**Yes! You can Help Recruit Vision Professionals…by taking these Simple, Quick Actions**

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To begin, please click on this web page: [**www.aerbvi.org/recruitment-material**](http://www.aerbvi.org/recruitment-material)

and pick from the list below what you can/will/might/are going to…do right now! (Please!)

1. **Share (via social media, email, etc.) the Links** on the above website for the 5-minute video, **PBS Spotlight On:** *Visual Impairment Professions*. It started airing **nationwide** between regular programming on September 30, 2024. It reached 3.5 million viewers in just the first 3 months! It will continue to air for a minimum of one year. Haven’t seen it on your local PBS station? **Call your local station and ask when it will be aired/encourage them to air it.**
2. **Print and Post One or All of the Recruitment Flyers**: in your organization’s lobby, or maybe your place of worship or university lobby, or share them at meetings at the United Way or an IEP meeting or…. Keep copies in your car or backpack or computer case! Let us know if you have a great idea for distribution!
3. **Copy the Vision Profession Recruitment Cards** onto your smart phone. It has a QR code that links to a flyer describing the profession and how to become a vision professional. Show them to people you meet in meetings you attend in your area. You can find a complete list of accredited university programs here: <https://www.aerbvi.org/higher-education-colleges-and-universities->
4. **Show Your Certification Badges on Your Email Signatures** – or **Get Certified** (OK- this one is not quick!) Wherever you advocate or support the clients you serve, the other professionals at the table are licensed and/or certified. Don’t just be in “a seat at the table,” speak with the full authority of your hard-won expertise in blindness and low vision services. **Your Business Card** should/could have the QR code connected to your certification. Your certification speaks to those other professionals that you are the **expert** (scary, isn’t it, especially if you are new to the field! But you are!!!)
5. **Be Accredited**. Email the AER Accreditation Council manager (elly@aerbvi.org) to discuss accreditation for your agency, school or university program. Accreditation is the means of ensuring quality services in accordance with peer-reviewed best practices in management, program delivery and curriculum. Your clients and their families, and your organization’s stakeholders and collaborative partners, and individuals pursuing careers in our field deserve to know.

**\*\*\*Bonus activity\*\*\***

What better way to celebrate Employee Appreciation Day than a nice box of 100 vision

recruitment cards? Try VistaPrint ([www.vistaprint.com](http://www.vistaprint.com)) or a similar vendor (a box is about $22). Or give “vouchers” for ordering to your staff. Or win a box in a raffle, trivia game, staff retreat, board meeting?