Vision
Inspiring Excellence in Eye Care

Mission
The American Academy of Optometry provides exceptional education, supports innovative research, and disseminates knowledge to advance optometric practice and improve patient care

Values
Lifelong Learning
Fostering intellectual curiosity, embracing innovation and pursuing knowledge

Excellence
Achieving the highest standards of clinical practice, critical thinking, scholarship and professionalism

Evidence-based care
Promoting high-quality care informed by rigorous research

Integrity
Inspiring ethical behavior in scientific research, clinical practice, and the educational environment

Collaboration and Collegiality
Encouraging a respectful and collegial environment across the Academy and in our engagement with diverse external partners

STRATEGY FRAMEWORK

5 Strategic Pillars

• Education
• Research
• Membership
• Leadership & Legacy
• Partnerships