

Future Optometrist Winter Beaton

2020
ANNUAL
REPORT

A black and white portrait of Dr. Essence Johnson, a Black woman with curly hair, wearing glasses and a dark button-down shirt. She is smiling and has her arms crossed. The background is a solid dark grey.

**DIVERSITY
PERSPECTIVE,
INC.**

PREPARED BY

*Dr. Essence Johnson
Chief Visionary Officer*

PRESENTED BY

BlackEyeCare
Perspective.

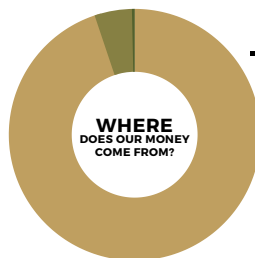
DIVERSITY PERSPECTIVE, INC.

EIN 85-2447823



Future Optometrist Demetric Jones

Diversity Perspective, Inc. serves as the charitable arm of Black EyeCare Perspective and Black EyeCare Perspective Pre-Optometry Club. Established August 2020, Diversity Perspective, Inc. is a 501(c)(3) organization designed and created to improve equity in healthcare through awareness, action and accountability. We're redefining the color of the healthcare industry 1% at a time by creating a pipeline for students and professionals into the industry.

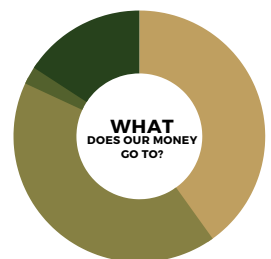


INCOME = \$79,037.93

- Industry Partnerships - 94.8%
- Corporate Sponsorships - 4.8%
- Individual Donors - 0.4%

EXPENSES = \$22,405.99*

- Programming and Recruitment - 41.8%**
These funds are used to run, organize and fund events, programs and targeted recruitment efforts.
- 2021 Scholarship Awards* - 40.1%**
These funds are earmarked to payout scholarship awards in 2021.
- Operations - 15.8%**
These funds are used to ensure Diversity Perspective, Inc. and its subsidiaries run smoothly.
- Pre-Optometry Club - 2.3%**
These funds are used to provide resources and support ensure future optometrist not only survive, but thrive.



*2021 Scholarship Awards not included in 2020 expense total

Future Optometrist Lexxus Roberts

13% Promise

IN THE PRESS

Vision Monday

BLACK EYECARE PERSPECTIVE LAUNCHES '13% PROMISE' TO ENCOURAGE COMMITMENT AND ACTION TO INCREASE BLACK PRESENCE IN THE VISION CARE FIELD

19 June 2020

Invision Magazine

BLACK EYECARE PERSPECTIVE: THE 13% PROMISE

19 June 2020

Review of Optometric Business

NECO NAMES FIRST DIVERSITY AND INCLUSION LIAISON, JOINING 13% PROMISE

12 August 2020

Optometry Times

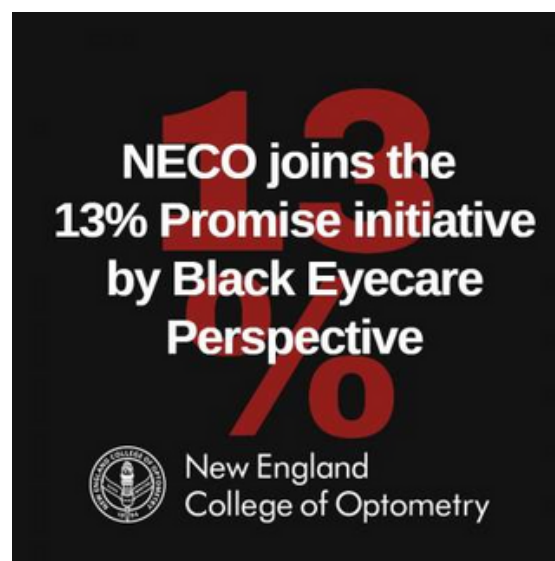
THE 13% PROMISE: INCREASING RACIAL DIVERSITY IN OPTOMETRY

28 September 2020

New England College of Optometry

WARBY PARKER GIFT ESTABLISHES SCHOLARSHIP TO INCREASE BLACK REPRESENTATION IN OPTOMETRY

2 October 2020



Salus University

SALUS RECEIVES \$300,000 DONATION FROM AMERICA'S BEST FOR SUMMER ENRICHMENT PROGRAM

6 October 2020



OCTOBER 6, 2020

INTENTIONAL IN OUR IMPACT

IMPACT HBCU is our intentional recruitment event to introduce more students to the eyecare industry and support black future optometrists on their journey. HBCU stands for Historically Black College and University. Black and African American optometrists represent the less than 2% of practicing optometrists and the approximately 40% of optometrists that received their undergraduate degree from an HBCU.

