

Future Optometrist Lauren King

2021
ANNUAL
REPORT



DIVERSITY PERSPECTIVE, INC.

PREPARED BY

*Dr. Essence Johnson
Chief Visionary Officer*

PRESENTED BY

BlackEyeCare
Perspective.

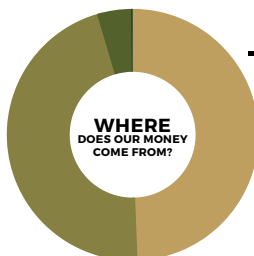
DIVERSITY PERSPECTIVE, INC.

EIN 85-2447823



Doctor Autumn Wooten

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.

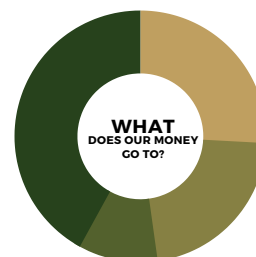


INCOME = \$243,003.18

- Scholarships - 49%
- Corporate Partnerships - 46%
- Individual Donors - 4%
- Other Fundraising - 1%

EXPENSES = \$90,898.14

- Programs - 42%
- Operations - 22%
- 2021 Scholarship Awards - 26%
- Fundraising - 10%



Future Optometrist Randa Ibrahim

13% Promise

IN THE PRESS



Salus University

PCO/SALUS ALUMS WANT 13 PERCENT BLACK REPRESENTATION - PART 1: DR. DARRYL GLOVER

16 March 2021

Salus University

PCO/SALUS ALUMS WANT 13 PERCENT BLACK REPRESENTATION - PART 2: DR. JACOBI CLEAVER

28 April 2021

Salus University

PCO/SALUS ALUMS WANT 13 PERCENT BLACK REPRESENTATION - PART 3: DR. ESSENCE JOHNSON

26 June 2021

Optical Women Association

THE 13% PROMISE: INCREASING RACIAL DIVERSITY IN OPTOMETRY

28 September 2020



13% Promise

Black Eyecare Perspective is raising the alarm regarding the inequality found within the eyecare arena.

They are asking for equity in black representation in eye care companies, colleges of optometry, and optometry boards.

To support this mission, Black Eyecare Perspective will work with the industry to create a specified plan to help get everyone's numbers up to 13% equity across the board.

WHERE WE ARE NOW

- 3.2% OF STUDENTS IN OPTOMETRY SCHOOL ARE AFRICAN AMERICANS
- 1.8% OF PRACTICING OPTOMETRIST ARE AFRICAN AMERICANS
- 3.8% OF FACULTY IN COLLEGES OF OPTOMETRY ARE AFRICAN AMERICANS



Dr. Essence Johnson

Chief Visionary Officer | Black EyeCare Perspective



"For the younger generation, I am an example of what they can become and for the older generation, I am an example of how far we have come."



CELEBRATING ACHIEVEMENTS

You may know and may have heard that we need more black doctors, but the reality is in order to have more black doctors we have to actively recruit them as well as create more opportunities to not only help them survive, but thrive in their pursuit. BEPPOC SIGNING DAY will celebrate the achievements of BEPPOC members who have been accepted into optometry school or college of optometry as well as award \$22,000 in Matriculation Grants*.

"YOU ACCOMPLISHED THIS AND YOU DESERVE TO BE HERE!"



Charissa Lee, OD, FAAO
*Head of Professional Affairs, North America
Johnson & Johnson Vision Care, Inc.
Keynote Speaker*



BlackEyeCare *Pre-Optometry Club*
Perspective.

