Our Goal:
To share positive statistics and facts about Maryland public education, in part, using resources from the National School Board Association's Stand Up for Public Education campaign.

Our Process:
MABE works with PSSAM and MSDE to collect and organize Maryland public education statistics.

These statistics are used to create infographics which are posted on the MABE website where they can be easily downloaded. It is also sent on a monthly basis to 900+ contacts.

Graphics are created from the infographics suitable for social media.

2018 Highlights
A logo and branding was created specifically for the campaign.

MABE’s new website was launched with downloadable infographics and a carousel featuring quotes from MABE’s Board of Directors about the importance of public education.
Graduation

**STAND UP for MARYLAND PUBLIC SCHOOLS**

**Good News About Maryland Public Schools**

**Graduation**

- **63,775** students graduated in 2016
- **85,090 out of 110,156 students** graduated in 2012 and 2013
- **65,040 out of 103,735 students** graduated in 2013 and 2014
- The Class of 2016 received more than **$1.3 Billion** in college scholarship offers - about 11% of the 2016 graduating class

Our Annual Supplement Guide for all students' access. Graduates 1.2% last year have already earned more than **9,977** diplomas signed in 2016. These were only 1% of all graduates.

*Heart rate and all Maryland high school graduates have an average*.

Open Rate: 40%

Facebook: 44 reach

Twitter: 4,648 impressions

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Career & Technology Education

**STAND UP for MARYLAND PUBLIC SCHOOLS**

**Good News About Maryland Public Schools**

**Career & Technology Education**

- **38.7%** of high school students are enrolled in Career & Technology Education Programs
- **98,657** students graduated in 2015
- **22.8%** of high school students participated in CTE
- **13,258** students graduated in 2015
- **58%** of all students considered the framework for STEM in the University of Maryland System of Maryland's Dual Credit (U.S.

Open Rate: 46%

Facebook: 53 reach

Twitter: 3,397 impressions
Have the infographics been useful? Have you used this information locally?

What topics would be relevant and helpful moving forward?

Do you have any overall feedback on MABE’s Stand Up outreach efforts?