THE AOA AND OPTOMETRIC EDUCATORS:
WE HAVE A LOT IN COMMON.

OPTOMETRY’S FUTURE.
As an optometric educator, you are dedicated to protecting and promoting a positive image of optometrists for years to come. You set an example for your colleagues and students. Thank you for building optometry’s future with your sense of honor and commitment to the profession.
The American Optometric Association (AOA) and its affiliated associations are the only organizations that advocate for optometry at the federal and state levels, while educating the public on the importance of regular eye care as a vital part of overall health. Together, we defend scope of practice for every practice setting – from retail optical chains to private practice. We support the profession through advocacy and public education, but we can’t do it alone. Association membership is critical to optometry’s advocacy strength.

“The AOA is a family – a place to go for assistance, support, and guidance. Most important, the AOA protects me as a professional.”

- Kenneth Eakland, O.D.,
associate dean for Clinical Programs,
Pacific University College of Optometry
Being a member of the AOA and your affiliated association means you’re making an even greater contribution to your students – the future of our profession. You’re tapping an extraordinary pool of professional expertise that benefits you and your students. And you’re having a **positive influence** on optometry’s future.
Here are just a few ways the AOA and its affiliated associations help the overall profession and your students – the optometrists of tomorrow.

- Emphasize the ability of ODs to perform most treatments for good eye health.
- Work to ensure optometric services are covered on most insurance plans.
- Advocate for more uniform scope of practice for optometrists in all 50 states.
- Educate and protect the public from contact lens sales without a prescription.
- Increase optometrists’ respect with the general public and other medical professions and ultimately influence long-term earnings potential.

But there is much more work to be done. Legislative battles in optometry today are as relevant now as in the past.

“The AOA allows one individual to be a part of something greater, ensuring that our professional lives and livelihood remain important and protected.”

- Janice McMahon, O.D., associate professor, Illinois College of Optometry
Association members connect on multiple levels — professionally, personally and educationally. Support the organization that supports you!

**Professional development** — Stay current on clinical and legislative issues facing optometry and the latest technology and advocacy used to overcome them — a benefit to you and your students.

**Personal networking** — Form valuable contacts to help further your career and the careers of your students.

**Education** — The AOA and its affiliated association publications and Web resources offer information for both professional and educational optometrists that can be used as models for classroom discussion and assignments.

Don’t let someone else decide your future. Hundreds of optometric educators just like you have already committed to supporting optometry through association membership. Join us in the fight to protect optometrists’ rights and make your voice heard at the federal and state levels.

“Optometry is strongest when, through the combined efforts of local, state and national associations, we work together to advance at all levels.”

- Lawrence Thal, O.D.,
  assistant dean, External Relations and Development, and clinical professor,
  University of California, Berkeley, School of Optometry
AOA RESOURCES FOR EDUCATORS

**Optometric Educator’s Exchange (OEE)** – Collaborative education program held at Optometry’s Meeting® annually

**AOAExcel** – A new AOA business venture dedicated to progress, innovation and the success of our members. AOAExcel – Next Generation Optometry
Visit www.ExcelOD.com

**Periodicals, fact sheets and the AOA website – www.aoa.org** – to keep you up to date

**Social Media Channels** – Connect with the AOA on Facebook, Twitter and YouTube

**AOA News** – Optometry’s best-read publication delivered monthly and always online at www.newsfromaoa.org

**AOA First Look** – Daily email synopsis of issues relevant to you and patient care

**Pediatric and Binocular (3-D) Vision** – Incorporate the use of static stereoscopic testing, education, and vision therapy in your classroom. Resources include vision therapy fact sheets, 3-D news, research and patient education

**Optometry’s Career Center®** – The Resource for Optometry, the OCC is a comprehensive online matchmaker – complete with placement opportunities and marketing advice

**Contact Lens and Cornea, Sports Vision & Vision Rehabilitation Sections** – Stay current on clinical and technological advancements through membership in one or all three special interest Sections

**Dr. Locator Listing** – The AOA’s searchable member database for consumers

**Summer Research Institute Participation** – Facilitated by the AOA Council on Research, optometrists and scientists in North American schools and colleges of optometry have received over $59 million in research grants since the inception of the Summer Research Institutes in 1988

**The AOA Faculty Relations Committee** – A personal forum for discussion and idea-sharing, the committee consists of one faculty member from each U.S. school and college of optometry to ensure your voice is heard

**Language Services** – Optometric phrases and educational materials in Spanish for non-English speaking Hispanics

**Specific Population Group Vision and Health Care Resources** – For blacks, Hispanics, Native Americans, children and senior citizens

**AOAConnect** – a special interest community to post ideas, ask questions, make suggestions and share information with other optometric educators

**EyeLearn™** – Take advantage of this centralized, easy-to-use online learning resource

**Leadership Training Modules** – To help with the “business side” of optometry

**Special Economic Reports** – Optometrist income insights to help your students see the “big picture”

**Volunteer Opportunities** – Give back to your community as an InfantSEE® provider, or make a difference in your community as a Healthy Eyes Healthy People® grant recipient

**Quality Printed Materials at Member Prices** – Patient education and stationery/business resources through the AOA’s online store

For a complete list of member benefits, visit www.aoa.org/educator
JOIN US FOR THE FUTURE.
Already a member? Invite your colleagues to join.
Not a member? Now’s the time to become one!
Contact the affiliated association in your state or visit www.aoa.org/join.

AOA MISSION
To advocate for the profession and serve optometrists in meeting the eye care needs of the public.