

ATTRACT  
PREPARE  
RETAIN



# OPTIMISE

OPENING THE PIPELINE OF TALENT INTO MICHIGAN'S SPECIAL EDUCATION

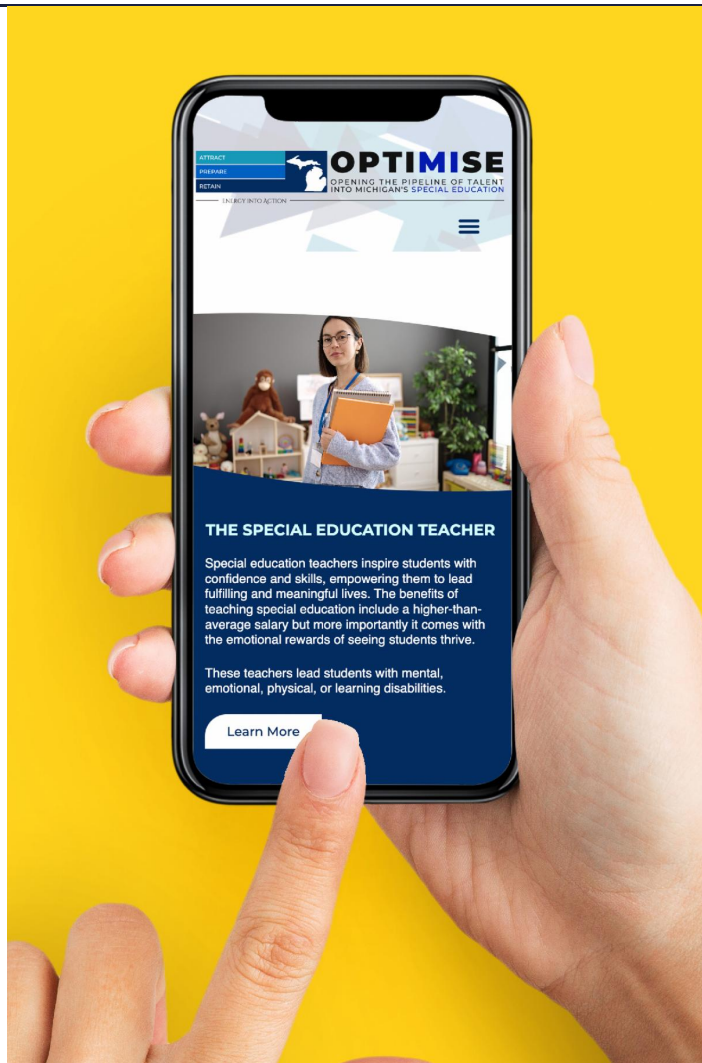
## OPTIMISE Launches New Webpages

### New Youth Page



New animated voice-over sketch videos will be posted to all social media platforms. These videos will have different target audiences and purposes. This particular video is aimed toward upcoming High School Graduates, encouraging them to select an exciting career path to Special Education.

[Choose Your Path Webpage](#)



### New School Social Worker Page



View the new School Social Worker page featuring School Social Workers from MASSW as well as a number of helpful resources!

**Take a Look!**

## OPTIMISE Launches New Videos



Michigan Association of School Psychologists (MASP), an amazing resource if you are or are becoming a school psychologist.



Special Education Teachers are bringing in therapy dogs and seeing the benefit it brings to students.

## OPTIMISE Attracts People to Special Education

### New OPTIMISE Social Posts





- OPTIMISE posts on Snapchat has driven **11,523 clicks** to the website since June
- Teenage career seekers use Snapchat (ages 13-17)
- Our digital experts are surprised by the amount of interest teenagers are showing in becoming a Special Educator.

Tag OPTIMISE:  
[@OPTIMISEEdu](https://www.snapchat.com/add/OPTIMISEEdu)

Use Our Hashtags:

[#optimiseedu](#), [#schoolpsychologist](#), [#paraeducator](#), [#specialeducation](#),  
[#specialeducationteacher](#), [#speechlanguagepathologist](#), [#speechpathology](#),  
[#schoolsocialworker](#)

SOCIAL MEDIA IMPRESSIONS  
**3.7 MILLION**

CLICKS TO OPTIMISE.EDUCATION  
**29,000**

**OPTIMISE  
Videos**



**OPTIMISE.Education**

*You received this email newsletter as you are a friend and associate in the teaching profession.*

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