\$1,000
MATRICULATION
SCHOLARSHIP
RECIPIENTS



*Future Optometrist
Avia Dolberry*



*Future Optometrist
Lauren King*

BlackEyeCare
Perspective.

IMPACT

SPONSORED BY:
PLATINUM

AMERICA'S BEST
CONTACTS & EYEGLASSES.

myeyedr.

WARBY PARKER

BRONZE
ASCO ASSOCIATION OF
OPTOMETRISTS

Being an optometrist gives me life

IF YOU
SEE IT,
YOU CAN
BE IT!

HBCU

CATCH THE REPLAY AT
WWW.BLACKEYECAREPERSPECTIVE.COM/IMPACT-HBCU

Future Optometrist Winter Beaton

2.7K

views across streaming platforms:
45% Facebook
30% YouTube
25% LinkedIn

333

registered for this years IMPACT HBCU event:
41% Student Admission
33% EyeCare Industry
26% General Admission

31

states and 4 countries tuned in to this virtual event:
United States
Canada
Ghana
Zambia

21

colleges and universities reached:
57% HBCU*
Texas
North Carolina
43% Non HBCU**
Florida

Highest Attendance:

*Prairie View A&M University | Winston Salem State University

**Florida Atlantic University | University of Florida

SAVE THE DATE FOR **IMPACT HBCU** OCTOBER 5, 2021!

email impacthbcu@gmail.com for sponsorship opportunities

Future Optometrist Raniya Mims

BlackEyeCare
Perspective.

IN THE MEDIA

Inside Vision

EPISODE 10: OPTOMETRY IN BLACK AND WHITE

28 June 2020

Eye Care Business

THE 13% PROMISE

28 June 2020

SUNY College of Optometry

RACE IN OPTOMETRY: AN HONEST CONVERSATION

3 July 2020

Eye Code Media

DR. ADAM RAMSEY - RACE IN EYECARE

14 September 2020

Black EyeCare Perspective

WHY DID I BECOME AN OPTOMETRIST?

