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A Time for Assessment

We are all extremely busy during our academic year, which in modern optometric education is the exact same number of months as the calendar year (plus a few more if you are tenure-track!). In the midst of our normal activities, we are often invited to participate in outside meetings, which require doing our homework (preparation), spending time away from the office and giving up evenings and weekends on behalf of service to the profession. It is natural to reflect on the use of our time away from our institutions and ask whether it was rewarding. I had the good fortune of answering “yes” to that question several times this fall semester. Two of those times, the agenda centered on accreditation standards.

In September, the COPE Advisory Committee, newly established by ARBO, met in San Antonio, Texas. This group includes representatives from ARBO, AOA, AAO, ACOE and ASCO, along with CE lecturers. I encountered a group of hardworking minds dedicated to improving CE outcomes, expanding the types of settings and topics that qualify as meaningful learning opportunities, and developing a process for accreditation of providers. The committee members provided detailed feedback and ideas and highlighted areas of concern; all agreed to reconvene in early 2015 to continue the discussion.

The next opportunity to discuss standards and assessment of learning outcomes was during the ACOE-hosted Optometric Degree Standards Invitational Conference in St. Louis, Mo., in October. Once again, I was truly impressed with our colleagues in optometric education, who suggested ideas that may be challenging to achieve but are the right thing to do. I heard it reinforced that assessment should be ongoing, rigorous and consistent. In fact, at both meetings there was outward support for increasing standards in ways that show dedication to the future of the profession of optometry and improved outcomes for learners at all stages of their careers.

I wish all of you Happy New Year and a year of engaged learning, achievement of your goals, quality outcomes — and yes — more time!
Jennifer Coyle, OD, MS, FAAO

President

Association of Schools and Colleges of Optometry
Applications for Faculty Development Programs Now Being Accepted

Planning has begun for ASCO’s sixth biennial Summer Institute for Faculty Development, which will be held July 12-15, 2015, at the Eric P. Newman Center of Washington University Medical Center in St. Louis. While up to two applicants from each school and college of optometry will be selected to participate in the program, institutions are encouraged to submit additional applicants. The program is co-chaired by Dr. David Damari and Dr. Tiffenie Harris. The goal of the Institute is to promote increased retention of faculty in the schools and colleges of optometry while providing participants with an opportunity to gain the knowledge and skills necessary to enhance their success in an optometric academic environment as career-long, productive faculty members. The targeted participants are full-time faculty members for more than two but less than 10 years.

ASCO’s third biennial Future Faculty Program will be held July 12-14, 2015, in conjunction with the Summer Institute for Faculty Development. Twenty-one residents and graduate students from the schools and colleges of optometry will be selected to participate in the program, which is co-chaired by Dr. Shilpa Register and Dr. Joan Portello. The goal of the program is to provide participants with an opportunity to gain the knowledge and skills necessary to enhance their success in an optometric academic environment as career-long, productive faculty members. This program is geared toward individuals who have an OD degree or are earning a PhD.

Both the Summer Institute for Faculty Development and the Future Faculty Program are ASCO initiatives aimed at addressing its strategic objective of faculty promotion and development. Program participants will meet with assigned faculty/mentors and attend sessions covering areas in teaching and learning, scholarship and academic culture. The Association thanks Alcon, Essilor and Vistakon for generously contributing to the Institute, and Walmart for funding the Future Faculty Program.

Applications for the programs are now being accepted. All applications must be approved by the dean/president of the applicant’s institution prior to submission to ASCO. For more information, e-mail LaShawn Sidbury, CMP, Manager, Programs and Meetings, or call her at (301) 231-5944 ext. 3012.
ASCO Adopts New Logo

The Executive Committee of the ASCO Board of Directors recently chose a new logo to represent the Association from several options it commissioned marketing and communications firm redhead to create. While the new black and green design has a bold, modern look, it also maintains the spirit of the previous logo. All of the letters are joined, giving the feel of interconnectivity within the organization.
ASCO Welcomes New Staff Member

Amanda Miller has joined ASCO in the role of Manager of Administrative and Board Services/Executive Assistant. A graduate of the Rutgers University School of Communications, for the past six years she has worked with medical specialty societies and an association management company. Her skills and experience cover a wide range of association functions and activities, including board and committee liaison, executive support, conference planning and budgeting, medical education accreditation, social media marketing, website development and membership database management.
ASCO’s Paige Pence Honored by Partner Company

Liaison International, a provider of admissions management, CRM and marketing solutions to more than 4,500 higher education programs, recently thanked Paige Pence, ASCO’s Director of Student and Residency Affairs, for her valuable contribution to the new version of OptomCAS, the Liaison software that drives Optometry’s Centralized Application Service.

