



THE COLLEGE OF  
VETERINARIANS  
OF ONTARIO

# STRATEGIC PLAN

January 2004

## 2004 and Beyond

### ***Vision***

**Complete public trust through  
professional excellence**

### ***Mission***

**To protect the public by regulating and  
enhancing the veterinary profession  
in Ontario**

### **Core Values:**

- Integrity
- Equity
- Transparency
- Responsiveness

### **Key Result Areas:**

- Government Relations
- Quality Assurance
- Public and Member Communication and Education

## Indicators of Progress in the Key Result Areas:

### *For* Government Relations

- A strong consultative relationship between CVO and government
  - Regular contact with Minister/Minister's office
  - A liaison committee
- Red tape amendments passed
- Regulatory amendments passed
- Time-line between council passing regulations and government approval scrutinized

### *For* Quality Assurance

- Quality Assurance Director and program in place by December 31, 2004

### *For* Public and Member Communication and Education

- Public confidence in the veterinary profession
- Members understand self-regulation and the expectations of the College
- Member confidence in CVO
- Member uptake on communication initiatives
  - Readership of Update
  - Hits on CVO website
  - Attendance at ***Open Exchanges***