



# COE Bear Tracks



*COE Bears Make an Impact and "Leave Our Mark"*

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## **Refocused Marketing Strategy for Master's Program in Special Education**

Dr. [Megan Boyle](#) and Dr. [Linda Garrison-Kane](#) are refocusing their marketing strategy for the master's program in Special Education, with an emphasis in autism spectrum disorder (ASD), to target teachers or other clinicians who are interested in pursuing certification in behavior analysis. In Spring 2021, they worked with the Association for Behavior Analysis, International to ensure that students who complete the SPE master's program in ASD officially have all necessary content hours required to take the certification exam. They are also working to promote their program on social media, with accounts on both Instagram (@asdmstate) and Facebook (@ASDatMOSTATE), by highlighting alumni, current students, and research and other clinical projects. This fall, the program will be providing trainings to local behavioral agencies, conducting a virtual training to an out-of-state agency, and presenting an expo poster at the state's conference for behavior analysis.