



A NEW VISION AND MISSION: An Exciting Future

The College is excited to share our first strategic plan and is thrilled to kick off that process with the announcement of our new Vision and Mission. These statements will keep us focused and inspired as we work towards our goals for the future:

Vision: Acupuncturists are primary care practitioners providing exemplary, collaborative care for the health and wellness of Albertans.

Mission: To protect Albertans by establishing and upholding professional standards and striving for excellence in the acupuncture profession.

When asked about the College's new Vision and Mission, leadership at the College had this to say:



"As registered acupuncturists practicing in community settings, we see the positive impact acupuncture services make in the lives of Albertans on a daily basis. The Council and I envision an enhanced healthcare system that is evidence-based, patient-centred, and collaborative. We anticipate and look forward to Albertans having front-line access to the benefits acupuncture can provide through the primary care network."

- *Michelle Phillips, President*

"In the early phases of strategic planning, we quickly realized that new mission and vision statements would be critical in setting a foundation for the future of the acupuncture profession in Alberta. We believe our new Vision and Mission reflect our mandate to protect the public as well as our passion for elevating the profession of acupuncture."

- *Erin Stroud, Executive Director*



What's Next?

- **5 new values statements** have also been developed to complement our Vision and Mission. Council, management, and staff are very excited to share how these values influence our culture and shape the future at the College. Follow us on [Facebook](#) and [LinkedIn](#) to find out more next week!
- Our **2023-27 Strategic Plan** and **2023-25 Business Plan** documents will be published on our [website](#) later this month. Expect to hear more in the upcoming Executive Director newsletter.