



Join MAASE's Virtual Professional Learning Event
June 11, 2024 | 8:30 AM - 2:45 PM EDT

Featuring
Laurie VanderPloeg, Kathy Fortino,
and the communications crew from OPTIMISE.

Laurie and Kathy will present how they are advancing Special Education in Michigan. The communications crew will share tools to help districts highlight Special Education from the 500 posts reaching over 10 million Michigan residents.

[Register Here!](#)

**OPTIMISE is Working with Michigan's Legislature
to Help Transform Special Education**

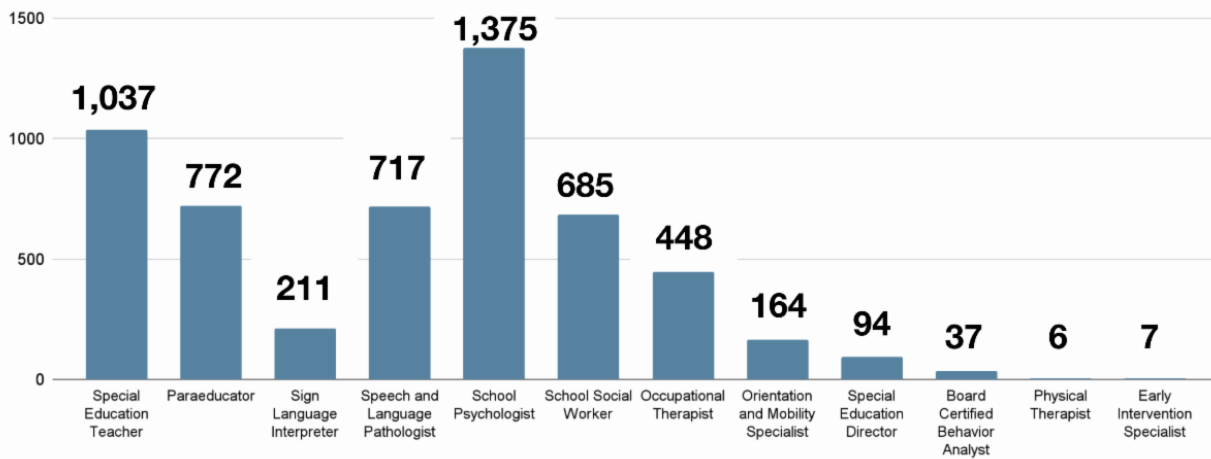
Michigan Senator Anthony, Appropriations Chairwoman, explains
OPTIMISE's important role in advancing Special Education.



OPTIMISE is Helping to Fill Special Education Jobs Where People Are Searching by Profession

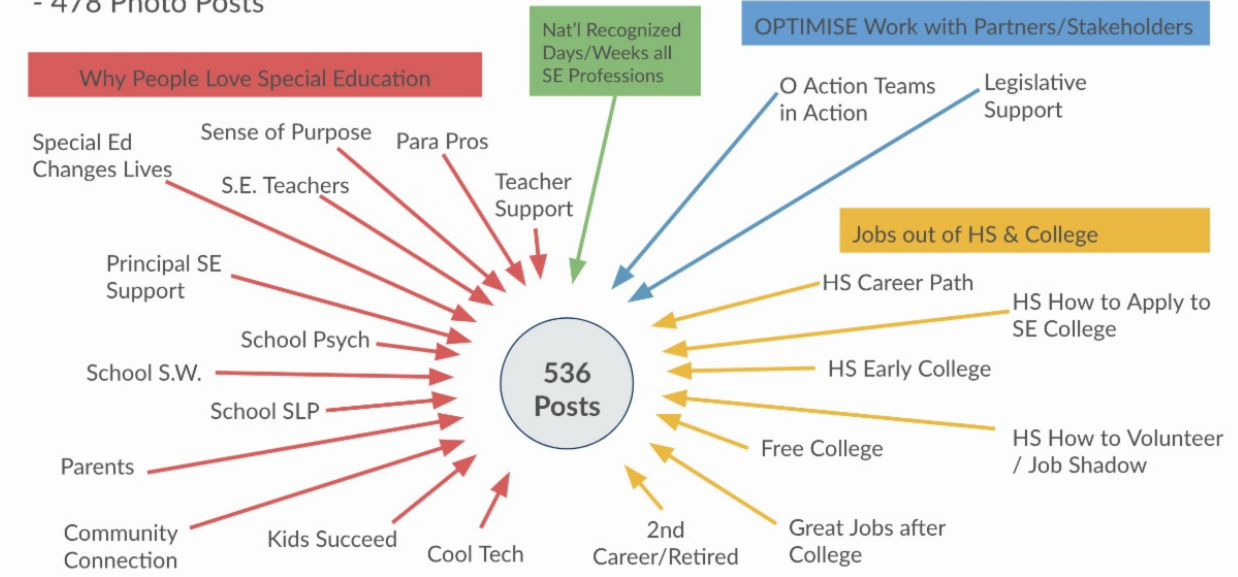
5,553 - Users Clicking on Actual Job Listings

YTD Clicks on Job Links by Profession - As of May 1, 2024



The Trending Topics of Our Social Media Posts

Storyteller Video/Marketing Series
-125 Videos
- 478 Photo Posts



People Know More About Michigan's Special Education Field

SOCIAL MEDIA IMPRESSIONS
10.4 MILLION

CLICKS TO OPTIMISE.EDUCATION
105,293

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OPTIMISE Videos

OPTIMISE.Education



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