IN PARTNERSHIP WITH **Johnson & Johnson** VISION

SIGNING day

DEMETRIC JONES
MR VP



Future Optometrist Amma Dwomoh

TUESDAY, APRIL 27, 2021 | 7:30 PM EST



SALUS (Elkins Park, PA)

- Future Optometrist Elouse Bureau* (Boynton Beach, FL)
- Future Optometrist Charlene Caldwell* (San Antonio, TX)
- Future Optometrist Maleiah Carroll* (Memphis, TN)
- Future Optometrist Kendrick Crawford, II* (Desoto, TX)

Future Optometrist Amma Dwomoh (Houston, TX)*

Best Short Video

- Future Optometrist Brianna Hairston (Columbia, MD)
- Future Optometrist Ijeoma Onyejiukwa (Queens, NY)
- Future Optometrist Gabrielle Tull (Howell, NJ)
- Future Optometrist Malai Williams

UABSO (Birmingham, AL)

- Future Optometrist Vontavia Davis (Humble, TX)
- Future Optometrist Demetric Jones* (Memphis, TN)*

Crowds Choice

- Future Optometrist Lydia Smith* (Norfolk, VA)

MCPHS (Worcester, MA)

- Future Optometrist Josephine "JoJo" Bensa* (Wethersfield, CT)
- Future Optometrist Prattheeba Suthaharan (Greensboro, NC)

KYCO (Pikeville, KY)

- Future Optometrist Sandy Cox (Jefferson City, MO)
- Future Optometrist Isabel Virgille (Miami, FL)
- Chicago College of Optometry (Downers Grove, IL)
- Future Optometrist Jordyn Flemons (Houston, TX)

UCBSO (Berkeley, CA)

- Future Optometrist Lauren King* (Little Rock, AK)

ICO (Chicago, IL)

- Future Optometrist Alador Sisay (Westerville, OH)

SCCO (Fullerton, CA)

- Future Optometrist Ruby Vo (Antelope, CA)

SUNY (New York, NY)

- Future Optometrist Arianne Jean-Francois (Brooklyn, NY)

UHCO (Houston, TX)

- Future Optometrist Randa Ibrahim* (San Antonio, TX)
- Future Optometrist Lauren Price* (San Antonio, TX)

NOVA (Fort Lauderdale, FL)

- Future Optometrist Adelda Blanc (Plantation, FL)
- Future Optometrist Armani Grillo (Oxford, NC)
- Future Optometrist Christina Peltrop* (Norwalk, CT)

SCO (Memphis, TN)

- Future Optometrist Joannndria "JoJo" Brown (Madison, MS)
- Future Optometrist Alexis Logan* (Fountain Inn, SC)
- Future Optometrist Dorcas Owusu (Woodbridge, VA)

NECO (Boston, MA)

- Future Optometrist Sefra Belay

Future Optometrist Avia Dolberry (Durham, NC)*

Best Overall Video

Future Optometrist Emely Minino Soto (West Newton, MA)*

Best Long Video

- Future Optometrist Ijem Ozodigwe* (Concord, NC)

Unannounced

- Future Optometrist Winter Beaton* (Savannah, GA)
- Future Optometrist Dominica Dzakah* (Hutto, TX)

RSO Graduate (San Antonio, TX)

- Autumnn Wooten* (Houston, TX)
- Michael E. Debakey VA, Houston, TX

4.3K

views across streaming
platforms:
50% Eventbrite
8% Facebook
19% YouTube
10% LinkedIn
14% Website

383

registered for this years
Signing Day event:
including 23 individual
donors contributing
\$2,688

34

states and 4 countries
tuned in to this virtual
event:
United States
Puerto Rico
Mexico
Jamaica

36

future optometrist
recognized, including one
graduating OD:
25% Salus
11% NECO
8% UABSO
8% SCO
8% NOVA

WATCH THE REPLAY AT

www.blackeyecareperspective.com/initiatives

IF YOU SEE IT, YOU CAN BE IT...

**TECH
TALK**

**10.12.2021
7:30 PM EST
LIVE
STREAM**

**UP
CLOSE**

FEATURING



DR. DANIELLE RICHARDSON
FIERCE CLARITY
LOS ANGELES, CA



DR. FAYIZ MAHGOUB
AUGMENTED VISION LABS™
FORT COLLINS, CO



SALUS
UNIVERSITY

Pennsylvania College of Optometry

IN PARTNERSHIP WITH

AMERICA'S BEST
CONTACTS & EYEGLASSES.

myeyedr.
OD.

