

ATTRACT

PREPARE

RETAIN



OPTIMISE

OPENING THE PIPELINE OF TALENT INTO MICHIGAN'S SPECIAL EDUCATION

OPTIMISE is **Building, Supporting and Sustaining** a NEW education system to enthusiastically attract, prepare, and retain an effective and diverse special education workforce to serve individuals across the state.

This new program encompasses professions who support the Special Education Teacher as well as Michigan's education industry.



Michigan Council for Exceptional Children
Annual Conference | Grand Rapids 2023

Storyteller State Tour in Full Swing

“We knew going in our best promotion for Michigan special educators would come from the profession, said Laurie Vanderploeg OPTIMISE director. Year to date we have over 30 videos in production.”

The campaign's film project kicked off at the Council for Exceptional Children convention on March. Teachers and educators enthusiastically stepped up to tell their story. Our film crew then roared into spring at the Michigan Association of School Psychologists Convention in Novi filming five school psychologist with over 400 MASP members in the background. So inspiring.

Do you have a great special educator story?



We are OPTIMISED!

OPTIMISE has provided an opportunity for twenty organizations, associations, fifteen institutes of higher education, multiple legislative offices, and the Governor's office to network, collect and review data, identify strengths, barriers and opportunities that are resulting in recommendations on how to effectively attract, prepare and retain a qualified and diverse workforce pipeline in Michigan. Stakeholder voice and differing perspectives from rural, urban, and suburban has been key to a collective voice and helping us build momentum. We

Laurie VanderPloeg

Associate Executive Director for

Professional Affairs

Council for Exceptional Children

welcome you to the team table, we need your help with collection and dissemination of information and most importantly elevating the special education profession. Visit **[OPTIMISE.education](https://www.optimise.education)** for regular updates on our work, follow and share social media posts and help us tell your story!

OPTIMISE Messaging-Test Success

Michigan special educators social media posts are trending. Our initial tests using only two OPTIMISE videos motivated over 3,000 Michigan residents to click through to the program's website.

Michigan parents, teachers and students shared their appreciation for OPTIMISE post by sharing, commenting and liking them.

One of the videos **featured Kanika Littleton**, Michigan Alliance for Families, showed her explaining the unique abilities of younger teachers. The post attracted a young-adult audience ranging from 18 to 35 year olds. The other video post attracted Michigan parents **featuring Mallory Bycraft** who's teaching career led to becoming an Inclusion Support Specialist. To date the campaign's photo and video posts have reached 280,340 Michigan residents.

The Post's Engagement shows Michigan residents are very curious about the topic and want to link to the OPTIMISE website. With guidance from the program's stakeholders web content will expand to attract future special educators, inspire existing professionals and build support from the public.



What Do You Think?

OPTIMISE
Videos



OPTIMISE.Education

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