14 September 2020

Eye Code Media

DRS. ESSENCE JOHNSON AND JACOBI CLEAVER - IMPACT HBCU

22 September 2020

Anagram

A CALL FOR EQUITY IN EYECARE

29 September 2020



DEFOCUS MEDIA x Optometry Times

Optometry Times

THE 13% PROMISE: INCREASING RACIAL DIVERSITY IN OPTOMETRY

28 September 2020

Young ODs of Texas

DIVERSITY IN OPTOMETRY PART II

219 November 2020

Unity in the Corporate Optometry Community

Highlight: Black EyeCare Perspective

By Tiffany Jackson, CAE

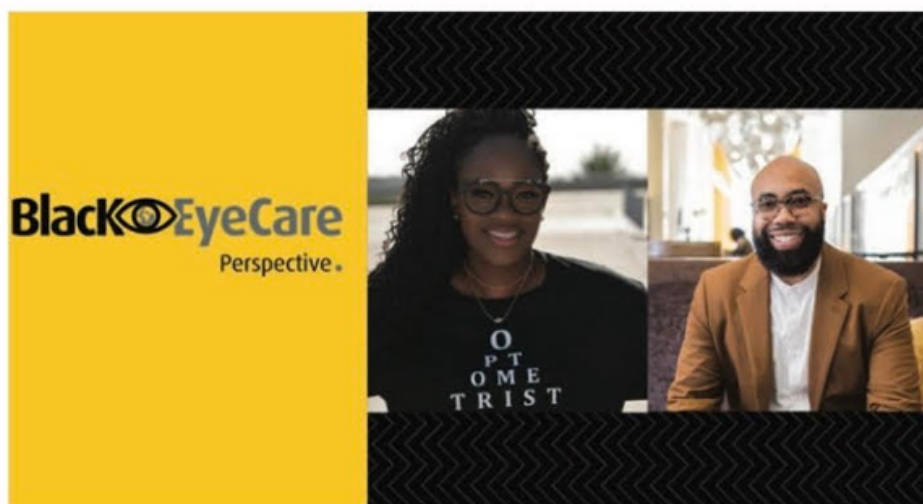
AACO supports the optometry community by connecting with groups that align with our mission. This month, Corporate Optometrist® caught up with Black EyeCare Perspective, a nonprofit association that cultivates and fosters lifelong relationships between African Americans and the eyecare industry. Darryl Glover, Jr., OD, co-founder of BEP, and Essence Johnson, OD, FAAO, chief visionary officer, discussed the organization's initiatives, goals and the impact it's having on equity in black representation in eyecare.

Q: How was BEP founded?

A: BEP was founded a few years ago when co-founder Adam Ramsey, OD, noticed Dr. Glover's active presence on social media channels. The two connected and arranged to meet at an upcoming optometry event. As it turns out, at a very large eyecare conference, they were among very few African American optometrists who attended. Although they were already aware of an underrepresentation of minorities in the industry, this stark example led to them look for ways to influence leadership in the overall eyecare industry, while also increasing the black demographic in optometry. After joining with other well-respected key opinion leaders in the eyecare industry to discuss and define their goals for creating an environment that is inclusive and recognizes the importance of diversity in all areas of the industry, Black EyeCare Perspective was formed. We have grown quickly, and now have more than 200 professionals participating in various initiatives. Our team is strong and rapid growth has helped us with the flexibility needed to raise awareness at a fast pace.

Q: What are the current statistics on African American participation in the eyecare industry?

A: There is cause for an alarm regarding the inequality found within the eyecare profession. Data from the U.S. Census shows that 13.4% of the US population identifies as African American, but representation within the eyecare industry is



much lower, as only 3.2% of students in optometry schools are African Americans and only 1.8% of practicing optometrists are African Americans.

Q: How will Black EyeCare Perspective influence the changes needed to close the gaps?

A. We are asking for equity in black representation in eyecare companies, colleges of optometry and optometry boards. The 13% Promise is an initiative we put in place to bring the number by black eyecare professionals in the industry much closer to the U.S. population statistics of 13%. Our goals include increasing the number of leaders, addressing biases in the eyecare industry, helping eyecare professionals and companies stay effective and relevant by aligning their values based on equity and inclusion within the eyecare industry, and helping to facilitate better dialog between non-minority eyecare professionals and the black demographic in an eyecare setting. Our goals for 2025 include an environment in which 13% of students in optometry identify as African American, 13% of faculty at colleges identify as African American, and 13% of executive-level positions are filled by African Americans (to see all 2025 goals please visit www.blackeyecareperspective.com).

Q: Tell us About Impact HBCU

A. To help achieve our 2025 goals, we are focused on creating an optometric pipeline for black students at Historically Black

Colleges and Universities (HBCUs). This will raise awareness and allow us to provide assistance to students, not only to help them survive but also give them resources to thrive in this profession and in their future careers. On October 6, 2020, we will conduct an event in a virtual platform with participation by 107 schools, intended to send the message, "If you see it, you can be it..." The goal of this initiative is to reach students early and increase the volume of black students in the applicant pool and visibility of African Americans in the eyecare profession as a whole.

Q: How can AACO and the corporate optometry community help Black EyeCare Perspective accomplish their goals?

A. Awareness is key. Not everyone knows there is a problem unless it impacts them. Help spread the word about black inequity in the eyecare industry and use your voice to change any negative perceptions. Bring black professionals in the industry to the forefront. Foster an inclusive environment and have conversations with open dialog, especially when you see or hear something that is not right. If you don't have a voice, you are part of the problem. **CO**

To learn more about Black EyeCare Perspective, their initiatives and diversity resources, as well as committing to the 13% pledge, please visit www.blackeyecareperspective.com

MEETINGS

BlackEyeCare *Eye-Optomety Club*
Perspective.

