



— COLLEGE OF —  
**CHIROPRACTORS**  
— OF ALBERTA —

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# Strategic Plan

# 2022-2027

UPDATED DECEMBER 2024

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Updated: October 2022  
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The College of Chiropractors of Alberta went through a transformational change in 2021, moving from a dual-mandate organization to a single-mandate regulator for the first time since being proclaimed under the Health Professions Act in 2007.

This change has provided a unique opportunity to set a new vision and path for an established organization.

The 2022-2027 College of Chiropractors of Alberta (CCOA) Strategic Plan has been constructed based on the collective inputs of Council members – practitioners and public members – and internal organizational leadership through workshops and meetings.

The strategic plan is used as a map to focus the CCOA's work on behalf of Albertans through our regulated members. At the same time, it is viewed as a developing document to address new opportunities and realities that may emerge. This strategic plan was introduced July 2022 and revised October 2022 and December 2024.

Ultimately, our efforts are focused squarely on serving the public interest as protection of the public is paramount.

# Vision

The College of Chiropractors of Alberta is recognized as a leading health professional body demonstrating excellence in chiropractic regulation.

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# Mission

The College of Chiropractors of Alberta protects and serves the public interest through regulation to ensure safe, competent and ethical chiropractic care.

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# Values

- Integrity
- Accountability
- Transparency
- Proportionate
- Agility

# VALUES

## **Integrity**

We operate in a manner that is honest, thoughtful, ethical and inclusive.

## **Accountability**

We are responsible for what we do and provide clear justification for our decisions.

## **Transparency**

We clearly communicate the reasons for our actions and decisions.

## **Proportionate**

We utilize a right-touch regulatory approach that focuses on the issue, with a response that is appropriate to the risk.

## **Agility**

We proactively regulate by monitoring, adapting to and anticipating change.

# STRATEGIC GOALS

The College of Chiropractors of Alberta's strategic goals focus on regulation and competencies of regulated members, external relationships, organizational reputation and internal resources.

#1

Ensure standards promote excellence of care while being responsive to emerging developments.

#2

Ensure the practice of regulated members is patient-centered through safe, competent and ethical care.

#3

Maintain and enhance public trust and confidence in the CCOA and strengthen productive relationships with our stakeholders.

#4

Optimize organizational capacity and effectiveness, recognizing our staff are the CCOA's greatest resource.

# KEY THEMES

Three key themes emerged in Council discussions during the development of the strategic plan that inform how staff will undertake work moving forward.

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## **Product leadership**

Our driving force is that we want the CCOA to continue operating as a leading-edge organization in the regulatory space. We expect this focus to result in stronger trust in the CCOA's performance in upholding its regulatory mandate, and better care for Albertans while simultaneously influencing chiropractic regulation across Canada.

## **Environmental impact**

Our responsibility to act in the public interest includes reducing our environmental impact. We have made a commitment to understanding and minimizing the College's environmental impact.

## **Organizational agility**

While we have great confidence in this plan, we also recognize that we are living in an extremely dynamic time. During the planning process in late 2021/early 2022, the following realities were present:

- Globally, the COVID-19 pandemic still exists, geopolitical crises abound, and issues related to climate change are increasing annually.
- Provincially, regulatory bodies are under significant scrutiny which has already resulted in a redefinition of professional self-regulation. We expect this to be the environment in which we operate for the foreseeable future.

Understanding these realities, and in expectation of potential issues unknown at this time, we commit to being agile as an organization in anticipation and response to future situations that may emerge and impact the strategic plan.