Paige Pence

According to Meghan VanSpriell, Vice President of Marketing for Liaison, “Paige was an early adopter of the new software, helping to pave the way for other health profession associations. While this meant additional work for her personally, she was able to weigh in early on in the development of the solution. She was extra cooperative, and her accurate and specific feedback on what was working well and what wasn’t was indispensable as we worked toward wider use of the software.”

Paige also accepted Liaison International’s recognition of the five-year anniversary of OptomCAS and ASCO’s relationship with Liaison. In January 2015, she will have been with ASCO for seven years.
Attention Schools and Colleges: Send Us Your Photos

ASCO invites you — the schools and colleges of optometry — to share with us snapshots of your vibrant communities in action. We’ll use the photos on our website and in various printed materials to help showcase and convey key messages about Doctor of Optometry programs and the profession of optometry to target audiences.

These are the types of images we’re looking for:

• students and faculty working in the clinic, lab and classroom

• students and faculty participating in campus life and outreach

• attentive students in class

• graduation or other ceremonial events

• advanced technology in the clinic

• students interacting in leisure or study groups

• students interacting with professors

• students with patients

• happy, engaged students

• beautiful campus buildings

• professors in action.

If you have questions about this request, or have some unposed photos in the above categories that you can send to us, e-mail Kim O’Sullivan, Director, Communications.
Eligibility Expanded for Student Award in Clinical Ethics

Entries are now being accepted for ASCO’s essay competition, the Student Award in Clinical Ethics. Eligibility for the award, which is sponsored by International Vision Expo, has been expanded so that students may submit an entry during any point in their professional program at an ASCO-affiliated school or college of optometry. The acceptable topics have been expanded as well. The essay can be up to 1,500 words long and must describe one of the following scenarios:

• a patient-based case study the student encountered as part of his or her clinical learning experience

• a research-based case scenario the student encountered during the clinical or didactic learning experience

• a professional ethics-based scenario the student encountered during clinical or didactic learning.

The essay must describe and discuss the ethical theories and values that were used in the decision-making process in the case/scenario and address the relevant state laws if applicable. The essay must be submitted in a publishable quality format. Each school or college of optometry is permitted to submit only one essay through its assigned awards coordinator. A committee of the ASCO Ethics Educators SIG will make the selection of one national award recipient. The winning student receives a plaque and $1,000.

The essay, a photo of the student and a publication release form must be e-mailed to Amanda Miller, Manager, Administrative and Board Services, by Feb. 17, 2015.
Latest Applicant and Entering Class Data Available Online

ASCO’s Profile of Applicants to OD Degree Programs for Fall 2014 Entering Class is now available on the Association’s website. This report lists the numbers of male and female applicants, the numbers of applicants who were in-state, out-of-state or from a foreign country, applicants’ average GPA and average Optometry Admission Test score as well as other data. An additional report, Profile of the 2014 Optometry Entering Class, provides similar information.

Questions about either report should be directed to Joanne Zuckerman, MS, ASCO’s Manager, Data Services and Special Projects.
Poster Explains Evaluation of Cultural Competency Curriculum Guidelines Implementation Workshops

At the 2014 American Academy of Optometry annual meeting in Denver, ASCO’s Cultural Competency Curriculum Guidelines Subcommittee of the Diversity and Cultural Competency Committee presented the results of an evaluation of on-site workshops that were held at nine schools and colleges of optometry in 2013-2014. The Cultural Competency Curriculum Guidelines Implementation Workshops, made possible by grants from ASCO with the support of Walmart, are designed to demonstrate how to use the ASCO Guidelines for Culturally Competent Eye and Vision Care to incorporate topics and experiences in cultural competency into the optometric curriculum.

The evaluation of the workshops, presented in a poster, was based on attendees’ pre- and post-workshop responses to a 23-question survey developed by the committee. One-way and two-way analyses of variance showed that participating faculty members perceived that the workshops raised their cultural competence knowledge and skills. The analyses also showed that the workshops were particularly helpful in clarifying the U.S. Department of Health and Human Services Office of Minority Health’s Culturally and Linguistically Appropriate Service (CLAS) Standards and the use of interpreters for patients who have limited English proficiency.

