

The video series recognizes staff members at all levels and the hard work they are doing to make our district and schools a safe, welcoming environment for students and their families. These videos are posted on the district's and corresponding school's Facebook and Instagram pages weekly on Wednesdays. The videos feature current staff members talking about their roles and why they chose to work at Roosevelt. They are supplemented by interviews with the staff member who nominated them to be featured. The series supports the district's core values of celebration, excellence and rootedness. It is part of a larger strategy to combat declining enrollment, increase community awareness and soften the reality of closing five schools at the end of the academic year. Since the series began, we've seen increased engagement across our social media platforms, becoming some of our best-performing posts.