

School Board Spotlight is a weekly video series designed to introduce the Roanoke City School Board members to the broader community. Launched in collaboration with the School Board and the board clerk, the series aims to enhance communication, transparency, and public understanding of the boards role in shaping the future of Roanoke City Public Schools. The series aligns with the School Boards goal of effectively engaging the entire community by sharing who they are, why they serve, and what their work entails. Each episode features a different board member, providing insight into their background, priorities, and dedication to RCPS students and families. By peeling back the spotlight, the series makes the boards work more accessible and relatable. School Board Spotlight is shared on RCPS website and social media platforms, reaching parents, students, staff, and community stakeholders. The videos offer a user-friendly way to engage with School Board members beyond traditional meetings, breaking down barriers to understanding their impact and decision-making process. The response has been overwhelmingly positive, with the series helping to humanize board members and foster a greater sense of connection and trust within the community. By providing a consistent and engaging way to communicate, School Board Spotlight has strengthened public awareness of the boards work and reinforced its commitment to serving Roanokes students.