WEDNESDAY, JANUARY 13, 2021

SATURDAY, FEBRUARY 13, 2021

SATURDAY, MARCH 13, 2021

TUESDAY, APRIL 13, 2021

THURSDAY, MAY 13, 2021

SUNDAY, JUNE 13, 2021

TUESDAY, JULY 13, 2021

FRIDAY, AUGUST 13, 2021

MONDAY, SEPTEMBER 13, 2021

WEDNESDAY, OCTOBER 13, 2021

SATURDAY, NOVEMBER 13, 2021

MONDAY, DECEMBER 13, 2021

7PM CST WEEKDAYS | 5PM CST WEEKENDS

MEMBERSHIP REQUIRED



EMAIL: ASKBEPPOC@GMAIL.COM

ASCO recognizes first and only virtual pre-optometry club

BLACK EYECARE PERSPECTIVE PRE-OPTOMETRY CLUB

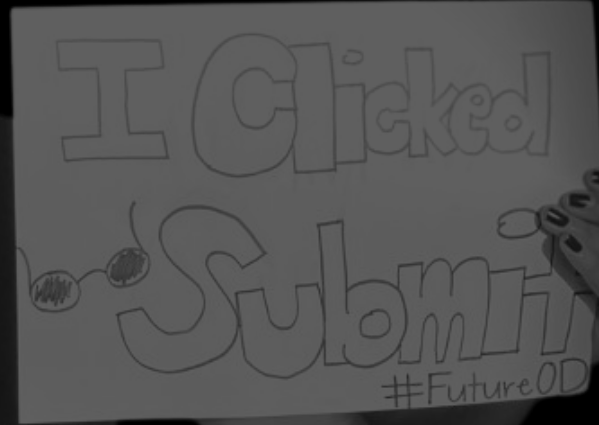
Established in August 2020 to ensure not a single, potential Black or African American student or optometrist is ignored, discouraged or disadvantaged. To date, the club has over 40 active members, assisted in the admittance of nearly a dozen students into an accredited optometry program and will award over \$13,000 in scholarships in 2021.

