



ATTRACT
PREPARE
RETAIN

OPTIMISE

OPENING THE PIPELINE OF TALENT INTO MICHIGAN'S SPECIAL EDUCATION

OPTIMISE Attracts People to Special Education

SOCIAL MEDIA IMPRESSIONS
2.2 MILLION

CLICKS TO OPTIMISE.EDUCATION
14,000



OPTIMISE Cracks Code to Reach Michigan Teenagers

According to OPTIMISE Consultant, Laurie VanderPloeg, "Working with OPTIMISE's marketing team we've found the right mix of visuals and messaging that resonates with Michigan teens."

In less than 24 hrs. this OPTIMISE video (below), motivated over 2,500 teens (13 - 17) to visit the OPTIMISE teacher career webpage - from Snapchat.

Message-testing shows teens want to view high-energy narratives showing a day-in-the-life-of-a-teacher.

"We're on track to motivate and grow the next generation of Michigan teachers," said VanderPloeg.

30 Second Game Changer Video

The Leading College Career Service Partners With OPTIMISE!

HandShake - the largest college job posting service - has partnered with OPTIMISE to promote Michigan special educator positions. "This gives us access to thousands of Michigan college students and early career professionals who can be motivated to become educators."

- Laurie VanderPloeg, OPTIMISE Consultant



HandShake By the Numbers:

- 12M+ active student users
- 1,400+ college and university
- Over 750,000 participating companies and organizations.



BEHAVIORAL SUPPORT ACTION TEAM MEETING

Behavioral Support Action Team Talks OPTIMISE Goals in Lansing, June 29, 2023

OPTIMISE Action Team are developing a clear vision and broad, high-level strategy to ensure alignment with Section 94d of the State School Aid Act of 1979.

These teams will submit a collective action plan that makes recommendations, informed by stakeholder engagement, to attract, prepare, and retain qualified personnel for children with disabilities.



Watch the Team's Actions and Inspirations Here



Bracing for Tidal Wave of Unnecessary Special Education Referrals

Here's one of the top-performing posts in recent weeks. This OPTIMISE article was posted to CR News and shared on OPTIMISE's Facebook page. It generated a lively, discussion from parents and educators, showing a strong demand for content involving special education.

70 comments, 14 shares, 19 likes

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