The subcommittee hopes that each of the ASCO member institutions will embrace the Guidelines for Culturally Competent Eye and Vision Care and allocate appropriate resources for integrating them into their optometric curricula and clinical training programs. Six additional schools are scheduled to receive workshops in 2015.
Web-Based Learning Opportunity for Clinical Educators Scheduled for Spring 2015

During its fall 2014 meeting, the ASCO Board of Directors approved funding for an Online Clinical Educators Forum (OCEF), which will allow clinical faculty from all ASCO member institutions to meet electronically to share best practices, exchange clinical teaching philosophies, and strategize around their similar clinic-related interests and challenges. A date of April 10, 2015, has been set for the event.

Funding for the OCEF was granted through the Partnership Endowment (formerly the Partnership Foundation for Optometric Education). The forum is being developed by a working group of current and former ASCO Clinical Affairs Committee members under the direction of current member Dr. Richard Madonna. The planners hope their effort will help forge relationships between faculty members for personal enrichment as well as exploration of collaborative efforts in clinical research and clinic procedure development. A main goal of the OCEF is to provide economical access to the expertise of leaders in clinical education who can offer rapid-fire updates to clinical faculty on timely topics, late-breaking technology, treatments and compliance matters. The program is being developed in large part to help fulfill one of the charges of the ASCO Clinical Affairs Committee, which is to continue to identify ways for schools and colleges to informally share expertise and resources in clinical education, services, research and administration.

The event was originally envisioned as an on-site event with limited faculty participation, but the committee decided a webinar-based format would allow for connectedness across the schools and colleges, increased faculty participation and reduced overall costs and would fit more easily into the busy schedules of faculty members. Faculty will be able to log into the forum from their offices or homes. Part I of the program will consist of formal presentations on such topics as grading/remediation, new methods of clinical evaluation, Medicare compliance and career development. Part II will consist of a number of “ongoing breakout sessions” designed to allow participants to connect beyond the conclusion of the event.

For further information about the OCEF, contact ASCO staff liaison to the Clinical Affairs Committee Carol Brubaker. For more information about the Partnership Endowment, contact Christine Armstrong, ASCO’s Director of Development.
IPE Corner

IPE and Collaborative Practice Committee Identifies Best Practices

Along with ASCO’s embracing IPE and Collaborative Practice as a Core Strategic Objective, the IPE Task Force that was established in 2013 has transitioned to become the IPE and Collaborative Practice (IPECP) Committee. The committee’s focus remains identifying and sharing with member institutions best practices in IPE and recommendations for assessing learning and patient care outcomes so IPE can be incorporated or expanded in their curricula. The committee is also working to raise public and professional awareness of the role optometry has in team-based, collaborative, patient-centered care.

The IPECP, chaired by Dr. Jennifer Coyle, was committed throughout the fall to discussing the state of IPE in optometry. Committee members delivered presentations during meetings of ASCO’s Chief Academic Officers and Residency Educators SIG and to the American Academy of Optometry (AAO). The information presented to the AAO in November can be downloaded from the web. In addition to Dr. Coyle (PUCO), the members of the committee are Dr. John Baker (ICO), Dr. Barry Fisch (NECO), Dr. Elizabeth Hoppe (WUCO), Dr. John Nishimoto (SCCOMBKU), Dr. David Troilo (SUNY) and Dr. Melissa Vitek (PCO). Joanne Zuckerman provides ASCO staff support.

An ASCO Summit on IPE and Collaborative Practice will be held Feb. 5-6, 2016, at Marshall B. Ketchum University in Fullerton, Calif. The summit will bring together representatives from all 21 schools and colleges of optometry as well as advocates of IPE from outside of the profession to share current and best practices and to assist member institutions in preparing their students for participation in collaborative care.

IOM Global Forum Addresses Impact of IPE

ASCO continues to be an active participant in the Institute of Medicine’s Global Forum on Innovation in Health Professional Education. As a member of the Forum, ASCO is represented by Dr. Linda Casser of Pennsylvania College of Optometry at Salus University (PCO). Dr. Casser recently attended the Forum’s fall planning meeting and workshop, “Measuring the Impact of Interprofessional Education (IPE) on Collaborative Practice and Patient Outcomes.”

At the Forum’s May 2014 workshop, “Scaling Up Best Practices in Community-Based Health Professional Education,” Dr. Casser participated in a webcast during which she discussed interprofessional education and collaborative care involving the Pacific University College of Optometry (PUCO) at the university’s Interprofessional Diabetes Clinic. She also presented a poster about community-based collaborative training and care at PCO. A PowerPoint presentation based on the webcast, created by ASCO President Dr. Jennifer Coyle and Dr. Carole Timpone of PUCO, can be viewed online. The poster, authored by Dr. Casser, Dr. Melissa Vitek of PCO and Dr. Valerie Pendley of the Chestnut Hill Family Practice in Philadelphia, Pa., can also be found online.

