

Nicole's EdVentures was created to give the Virginia Beach City Public Schools students, staff and community an inside look at some of the fantastic things happening in the division. The objective is to spotlight something meaningful, engaging, and exciting in the division that will drive viewers to our website and social media pages for more information and engagement. This entry link has three different segments in the monthly series. The school bus segment explains the behind-the-scenes work in the garage to get the buses ready to transport students safely to and from school, reminding drivers to look out for the big yellow buses again for the new school year. The S.O.S. Thrift Store segment highlights one way the Virginia Beach Education Foundation raises money to benefit teachers and students with funding for projects and programs. It introduces a VBCPS alum who started the store and wanted to give back to the division that educated her and her children. It also engages the viewer to visit the store to shop and donate, creating awareness about the VBEF. The Career and Technical Education field trip segment takes viewers along with middle schoolers as they get hands-on learning about electrical, plumbing, and welding careers from a local maritime contractor. The segment highlights Career and Technical Education Month (February) and how CTE classes and business partnerships prepare students for the workforce while offering resources to parents and students. Nicole's EdVentures is a monthly short video segment that is first shared in our Family Newsletter and then pushed out on our social media pages. It has created a buzz in our division and our community. Nicole is a familiar face to the community because she came to the division after serving decades as a local TV news anchor. VBCPS decided to start the segment in a lighter news-like fashion to take advantage of having a well-known talent on the communications team to grab the attention of the division community and reach more people due to the familiar face and level of trust. It's been over a year, and the schools are very engaged and love offering suggestions for the coming months.