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Movement, Mobility & More Dakotas AER

Interactive Discussion

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General Information

- Name
- Member (Yes/No)
- Profession
- University



2023-2026 Strategic Plan

- Update on Previous Plan
- Mission Statement
- Core Values
- Vision Statement
- Opportunities & Strategies

New Mission Statement

The mission of AER is to be the unifying voice of specialized education and rehabilitation professionals, yielding the highest quality services to people who are blind or have low vision.

Core Values

Welcoming

Accessible

Engaged

Effective

Collegial

Vision Statement

Professionals serving people who are blind or who have low vision are one community and speak together, powerfully, with one voice around issues of critical importance to the profession and its ability to provide consistently high-quality services across the lifespan.

One Community – One Voice

3 Big Questions

- How can AER ensure that the concerns of the professionals we serve and the individuals they serve are heard and can effectively influence systems change?
- How can AER build widespread awareness of the value of and benefits associated with membership and motivate greater participation in the organization's mission-centered activities?
- How can AER tap into new sources of knowledge, perspectives, connections, and funding that can help the organization build capacity to grow its reach and mission impact?

Opportunity 1 – Pursuing Systems Change

AER equips, trains, mobilizes, and coordinates AER members and our allies to successfully implement systems change initiatives.

- Strategy 1.1 – Develop a process for building consensus around a systems change agenda
- Strategy 1.2 – Build an organizational infrastructure and develop resources needed to implement a robust systems change initiative.
- Strategy 1.3 – Identify potential partners and build effective collaborative relationships with them to work on issues.

Response Time

- Agenda for Systems Change – Priority Issue
- Partner Organization

Opportunity 2 – Increasing and Effectively Communication Membership Value

Membership shows robust growth and participation flourishes at all levels of AER.

- Strategy 2.1 – Sharpen its membership marketing focus, resources, and tools.
- Strategy 2.2 – Identify and build strategic collaborations.
- Strategy 2.3 – Identify unifying principles and priorities to create one community.
- Strategy 2.4 – Create a brand strategy.

Response Time

- Membership Benefits
- New Membership Groups
- Collaboration Partners

Opportunity 3 – Building Knowledge, Connections and Resources

AER thrives with the guidance and engagement of sustainable and diverse volunteer leadership, infrastructure, and funding.

- Strategy 3.1 – Create Board of Advisors.
- Strategy 3.2 – Identify and build new strategic corporate partnerships.
- Strategy 3.3 – Identify fruitful opportunities for raising funds for AER operations, scholarships and endowments.

Response Time

- Strategic Corporate Partnerships
- Giving Opportunities

Member Benefits

- Journals – The New RE:View and JVIB
- Community Pages on Website
- Updates to insurance programs (health and liability)

AER International Conference



AER International Conference 2024
40th Anniversary Event
July 24-28, 2024 Charlotte, NC

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<https://calendly.com/leesonnenberg>

Questions

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