The next workshop of the Global Forum, “Envisioning the Future of Health Professional Education,” will be held in April 2015.
In support of its latest advances in vision diagnostics, Marco has expanded its management team to include:

- David Marco: CEO
- David Gurvis: President
- Jeff Perry: Chief Operating Officer
- Robert Kalapp: Vice President/Corporate Accounts
- Jocelyn Schepsis: Vice President of Sales
- Irwin Kronenberg: Director of Institutional Sales and Professional Services
- Dr. G. Timothy Petito: Manager of Professional Relations.

Also: Marco has coined the term XFRATION (optical path diagnostix & wavefront optimized refraxion) to represent the process of using the OPD Scan III in combination with the TRS-5100 to achieve a superior understanding of the patient’s entire optical system, allowing for quicker, more accurate, more confident refractions. Visit www.marco.com.
New Eye-Enhancing Contact Lens Debuts
Johnson & Johnson Vision Care Inc. launched 1-Day Acuvue Define Brand Contact Lenses with Lacreon Technology, a new category of eye-enhancement contact lenses that accentuate natural beauty while helping to support a healthy eye. The lenses, already the number-one beauty contact lens in Asia, are now available at a limited number of independent eye doctors' offices, with expanded product availability in the United States to follow in the first half of 2015.

The company says the Define Brand lenses fill a significant unmet need, revealed in a 2013 Gallup Study of the U.S. Consumer Contact Lens Market, for natural-looking eye enhancement. The new option features an outer darker limbal ring and an inner translucent light-effects pattern and don’t change the eye’s natural color.

For more information, visit http://www.acuvueprofessional.com/.
New Retina Camera is Fully Automated

Topcon has unveiled its new, fully automatic TRC-NW400 Non-Mydriatic Retinal Camera. Using the TRC-NW400, operators do not need to spend time aligning, centering, focusing or capturing color retinal images because the unit automatically performs these steps once the camera is positioned in front of the eye. It also automatically travels from one eye to the other when both eyes are being imaged. The instrument can be operated from any angle because it incorporates a rotating touch panel monitor. The TRC-NW400 can also take photographs of the anterior segment. Fully DICOM-compliant, it can be connected to a digital capture system or used as a stand-alone instrument. Visit www.topconmedical.com.
Paper Highlights Key Points from Roundtable Discussion on Cultural Diversity and Eye Health

A consensus paper written by participants in a Transitions Optical-hosted roundtable discussion that focused on improving the eye health of culturally diverse populations is now available online. Considering the strong link between eye health and overall health and quality of life, participants agreed during the roundtable that there is a great need for eyecare professionals to collaborate with general health professionals and health-based community and cultural organizations to promote eye health education and provide optimal eye care. The corresponding paper highlights:

- common overall health issues among diverse populations and implications for eye health
- cultural considerations for improving quality of care
- collaborative opportunities for improving quality of care and reaching new patients
- best practices and strategies from the general healthcare sector and health-based community and cultural organizations
- resources that can be used to promote eye health education and collaboration.

The roundtable event was attended by representatives from multiple points of interaction with at-risk consumers, including the National Eye Health Education Program of the National Eye Institute, Familias con Diabetes, National Council of Negro Women, Yale New Haven Health System, National Association of Hispanic Nurses, and Philadelphia’s Albert Einstein Medical Center.

Download and order the paper, free of charge, at MyMulticulturalToolkit.com.
Positions Added to Professional Strategy Team

Bausch + Lomb has created and filled two new positions. As Directors of Professional Strategy, Todd Love and Dr. Jill Saxon will coordinate the company’s eyecare professional outreach efforts across the Vision Care business through a wide range of initiatives, including strengthening support of the schools and colleges of optometry across the nation. They join Dr. Benjamin Chudner, Director, Professional Strategy, on this newly created team.

The company also has placed Tony Sommer in the role of head of sales for its U.S. Vision Care division. Visit www.bausch.com.
Vision Expo to Feature Variety of Benefits for Students, Alumni, Deans

Registration is now open for International Vision Expo East, which will take place March 19-22, 2015, in New York City. Attendees are invited to register for and experience the following events:

• Optometry students: Optometry students can receive free registration, attend targeted programs and enter to win a travel grant to attend International Vision Expo East or West in 2015. The deadline to enter is Jan. 23, 2015. Details can be found at www.visionexpoeast.com/students.

