

Key Messages: We Believe in Our Staff!

“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 our staff.

- GCPS has two kinds of employees—those who teach and those who support those who teach.
- We believe that Gwinnett educators are the best in the business.
- Our teachers and support staff are committed and caring adults who believe in our students and help to broaden their horizons, remove barriers to learning, and pave the way to success for *all* students.
- Those who support teachers— school nutrition workers and transportation staff, custodians and office workers, paraprofessionals and support personnel, central office staff and school and district leaders— ensure that teachers can dedicate themselves to the critical work of teaching and learning.
- The daily work of every employee makes a difference in the lives of students and has a positive impact on the future of Gwinnett County, our state, and our nation.
- All GCPS staff members play a role in the success of the district and our work toward becoming a system of world-class schools.
- GCPS employees are champions for *all* children and passionate advocates for strong public schools, believing that public education is essential to America’s prosperity.
- Our employees respect the differences and build on the rich diversity found in the many cultures, faiths, viewpoints, interests, and histories that make up our student body, our workforce, and our community.

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