WARBY PARKER

2.7K

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

305

registered for this years
IMPACT HBCU event:
50% Student Admission
49% EyeCare Industry
1% General Admission

44

states/ provinces and 7 countries
tuned in to this virtual event:
United States
Nigeria
South Africa
Trinidad & Tobago
Spain
Namibia
Canada

74

colleges and universities
reached:
48% HBCU*
Louisiana
Maryland
69% Non HBCU**
Georgia

Highest Attendance:

*Xavier University of Louisiana | Bowie State University

**Georgia State University

SAVE THE DATE FOR IMPACT HBCU OCTOBER 18, 2022!

email ejohnson@blackeyecareperspective.com for sponsorship opportunities

MEETINGS

BlackEyeCare *Pers-Optometry Club*
Perspective.

THURSDAY, JANUARY 13, 2022

SUNDAY, FEBRUARY 13, 2022

SUNDAY, MARCH 13, 2022

WEDNESDAY, APRIL 13, 2022

FRIDAY, MAY 13, 2022

MONDAY, JUNE 13, 2022

WEDNESDAY, JULY 13, 2022

SATURDAY, AUGUST 13, 2022

TUESDAY, SEPTEMBER 13, 2022

THURSDAY, OCTOBER 13, 2022

SUNDAY, NOVEMBER 13, 2022

TUESDAY, DECEMBER 13, 2022

7PM CST WEEKDAYS | 5PM CST WEEKENDS

MEMBERSHIP REQUIRED



EMAIL: ASKBEPPPOC@GMAIL.COM

BLACK EYECARE PERSPECTIVE PRE-OPTOMETRY CLUB (BEPPOC)

Black EyeCare Perspective Pre-Optometry Club (BEPPOC) is the first nationally recognized pre-optometry club by the Association of Schools and Colleges of Optometry (ASCO) and was established in 2020 to ensure not a single, potential Black or African American student or optometrist is ignored, discouraged or disadvantaged. BEPPOC provides future optometrist personal, professional & psychological resources and support they need to not only survive, but thrive in their pursuit of the profession.

BEPPOC had a 135% increase in membership from 2020 to 2021. The club has a membership of 94 Black future optometrists. Members consist of a majority of first or second generation students or college graduates from all over the nation and representing 24 states, 54 unique undergraduate institutions, 17 being Historically Black Colleges or Universities (HBCUs).



2020-2021 Leadership Team
President: Lauren "Leaux" Price
Vice President: Demetric Jones
Secretary: Dominica Dzakah



2021-2022 Leadership Team
President: Kelly Echeta
Vice President: Haley Hill
Secretary: Chinoyelum "NaNa" Nnorom

ANALYSIS OF ASCO'S 2020-2021 ANNUAL STUDENT DATA REPORT

According to the Association of Schools and Colleges of Optometry (ASCO) annual report, 3.4% of full time Doctor of Optometry students identify as Black or African American. Of 7,339 students enrolled in an optometry program in the United States, only 253 are Black or African American.

The 2020 first year class has 79 of 1,946 students that identify as Black or African American (4.1%), a number that has increased and remained stable since the last academic year. 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 3 colleges of optometry did not have any students that identify as Black or African American in their first year class.*

Future Optometrist Demetric Jones



BlackEyeCare

Perspective.

IN THE MEDIA

Women In Optometry

INSPIRING FUTURE OPTOMETRISTS

8 January 2021

American Optometric Association

OPTOMETRY'S REFLECTION

7 April 2021

Vision Monday

BLACK EYECARE PERSPECTIVE'S PRE-OPTOMETRY CLUB TO CELEBRATE ITS GROWING MEMBERS AND FUTURE BLACK OPTOMETRISTS AT VIRTUAL APRIL 27 EVENT

15 April 2021

American Optometric Association

INAUGURAL GRANTS AWARDED TO BUILD DIVERSITY, GROW ACCESS

20 May 2021



SUNY College of Optometry

RACE IN OPTOMETRY—ONE YEAR LATER

23 June 2021

Association of Schools and Colleges of Optometry

UAB STUDENT TAKES NONTRADITIONAL PATH TO OPTOMETRY SCHOOL

28 July 2021

Johnson & Johnson Vision

JOHNSON & JOHNSON VISION ANNOUNCES NEW COLLABORATION TO ELIMINATE INEQUITIES AND INCREASE REPRESENTATION OF PEOPLE OF COLOR IN THE EYE CARE INDUSTRY

