

Strategic Plan

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California State Board of Guide Dogs for the Blind  
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*This is the overview of  
the State Board of  
Guide Dogs for the  
Blind strategic plan.  
The plan is a blueprint  
for the board's  
activities for the next 2  
years.*

The California State Board of Guide Dogs for the Blind licenses and regulates schools and persons in California that train and supply guide dogs for the blind; oversees fund raising practices; and promotes and protects the interests of guide dog users.

### Mission Statement

*DCA Mission Statement: To promote and protect the interest of California consumers.*

**Guide Dog Board Mission Statement:**

To maintain the high threshold of guide dog training that promotes the safety, autonomy, independence, and self-reliance that our constituency consumers deserve.

### Vision

*DCA Vision Statement: California consumers and businesses will have a safe, fair and competitive marketplace. DCA will be accessible to Californians and will bring a common sense approach to public policy and resolution of consumer issues. DCA will set the standard for innovation and quality customer service.*

**Guide Dog Board Vision:**

Provide consistent, reliable delivery of the benefits of guide dog training to the visually impaired.

## Values

*DCA Values Statement: DCA values public access, assistance, service, consumers and business participation in decision-making, diversity, integrity and competence in serving the public and a can-do attitude in its employees.*

### **Guide Dog Board Values:**

- Visually impaired persons are individuals of worth and dignity,
- That they share the obligations and responsibilities of all citizens of the community,
- That they can and will best discharge those duties with the aid of properly trained guide dogs,
- That they are entitled to equal rights of access to places of public accommodations and employment,
- That limited access is equality limited and denied,
- That Federal and California laws which mandate equal access work well when understood,
- That all California and Californians benefit from the greater understanding and enforcement of the access of rights of guide dog users.

### Public Policy

*DCA Public Policy Statement: review, analyze and formulate public policy that enhances consumer protection, and revisit enforcement of existing laws and regulations*

### Organizational Effectiveness

*DCA Organizational Effectiveness Statement: enhance organization effectiveness and improve the quality of customer service in all programs.*

### Long Range Planning

*DCA Long Range Planning Statement: Continue to spot marketplace trends, contemporize our consumer and regulatory programs, and advocate on behalf of California's consumers.*

## Goals

*DCA Goals Statement: create a contemporary, relevant and streamlined approach to consumer protection and marketplace regulation. Enhance public participation in regulatory decision making. Promote legal and ethical standards of professional conduct.*

### **Guide Dog Board Goals:**

By law, maintain the licensing threshold through performance standard for schools and instructors.

By inclination, use the weight of the board to aid consumer's mobility by reducing obstacles, such as, but not limited to: Fair housing, accessibility rights, transportation discrimination issues, emergency preparedness, vicious dog attacks, dispute resolutions and employment.

### Consumer Assistance, Education and Information

*DCA Statement: enhance individual consumer access to and assistance from our board and other organizations for resolving issues and complaints by developing our role as a primary resource on consumer issues through providing information and education.*

*DCA statement: Partner with business and consumer groups in California and the nation.*

*DCA Statement: Work with law enforcement to combat fraud and enforce consumer protection laws vigorously and fairly.*

#### **Guide Dog Board Statement:**

Be a friend to those who are advocating guide dog user civil rights issues such as, but not limited to: Fair housing, accessibility rights, transportation discrimination issues, emergency preparedness, vicious dog attacks, dispute resolutions and employment.