

Key Messages: We Believe in the Promise of Options and Opportunities

“The Promise of Gwinnett” campaign is a means of focusing attention on the importance of public education, the role it plays in our nation, and the outstanding schools found right here in Gwinnett County. In addition we want to focus on the accomplishments of our students and the promise they hold for a bright future.

Gwinnettians have a long history of realizing the importance of strong public schools, and recognizing the link between an educated populace and a vital economy. However, it is important that we continue to emphasize public education as one of the pillars of our community. It is imperative that we engage our community in the work of our schools and of delivering on The Promise of Gwinnett.

Following are some key messages that should resonate with your school community as we promote The Promise of Gwinnett with a focus on the options and opportunities available to our students.

- Our students are “the Promise of Gwinnett.” They have many options and opportunities during their K-12 education in Gwinnett to help ensure that they fulfill their promise.
- We believe each student has inherent promise to reach his or her potential.
- Committed and caring adults who believe in our students help to broaden their horizons, explore options, remove barriers to learning, connect kids to opportunities, and pave the way to success for *all* students.
- Equity in the classroom ensures that *all* students have opportunities to be successful.
- There are many avenues to a successful future, and GCPS students have the options and opportunities they need to explore the best route to their dreams.
- Believing in our students means giving them the encouragement to try new things and the support to think big and reach high.
- All futures aren’t built the same. In Gwinnett, we make sure students have opportunities to explore their options before graduation and gain the knowledge and skills they need for success in the option they pursue.
- With the freedom and encouragement to explore, Gwinnett students have opportunities to pursue their potential and weigh their options for the future.

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