• Alumni: Each optometry school has been provided a special URL to offer its alumni free exhibit hall registration (a $150 value) and a 10% CE discount (for schools able to extend the offer). In addition, any school that chooses to have an alumni reception at International Vision Expo in 2015 can receive $1,000 toward the cost of the reception. Information on past attendance of alumni is available to help schools decide.

• Young professionals: The Young Professionals Club (for ODs who have been out of school for five years or less) is growing. Members receive benefits at International Vision Expo, such as free exhibit hall registration, six free hours of CE (a $283 value) and special events and networking opportunities. Visit www.visionexpoeast.com/YPC for more information.

• Deans and clinical directors: The dean/president and clinical director from each optometry school are invited to attend International Vision Expo East as a member of the OPTImum program. This program offers VIP registration, lunch each day in the exhibit hall and a CE discount.

For more information on any of these benefits and programs, e-mail Kristen Reynolds or call her at (703) 548-0627.
Winners of Practice Excellence Scholarships Recognized

During a reception in November, VSP Global announced the 44 recipients of the 2014 Practice Excellence Scholarships. The scholarship program awarded a total of $166,000 to 44 top-performing fourth-year optometry students attending schools and colleges in the continental United States, Puerto Rico and Canada. Criteria for receiving one of the scholarships included the student’s commitment to enter the independent practice of optometry and academic and clinical performance.

The scholarships are funded through VSP Global’s Eyes of Hope Global Charitable Fund in collaboration with FYidoctors in Canada and administered through the American Optometric Foundation. Cheryl Johnson, Senior Vice President of Eyecare Delivery Solutions at VSP Vision Care commented in a press release, “VSP is excited to team up with the American Optometric Foundation and FYidoctors to help the future leaders of optometry. As a key component to fulfilling our mission to help people see, VSP remains committed to the advancement of optometry, investing more than $1 million dollars in scholarship support to hundreds of optometry students over the last ten years.”

To learn more about VSP Global, visit https://vspglobal.com/.
Dr. Joshua C. Baker has been promoted to Associate Dean of Academic Affairs for the Midwestern University Arizona College of Optometry (AZCOPT). He previously held the titles of Assistant Dean and Clinical Assistant Professor at AZCOPT. Dr. Baker has worked to grow and develop clinical rotations at the Midwestern University Eye Institute and external rotation sites and provided patient care and expert clinical supervision of students.

Dr. Baker joined the faculty in 2013 after serving as the Chief of Optometry Service at the U.S. Army Health Clinic in Stuttgart, Germany. An Army Major, he spent time deployed in Iraq and received the Bronze Star.
Endowment Fund Established in Honor of Dr. Bailey

In honor of Dr. Ian L. Bailey, an international authority in the field of low vision who recently retired from his faculty position at the University of California – Berkeley School of Optometry (UCB), Berkeley Optometry’s low vision residency program has been named The Ian L. Bailey Low Vision Residency, and an endowment fund has been established to maintain it.

Dr. Bailey has made significant contributions to vision science, including co-developing the Bailey-Lovie logMAR Chart, an eye chart that is a gold standard for measuring visual acuity. He also helped to introduce the Berkeley Rudimentary Vision Test for quantifying and monitoring the eyesight of patients with poor vision.

The endowment fund is in line with the UCB priority of increasing private support for Berkeley Optometry’s clinical and residency programs. Individuals and organizations can contribute by sending a check made out to The Ian L. Bailey Low Vision Residency Program Fund to Berkeley Optometry, 397 Minor Hall, Berkeley, CA 94720.
ICO’s New Center on Vision and Aging Nears Completion

A rendering of the inside of the nearly completed Alfred and Sarah Rosenbloom Center on Vision and Aging.

Construction of the Alfred and Sarah Rosenbloom Center on Vision and Aging at the Illinois College of Optometry (ICO) Illinois Eye Institute is nearly complete. The center was established in 2012 by former ICO president Dr. Alfred Rosenbloom and his wife, Sarah, to provide unparalleled care to the aging population and patients with visual impairment. In addition to offering onsite care, the center focuses on educational outreach programs, community healthcare services and research. It will be officially dedicated on Jan. 18, 2015.
MBKU Opens Tenth Annual Shared Visions Art Exhibit

Marshall B. Ketchum University recently opened its 10th Annual Shared Visions Art Exhibit, which features the work of blind and visually impaired artists.

