



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.

Good News About **MARYLAND** Public Schools



Education is the great equalizer in today's society. Regardless of socioeconomic status, family history, or current situation, public education aims to provide equitable access to challenging and rigorous study to all those who seek it."

-Charles McDaniels, Jr.
Baltimore County School Board Member

STAND UP
FOR MARYLAND
PUBLIC SCHOOLS

MABE

PSSAM
Public School Superintendents of Maryland

MARYLAND STATE DEPARTMENT OF
EDUCATION
PREPARING WORLD CLASS STUDENTS

STAND UP FOR MARYLAND PUBLIC SCHOOLS | Good News About **Maryland** Public Schools

Career & Technology Education




38.7%
Percent of High School CTE Enrollment

98,857 students
or more than one third (38.7%) of all high school students enrolled in 148 CTE programs in 237 high schools

22.8%
Percent of High School CTE Graduates

13,258 students
of the class of 2016 completed a CTE program of study (22.8%)

58% of students completed the coursework for entrance to University System of Maryland (Dual Completer) (7,703)









Good News About **MARYLAND** Public Schools

38.7%

of high school students are enrolled in Career & Technology Education Programs

* based on 2016 data

Open Rate: 46%
Facebook: 53 reach
Twitter: 3,397 impressions

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Graduation




63,775 students graduated in 2016

56,260 out of 67,318 students graduated in 2012 and in 2016 55,586 out of 63,775 students graduated increasing Maryland's four-year graduation rate increased by 4%

The Class of 2016 received more than **\$1.3 Billion** in college scholarship offers - about 1/3 of the 2016 graduating class!

Our Annual Dropout Rate for all students across grades 9-12 has steadily decreased. In 2012 there were 6,877 dropouts while in 2016 there were only 5,154.

Nearly half of all Maryland high school graduates take at least one Advanced Placement exam while in high school. Seniors who earned a score of 3 or higher on one or more AP exams exceeded 30% for the third consecutive year.

Good News About **MARYLAND** Public Schools

ABOUT 1/3 OF THE GRADUATING CLASS OF 2016 RECEIVED

\$1.3 Billion 

IN COLLEGE SCHOLARSHIP OFFERS






Open Rate: 40%
Facebook: 44 reach
Twitter: 4,648 impressions

Early Childhood Education

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Early Childhood Education

Judy Centers
 Offer comprehensive, integrated, full-day and full-year early care and education services.
51 Judy Centers across Maryland
18,099 Children served in 2016

Maryland Excels MARYLAND EXCELS
 A quality rating system to recognize excellence in Early Childhood and School Age programs.
5,481 programs (50% of all childcare programs in the State)

Early Childhood Curriculum
 Provides guidance to child care and other non-public early childhood programs on curricular resources.

MARYLAND STATE DEPARTMENT OF EDUCATION **MABE** MARYLAND ASSOCIATION OF BOARDS OF EDUCATION **PSSAM** PREPARING WORLD CLASS STUDENTS

Good News About **MARYLAND** Public Schools

MARYLAND HAS
51 Judy Centers which offers comprehensive, integrated, full-day & full-year early care & integration services which served
18,099 children in 2016

MARYLAND STATE DEPARTMENT OF EDUCATION **STAND UP FOR MARYLAND PUBLIC SCHOOLS** **MABE** MARYLAND ASSOCIATION OF BOARDS OF EDUCATION **PSSAM** PREPARING WORLD CLASS STUDENTS

Open Rate: 40%
Facebook: 1,295 reach
Twitter: 3,392 impressions

School Meals

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School Meals

73+ Million Lunches provided by the National School Lunch Program served in Maryland's schools in 2016, 75% of which were served to students eligible for free or reduced-price meals.

3,065,267 Meals served by the Summer Food Service Program in 2016.

45.5 Million Meals provided by the School Breakfast program in 2016 – an increase of over three million from the previous year. Of these meals, 74% were provided to students eligible for free or reduced-price meals.

477 Schools that participated in the Maryland Meals for Achievement (MMFA) program. The MMFA average daily participation was over 64%, whereas non-MMFA breakfast was less than 29%.

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Good News About **MARYLAND** Public Schools

45.5 MILLION meals provided by the School Breakfast Program in 2016

That's 3 MILLION more than in 2015!

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Open Rate: 42%
Facebook: 1,134 reach
Twitter: 3,973 impressions



Discussion

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?