*Initiating COTBC’s Strategic Planning Process: Exploring the Health Professional Regulatory Context*.

Are you looking for an oportunity to provide input into the preliminary strategic planning efforts of a health professional regulatory organization? The College of Occupational Therapists of British Columbia (COTBC) is working with a student from the University of Victoria to complete a preliminary stakeholder analysis and situation/environmental assessment as part of developing their strategic plan. This is being completed as part of the student’s requirement to conduct a research project as part of achieving a Master of Public Administration degree. The project has been approved by the University of Victoria’s Human Research Ethics Board and is being conducted under the supervision of Dr. Kimberly Speers, Assistant Teaching Professor and MPA Project Advisor.

**Purpose**

The purpose of this project is to explore the following questions:

* What are the current environmental or ‘situational’ factors that may influence the College of Occupational Therapists of British Columbia’s (COTBC) strategic priorities?
* Who are COTBC’s primary stakeholders and how might their interests influence COTBC’s strategic priorities?
* What smart practices can guide health professional regulatory organizations in designing their strategic planning process?
* What connection is there between the strategic planning process and organizational risk analysis and management? How can this inform COTBC’s strategic planning process?

**What Is Involved**

As a member of the public, your participation would involve participating in an approximately 1 hour long telephone interview with the researcher/student. The objectives of the interview are:

* To inform the stakeholder analysis by:
  + Identifying criteria that the members of the public may use to evaluate/judge COTBC’s effectiveness/performance.
  + Obtaining participant’s perspective on COTBC’s (or health care regulatory organizations success at meeting identified criteria.
* To inform situation analysis by getting participant’s input regarding opportunities and challenges facing health professional regulatory organizations such as COTBC.

**Participation Requirements**

Participation is open to individuals from across the province. To participate, you must be over the age of 18 and be able to independently provide consent (i.e. be legally capable of providing consent). Additionally, you cannot be a:

* Former or current occupational therapist,
* Former or current COTBC board, staff, or committee member,
* Professionally involved with other health professional regulatory organizations.

The researcher is looking for four volunteers. If you are interested in participating, the researcher will require your informed consent. The informed consent process requires that the researcher provide you with additional information, such as any anonymity and confidentiality considerations, research risks and benefits, how your information will be used, and your rights to withdraw. The researcher must also provide you with an opportunity to ask any questions that you may have.

**Contact**

To express interest in participating in this opportunity, please contact the researcher, Andrea Bowden at [abowden@uvic.ca](mailto:abowden@uvic.ca)

Andrea Bowden will follow up with you directly to discuss next steps, answer your questions, and complete the informed consent process, as appropriate.