Marshall B. Ketchum University (MBKU) opened its 10th Annual Shared Visions Art Exhibit, which features the work of blind and visually impaired artists. This year’s juried art exhibit includes 93 pieces of artwork from 32 artists from the United States, Canada and Sweden. The pieces were selected from 142 entries. The opening of the exhibit, which is supported by funding from Abbott Medical Optics and open to the public through mid-August 2015, preceded MBKU’s signature fundraising event, The Shared Visions Gala and V-Awards. Proceeds from the gala assist the university in its mission to support vision readiness for all children in Orange County, Calif.
Mentoring Program Achieves Connections in Innovative Ways

The State University of New York College of Optometry (SUNY) is pleased with the results of a unique initiative launched last year by its Career Development Center. The Family of Mentors Program (FMP) seeks to capitalize on the vast knowledge of SUNY’s network of alumni, professionals and partners and connect them with SUNY optometry students and residents.

FMP is an online and in-person program that aims to connect students and residents with mentors to foster trusting and long-lasting relationships that help students and residents develop personally, academically and professionally and give mentors opportunities to share wisdom and expertise, develop interpersonal communication, motivation, coaching, counseling and leadership skills and build professional networks.

More information about FMP can be found online, including a video in which participants talk about the benefits of the program.

Also: SUNY officially closed its The Vision and the Promise Campaign. The ambitious fundraising campaign, the first, formal campaign in the history of the college, raised $10,200,000, exceeding its goal of raising $10 million to provide critical support for its growing educational, patient care, research and community outreach needs.
PCO’s Accelerated Degree Program is a First

This past fall, the first class of 10 students began the new Scholars Program at the Pennsylvania College of Optometry at Salus University (PCO). The program is the first in the nation designed to enable students to complete the Doctor of Optometry degree program in 36 months. The unique curriculum emphasizes lecture and laboratory instruction, learning in small groups, case-based learning and online and web-enhanced instruction. Guided independent study offers students the ability to work individually and in small groups with faculty mentors. Students accepted into the program are carefully screened and accepted based on qualifications, history of academic performance and career path.
RSO Faculty Members Achieve Prestigious Credentials

Dr. Yutaka Maki

Diplomate status was conferred upon Dr. Stephanie Schmiedecke Barbieri, second from right, during the 2014 annual meeting of the AAO.
By demonstrating advanced competency in the areas of vision development, binocular vision, visual information processing and vision therapy, Dr. Yutaka Maki has become a Fellow of the College of Optometrists in Vision Development. Dr. Maki is a Clinical Instructor and the Chief of the Vision Therapy and Binocular Vision Service at the University of the Incarnate Word Rosenberg School of Optometry (RSO).

Dr. Stephanie Schmiedecke Barbieri, Assistant Professor at RSO, achieved Diplomate status in the American Academy of Optometry’s Low Vision Section. She is one of only 44 optometrists in the world to have this designation.
SCO Acquires Mobile Eye Exam Unit

Southern College of Optometry (SCO) has acquired a mobile eye exam unit from S.A.V.E. (School Advocates for Vision and Education), a nonprofit organization founded in 2008 to increase access to services for children failing to receive needed follow-up care after an in-school vision screening.

Prior to the acquisition, the unit was funded by support from several sponsors in Memphis, and SCO provided doctor coverage. “S.A.V.E.’s mission has always been to provide access to eye health and vision care services for schoolchildren in Shelby County,” said Christine Weinreich, director of corporate and foundation relations at SCO. “SCO has enjoyed a working relationship with S.A.V.E. since its inception, and our dynamic, expanding community outreach programs have enabled us to absorb the operation and expand its potential.”

The mobile unit contains two exam rooms and a children’s optical dispensary. For the next several months, SCO will send doctors out into the community with the unit three days per week to provide eye health and vision care services to residents who need them most and plans to eventually increase use of the unit to five days per week.
UHCO Research Team Receives $1.6 Million NEI Grant
Vital Source Makes Sense for Students in Health Science Programs

Vital Source Technologies Inc. was founded in 1994 with a vision of bringing learning and development resources into the digital age. Vital Source was acquired by Ingram Industries in 2006 as part of the formation of Ingram Digital Group. Today, Vital Source is Ingram’s fastest-growing business, and our Bookshelf platform is the most preferred and most used e-textbook delivery system in education. We have delivered digital content to more than 8 million students in 200 countries and territories worldwide, and we have more than 500,000 titles available in distribution from more than 750 education publishers.