16 September 2021

UMSL Daily

NOT-SO-TRADITIONAL PATH GIVES OPTOMETRY STUDENT JASMINE WELCH UNIQUE LENS FOR OUTREACH EFFORTS

11 October 2021

VSP Vision

VSP GLOBAL PARTNERS WITH BLACK EYECARE PERSPECTIVE TO ELIMINATE INEQUITIES AND INCREASE REPRESENTATION OF PEOPLE OF COLOR IN THE EYE CARE INDUSTRY

22 November 2021

Future Optometrist Lauren Price

2020-2021

INVESTMENT HIGHLIGHTS



THANK YOU!

Allen Wallace
 Amy Ruzicka
 Ansel Johnson
 Austin DeGroff
 Baldemar Torres
 Barbara Dune
 Betty Richardson
 Brittany Tounsel
 Cerita Burrell
 Charissa Lee
 Declan Skeen
 Dominica Dzakah
 Charita Smith
 Teresa Grillo
 Essence and Randall Johnson
 Gary Chu
 Gerald Simon
 Jacquelyn Neel
 Jaime Antonio
 Jane Kuo
 Jenny and Howai Chan



Jonnie Enriquez
 Jose Rahaman
 Kierra Jones
 Kimberly Mosley
 Kristine Rose
 Larry McKinney
 Linda Rouse
 Malai Williams
 Melissa Trego
 Michelle Brooks
 Monique Barbour
 Nwamaka Ngoddy
 Paula Forest
 Raquel and Calleb Obumba
 Richard Edlow
 Ruth Shoge
 Samantha Love
 Sharlandria Shaw
 Sheridan Guidry
 Stephanie Johnson Brown
 Steven Lerman

Support
**Diversity Perspective,
 Inc.**

When you shop at smile.amazon.com,
 Amazon donates.

[Go to smile.amazon.com](https://smile.amazon.com)



Donate to
 Diversity Perspective, Inc. 🌍

\$0.00
 USD

- Add \$0.00 to help cover the fees.
- Make this a monthly donation

Donate with PayPal

Donate with Debit or Credit Card



THANK YOU

Future Optometrist Adelda Blanc

\$242.5K

in contributions from corporate and individual partners:

- 50% Scholarship*
- 31% IMPACT HBCU*
- 15% Signing Day*
- 3% General Operations*
- 1% Black EyeCare Perspective*
- Pre-Optometry Club*



Black EyeCare Perspective. *Optometry Club*

IN PARTNERSHIP WITH *Johnson & Johnson* VISION

SIGNING *day*



DE'JA MONTGOMERY

CLASS OF 2026
FUTURE OPTOMETRIST

FIND OUT WHERE THE FUTURE ODS
WILL BE GOING TO OPTOMETRY
SCHOOL IN THE FALL
#BEPPOCSIGNINGDAY

TUESDAY, APRIL 26, 2022 | 7:30 PM EST

WALMAN SCHOLARSHIP

Walman Optical has established a scholarship program to encourage and assist students at schools and colleges of Optometry. Scholarships are offered each year for full-time study at participating schools selected by Walman. This year, in partnership with Black EyeCare Perspective, ten awards were granted to applicants that self-identify as Black or African American that met eligibility requirements

VSP VISION X BEP

In partnership with VSP Vision we are leveraging the VSP Eyes of Hope® mobile clinics to increase awareness of the profession at Historically Black Colleges and Universities (HBCUs) while providing no-cost vision care to the campus and surrounding communities.

- Florida A&M University
- Tennessee State University
- Paul Quinn College

Interested in volunteering? If you have an optometry license in Florida, Tennessee or Texas email sam@blackeyecareperspective.com

SAVE *the* **DATE**

10.18.2022
7:30 PM EST
LIVE STREAM

Black EyeCare Perspective.
IMPACT HBCU
IF YOU SEE IT, YOU CAN BE IT...

[WWW. BLACKEYECAREPERSPECTIVE.COM/IMPACT-HBCU](http://WWW.BLACKEYECAREPERSPECTIVE.COM/IMPACT-HBCU)



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