45%

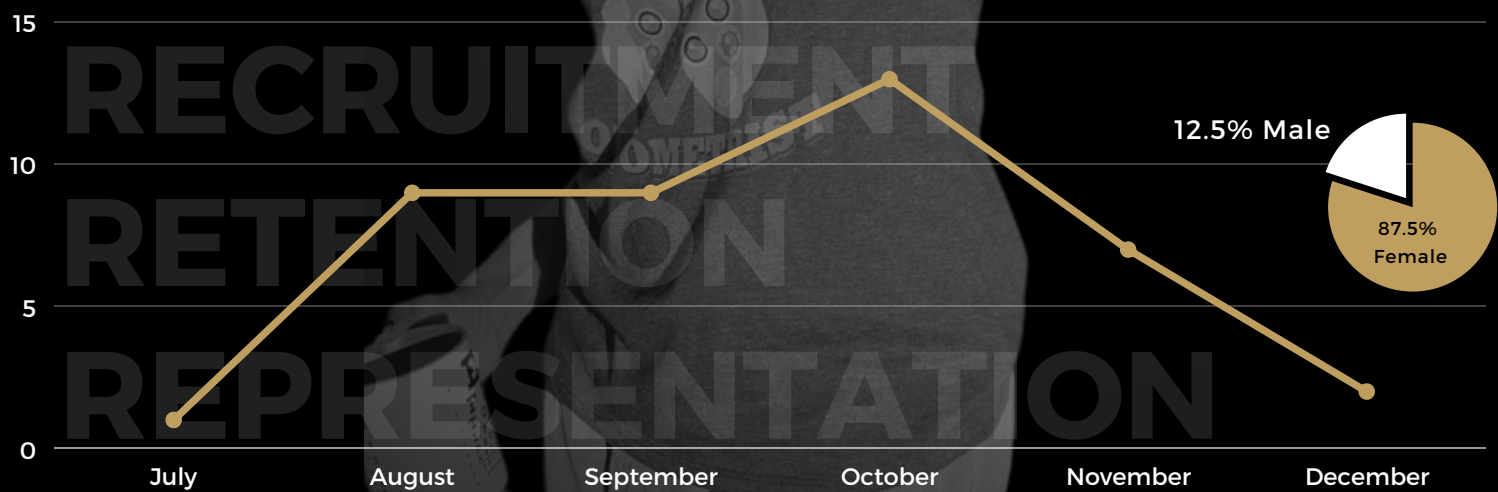
clicked submit

59%

accepted



Future Optometrist Lauren Price



ANALYSIS OF ASCO'S 2019-2020 ANNUAL STUDENT DATA REPORT

According to the Association of Schools and Colleges of Optometry (ASCO) annual report, 3.2% of full time Doctor of Optometry students identify as Black or African American. Of 7,244 students enrolled in an optometry program in the United States, only 229 are Black or African American.

The 2019 first year class has 78 of 1,925 students that identify as Black or African American (4.1%), a number that experiences an incremental decline as students matriculate through their program.

Currently, *there is one college of optometry without any Black or African American students enrolled, 12 of the 23 schools and colleges of optometry have 10 or more students enrolled and 5 colleges of optometry did not have any students that identify as Black or African American in their first year class.*

Future Optometrist Charlene Caldwell



\$79K

*in contributions from corporate and
invidual partners:*

80% IMPACT HBCU

16% Scholarship

2% Black EyeCare Perspective

Pre-Optometry Club

2% General Operations

Future Optometrist Demetric Jones

2020

INVESTMENT HIGHLIGHTS

THANK YOU!

During 2020, we established our non profit organization with 4 individuals, 1 vision and a whole lot of passion and action to affect change not only in the eyecare industry but in healthcare overall. Through our collective networks and variety of skills we have been able to amass over \$79,000 in corporate partnerships and individual sponsorships towards our call for equity in the eyecare industry. We may be a small team, but with your support and the help of many others, we are delivering on our mission: to redefine the color of the healthcare industry 1% at a time through awareness, action and accountability.

Over the next 5-10 years, we are creating a pipeline for Black students into the eyecare industry. Through a collaborative and an integrative approach, we aim to increase the number of Black students entering into an optometry program through awareness, assistance and accessibility. It is our belief that exposure to optometry during one's formative years is one way to increase interest in the profession.

Another way is targeted recruitment at Historically Black Colleges and Universities (HBCUs) across the nation. Our Black EyeCare Perspective Pre-Optometry Program will not only provide resources and mentorship to students pursuing a Doctor of Optometry degree, but also provide continuous support throughout school and their optometric careers. We aim to create a culture and community of black optometrists that will prove beneficial and necessary to the profession in all sectors of eye care while cultivating lifelong relationships.

AMERICA'S BEST
CONTACTS & EYEGLASSES.

myeyedr.
OD

WARBY PARKER

ASCO ASSOCIATION of
SCHOOLS and COLLEGES
of OPTOMETRY
Being an optometrist
gives me life

Johnson & Johnson
VISION

D Dompé

THANK YOU

\$13K

*in scholarships to be
awarded*

SAVE THE DATE

signing day

Join us as we recognize
and celebrate the accomplishments
of those students who will enter
the first year optometry
class of
2025!

BlackEyeCare
Perspective.

Pre-Optometry Club

COMING SPRING 2021

WHATS NEXT

We are committed to accomplishing four key goals:

1. Increase the representation of Black and African American students being accepted into optometry school (1% increase per year until 13% is achieved and sustained).
2. Provide resources, mentorship and development to members of the Black EyeCare Perspective Pre-Optometry Club.
3. Annual hosting of two signature events: IMPACT HBCU (first Tuesday of October) and Black EyeCare Perspective Pre-Optometry Club's Signing Day (last Tuesday of April).
4. Award thirteen (13) Matriculation Scholarships (valued at \$1,000 each) and thirteen (13) 13% Promise Scholarships (valued between \$5-7,000 each) to qualified students that are Black/African American, U.S. citizen or permanent resident and have been accepted into an accredited optometry program defined as a member of ASCO.



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www.blackeyecareperspective.com