



ATTRACT
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OPTIMISE

OPENING THE PIPELINE OF TALENT INTO MICHIGAN'S SPECIAL EDUCATION



New OPTIMISE Marketing Resources Available

OPTIMISE has a new digital marketing hub full of social media assets to share with cohorts, friends and family.

Click the button below, download social media posts to your desktop and share.

[Check it out!](#)

OPTIMISE High School Webpage Features How-to Videos to Join Special Education Field

	<p>THE SPECIAL EDUCATION TEACHER</p> <p>Special education teachers meet students with unique abilities and needs. They identify learning styles and create individualized plans for each student. They work with the general education teacher to ensure all students learn together.</p> <p>Learn More</p>
	<p>THE SCHOOL PSYCHOLOGIST</p> <p>School psychologists help the school system address academic, behavioral, and emotional issues. They provide assessment, intervention, and consultation services to students, staff, and parents.</p> <p>Learn More</p>
	<p>THE PARAEDUCATOR</p> <p>Paraeducators work with students with disabilities, behavioral challenges, and emotional issues. They provide support and assistance to students and teachers in the classroom.</p> <p>Learn More</p>
	<p>THE SPEECH & LANGUAGE PATHOLOGIST</p> <p>Speech and language pathologists assess, diagnose, and treat communication disorders in children and adults. They provide therapy and support to individuals with speech, language, and hearing impairments.</p> <p>Learn More</p>
	<p>THE SCHOOL SOCIAL WORKER</p> <p>School social workers provide emotional, social, and behavioral support to students and staff. They work with families and the community to address social and emotional needs.</p> <p>Learn More</p>
	<p>THE SIGN LANGUAGE INTERPRETER</p> <p>Sign language interpreters facilitate communication between deaf and hearing individuals. They provide interpretation services in educational, professional, and community settings.</p> <p>Learn More</p>

How-To Apply for Special Education Programs



How-To Apply for a Special Education College Program

Explore Special Education Careers



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How-To Apply for Grants and Scholarships



How-To Apply for Scholarships and Grants

Explore Special Education Careers

OPTIMISE Launches
Sign Language
Interpreter Webpage

Visit Our New
Webpage



Special Ed Paraeducators Share Challenges And Needs

Darrin Watkins discusses what Paraeducators need to be successful and stay in the job.

Visit our Blog



- In just two months, Snapchat posts drove **17,775 clicks** to the OPTIMISE website
- Teenage career-seekers are showing interest in the Special Educator profession

Tag OPTIMISE:
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[#specialeducationteacher](#), [#speechlanguagepathologist](#), [#speechpathology](#),
[#schoolsocialworker](#)

SOCIAL MEDIA IMPRESSIONS
4.5 MILLION

CLICKS TO OPTIMISE.EDUCATION
36,000

OPTIMISE Videos



OPTIMISE.Education

*You received this email newsletter as you are a friend and associate
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