



**USD 394
ROSE HILL SCHOOLS**

MEDIA RELEASE

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Release**

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Rose Hill USD 394 Announces Brandon Roe as New Principal of Rose Hill Middle School

Rose Hill School District is proud to announce the hiring of Mr. Brandon Roe as the new principal of Rose Hill Middle School, beginning with the 2026-27 school year.

Mr. Roe brings nearly two decades of experience in education and leadership to Rose Hill. He currently serves as the Principal and Athletic Director at Crowley County Jr./Sr. High School in Ordway, Colorado, where he has supported students, staff, and families through a hands-on, relationship-driven approach.

"This is my 19th year in education," Roe shared. "I was a social studies teacher for 12 years, and I have been a principal and athletic director for the past seven years."

Throughout his career, Mr. Roe has also coached multiple sports, including football, boys and girls basketball, track, and baseball, reflecting his commitment to student involvement both inside and outside the classroom.

Mr. Roe and his family have long felt drawn to the Rose Hill area through family ties and previous visits. "We have family that lives in the area," Roe said. "My son played in a baseball tournament here in 2023, and we held a practice at Rose Hill. My family and I immediately felt this was a place we'd love to call home. Since visiting again last week, we've seen how much this community truly cares about students, and we feel honored to be a part of that."

Mr. Roe describes himself as a visible, servant-minded leader. "I am a very hands-on and visible leader," he said. "I would like to think I am a servant leader and no job or task is too big or too small."

As he prepares to begin his work with Rose Hill Middle School, his top priorities include building strong relationships and supporting academic growth across all content areas. "I want to jump right in and build relationships with staff, students, and the community," Roe explained. "I also want to help students grow academically in all areas." Mr. Roe believes a successful middle school experience extends beyond academics. "A successful middle school experience is more than grades," he said. "It's a time when young adolescents start to find themselves and build skills they will use for life."

To strengthen connections with families and community members, Mr. Roe plans to be a consistent presence at school events and throughout Rose Hill. He also hopes to launch a monthly community coffee gathering called "Cup of Joe with Roe," inviting families and stakeholders to connect informally before school.

In sharing his enthusiasm for joining the district, Roe stated: "My family and I are truly blessed to be a part of the Rose Hill community. We have given so much to our community here in Colorado and feel very fortunate to now be able to serve the community of Rose Hill. Go Rockets!"

Mr. Roe and his wife, Ashley, have been married for 16 years. Ashley currently serves as a human resources director, CTE teacher, and volleyball coach. Their son, Corbyn, will be entering 9th grade this fall and participates in football, basketball, baseball, and band. Their daughter, Delaney, will be a 4th grader and enjoys volleyball, basketball, soccer, and math. The family also has two dogs, Charger and Jayhawk. Outside of school, the Roe family enjoys spending time at their children's sporting events, golfing, camping, and now... cheering on all the Rocket teams.

In case you were wondering ... when asked Chiefs or Broncos?

Roe proudly admitted, "Absolutely GO BRONCOS!" - A bold answer in Chiefs Kingdom, but one he's hoping the Rose Hill community will forgive. 😊

