DEI.

At the board meeting on July 27, 2020, each Board member was asked to review the output of the training session and weighed in on the importance of each DEI value. The Board also recommended the elimination of the value "efficiency" from the College's core values.

Appendix A includes the Board's feedback and ranking of the DEI value options. Each value has some suggested value statements. Highlighted statements are those that have been recommended by the College's DEI consultant. Diversity, Respect and Equity were viewed as the most salient values.

The Board tasked the Patient Relations Committee with reviewing and refreshing the College's core organizational values and creating new DEI value statements.

For Consideration:

The proposed new Organizational Core Values is attached as **APPENDIX B, with the additions highlighted**. The new values are succinct and incorporate the top-ranking DEI values statements as well as combining two old values, accountability and efficiency into one.

Public Interest Considerations:

The Board has expressed its sustained commitment to diversity, equity and inclusion and has sought (and continues to seek) opportunities to develop initiatives and policies in this area, as an organization and with registrants, to ensure that the public receives vision care that is inclusive, respectful, equitable and safe. The inclusion of DEI values as part of the College's core values would demonstrate the significance of these values in the College's work and in carrying out its mandate.

Recommendation:

That the Board approve the new organizational core value statements as recommended by the Patient Relations Committee. Should the Board approve the recommendations, the Organizational Shared Values policy 4-02 would be updated.

APPENDIX A

| Value | Value Statement Options | Board Ranking of Importance |
|--------------------|--|-----------------------------|
| Diversity | <ul style="list-style-type: none"> • Welcoming and respectful of the diversity of patients, registrants and employees | 8 |
| Inclusivity | <ul style="list-style-type: none"> • Creating (Fostering) a culture of inclusiveness among opticians and their patients, by opticians communicating and demonstrating that vision care is accessible for all Ontarians, regardless of race, abilities, age, background and other unique attributes. • Impartial and just treatment, fairness without favouritism, discrimination or bias • Empathetic, welcoming and open • Ensure Fair treatment and fair opportunity | 5 |
| Respect | <ul style="list-style-type: none"> • Conducting business with thought and compassion on how we interact with patients, registrants, colleagues and other stakeholders. • Having regard for the feelings, wishes, rights, and traditions of others • Empower all to contribute and feel valued for their contribution | 6 |
| Equity | <ul style="list-style-type: none"> • Committed to equitable treatment and elimination of discrimination in all its forms, at all organizational levels, and through all services provided • Proactively acknowledge our policies and processes to include uneven starting places • Ensure fair treatment and fair opportunity | 9 |
| Acceptance | <ul style="list-style-type: none"> • Accepting of all backgrounds, regardless of culture, age, gender, race, religion or ability | 6 |

APPENDIX B

Transparency: Access to information that is not confidential

Accountability: Acting responsibly and efficiently in all decisions and actions

Integrity: Acting with conscience, putting aside self-interests and making clear decisions that are aligned with our mandate

Equity: Promoting equitable access and opportunity in all decisions, policies and services

Respect: Demonstrating thought and compassion in all interactions with patients, registrants, colleagues and stakeholders

Diversity: Celebrating the diversity of ideas and people