Vital Source has a long track record of serving Health Science programs. VitalSource Bookshelf offers a comprehensive suite of applications that allows end users to read and interact with content anytime, anywhere. Students are able to download or read their e-textbooks online, search content, create highlight sections and make and share notes — with or without access to the Internet. Vital Source powers the best online/offline/mobile e-textbook experience. The VitalSource Bookshelf platform features full native applications for Mac, Windows, iOS and Android, as well as a best-of-breed browser-based application. Students and faculty can use as many titles at a time as they like, online or offline. In addition, we deliver a curriculum solution to Health Science programs. Students receive their entire library on day one and receive updated editions while enrolled in school.

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SIG News

Unless otherwise indicated, the ASCO contact for all Special Interest Groups (SIGs) is Programs and Meetings Manager LaShawn Sidbury, CMP, lsidbury@opted.org or (301) 231-5944 ext. 3012.

from his role as Senior Consultant to ASCO.

BINOCULAR VISION AND PERCEPTION EDUCATORS

Met: Nov. 15, 2014 in Denver

Chair: Dr. Pia Hoenig

Actions: Dr. Christina Esposito was unanimously chosen to be Chair-Elect

Discussion Topic Highlights: core competencies in binocular vision, pediatrics and perception, for new Doctor of Optometry graduates; the need for additional binocular vision faculty across the country

BIOMEDICAL SCIENCE EDUCATORS

Met: Nov. 14, 2014 in Denver

Chair: Dr. Ruth Trachimowicz

Discussion Topic Highlights: the possibility of subdividing the SIG into smaller working groups tied to course subject matter; unique, successful teaching methods for lecture and lab

CLINIC DIRECTORS/ADMINISTRATORS

Dr. Lester Caplan Honored as He Retires after Almost 20 Years

The fall 2014 meeting of the Clinic Directors/Administrators SIG in Phoenix had a bittersweet tone as the participants acknowledged Dr. Lester Caplan’s retirement as ASCO’s Senior Consultant. The meeting began with a special reception, and various toasts were given throughout the two-day meeting in his honor.

A high point of the meeting was Dr. Caplan’s lively presentation offering the group a look back to previous meetings. A standing ovation was offered as Dr. Caplan said his farewell.
ASCO wishes Dr. Caplan the best during his retirement and leaves him with the last word: “The statement that most friends and colleagues made when I mentioned that I was going to retire at the end of 2013 was, ‘Are you kidding? I’ll believe it when I see it.’ Actually this will be my fifth retirement — from private practice in 1979, from Indian Health Service in 1985, from full-time faculty as UABSO’s Clinic Director in 1993, from part-time faculty as UABSO’s Externship Director in 2000 and finally as consultant to the UABSO and to ASCO’s Clinic and Externship Directors SIGs in 2013. Well, you can now believe it. It is not easy to say good-bye to what you love and to the many friends and colleagues who I have met along the way, but being 90, I thought I better leave some time for skydiving, skiing, parasailing and snowboarding before it’s too late.”

**CLINICAL OPTOMETRIC METHODS AND PROCEDURES INSTRUCTORS**

**Met:** Nov. 11, 2014 in Denver

**Chair:** Dr. Srihari Narayanan

**Actions:** Dr. Kaila Osmotherly elected SIG Chair; Dr. Laura Falco elected SIG Co-Chair

**Discussion Topic Highlights:** students requiring accommodations per ADA rules (Dr. Helene Kaiser); improving consistency in instruction during lab (Dr. Helen Gabriel); simulation technology (Dr. Heather Anderson)

**Sponsor:** Keeler

**CONTINUING EDUCATION DIRECTORS**

**Met:** Nov. 14, 2014 in Denver

**Co-Chair:** Vanessa McDonald

**Actions:** Dr. Elizabeth Grander and Dr. Betshally Torres elected SIG Co-Chairs

**Discussion Topic Highlights:** understanding the Sunshine Act (Dr. Michael Harris, representatives from Allergan and Alcon); COPE compliance (Dr. Susy Yu)

**Sponsor:** National Vision

**DEVELOPMENT DIRECTORS**

**Met:** Nov. 13, 2014 in Denver

**Discussion Topic Highlights:** what a CEO needs to learn from their development directors: 10 things I learned as a dean (Dr. John Amos); changing landscape of industry (Dana Beards, Dave Rybak, Dr. Janelle Routhier); planned giving

**Sponsors:** International Vision Expo and Luxottica

**Contact:** Christine Armstrong, Director, Development, carmstrong@opted.org or (301) 231-5944 ext. 3079

**EDUCATIONAL TECHNOLOGY**

**Met:** Nov. 12, 2014 in Denver

**Chair:** Dr. Dean Swick

**Discussion Topic Highlights:** enterprise resource planning (ERP) administrative systems software programs; ePortfolios;
student assessment tools; can technology help facilitate IPE?

ETHICS EDUCATORS

Met: November 2014 in Denver

Chair: Dr. Beth Tonkery

Actions: for the ASCO Student Award in Clinical Ethics, voted to extend eligibility to students at any point in their professional program at an ASCO-affiliated school or college of optometry, and to broaden the acceptable essay topic

Discussion Topic Highlights: construction of a unified mission, goals and objectives statement

EXTERNSHIP DIRECTORS

Met: Oct. 9, 2014 in Phoenix

Chairs: Dr. Etty Bitton, Dr. Maria Parisi

Discussion Topic Highlights: the one-minute preceptor (Dr. John Littlefield); specifics of remediation/clinical enhancement (Dr. Etty Bitton); annual reports of affiliated extern programs (Dr. John Townsend, Dr. Kevin Jackson, Dr. Pamela Conrad); social media ethics: a growing concern among healthcare providers (Dr. John Littlefield); interprofessional education and impact on optometric externship programs (Dr. Linda Casser); e-learning (Dr. Maria Parisi and Dr. Carole Timpone)


INTERNATIONAL OPTOMETRIC EDUCATORS

Met: Nov. 14, 2014 in Denver

Chair: Dr. Andrés Pagán

Discussion Topic Highlights: the possibility of translation of content in the SIG’s section of ASCO’s website into different languages; summary of WCO’s accomplishments during the past year (Dr. Susan Cooper); the development of the optometry program at the National University of Nicaragua (Dr. Roger Juarez); needs of optometric institutions in Latin America (Dr. Hector Santiago); summary of October meeting of the Latin American Association of Optometry and Optics (Dr. Katerin Ortiz); summary of WCO curriculum model and WCO platform for distance education whereby educators throughout the world can deposit educational materials (Dr. Gerald Lowther); summary of Brien Holden Institute activities, including the global initiative to support the development of optometry programs (Dr. Luigi Bilotto); summary of VOSH activities (Dr. Greg Pearl); the role of Optometry Giving Sight in raising funds for present and future projects throughout the world (Clive Miller)

LOW VISION EDUCATORS

Met: Nov. 13, 2014 in Denver

Chair: Dr. Tracy Matchinski

Discussion Topic Highlights: Pediatric Low Vision Care and Community Outreach Survey results; updates from AAO Low Vision (Dr. Roanne Flom) and Vision Rehabilitation (Dr. David Lewerenz) sections

Sponsor: Enhanced Vision Systems
NEURO-REHAB EDUCATORS

Met: Nov. 13, 2014 in Denver

Chair: Dr. Valerie Wren

Discussion Topic Highlights: strategic action plans, including continuing to develop entry level/minimum competencies for optometry students in the area of neuro-rehabilitative optometry; preliminary results from survey of schools regarding current neuro-optometric rehabilitation clinical care

PUBLIC HEALTH EDUCATORS

Met: Nov. 13, 2014 in Denver

Chair: Dr. Robert Kleinstein

Actions: 2015 SIG leadership will be Dr. Pat Yoshinaga (Chair); Dr. Sandy Block (Chair-Elect)

Discussion Topic Highlights: the importance of graduating optometrists mastering selected public health and environmental vision core competencies; the need for a central public health and environmental vision resource that is available to SIG members

RESIDENCY EDUCATORS

Met: Nov. 13, 2014 in Denver

Chairs: Dr. David Loshin, Dr. Doug Hoffman

Discussion Topic Highlights: interprofessional education (Dr. Doug Hoffman, Dr. Melissa Vitek, Dr. John Baker); ASCO Residency Affairs Committee update (Dr. Stanley Woo); VA residencies update (Dr. John Townsend, Dr. Debbie Hettler); AAO Residents Day Update (Dr. Wes DeRosier); ACOE update (Dr. Bart Campbell); update on visas for Canadian-trained optometrists and residents (Dr. Susan Leaf)

Sponsor: Alcon

Contact: Paige Pence, Director of Student and Residency Affairs, ppence@opted.org or (301) 231-5944 ext. 3077.

Special Interest Groups (SIGs) were created within ASCO as a primary means of implementing the ASCO mission of “fulfilling the leadership role in the optometric education enterprise.” The purpose of SIGs is to provide forums for professional staff, administrators and faculty with common responsibilities to communicate directly with each other and to provide advice and counsel to the ASCO Board of Directors on issues related to their areas of interest. Participation is open to individuals designated by the deans and presidents of active ASCO member institutions. See the ASCO website, www.opted.org, for more information.