

Key Messages: An Engaged Community— Partners in the Promise

“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 community partners.

- At its heart, The Promise of Gwinnett is found in the collective talents, will, passion, and dedication of all who make up the Gwinnett community.
- Whatever our ages, backgrounds, or status, we are partners in the promise. We all are needed to bring it to life.
- Working together, all partners in The Promise of Gwinnett ensure that our students are prepared to contribute to their community and to the wider world.
- Good schools build good communities, and good communities sustain good schools.
- Our schools belong to the public, and an important hub in the life of our community.
- The entire community has a stake in the success of our schools and our students.
- As a key economic driver in the county, Gwinnett County Public Schools has earned the support of the business community.
- Business and community partnerships benefit the district, our schools, Gwinnett schoolchildren, and staff.
- Countless community members are contributing to the success of our schools as business partners, mentors, volunteers, contributors to the Foundation, parent partners, community leaders and elected officials, and taxpayers.
- GCPS employees and students give back to the community, contributing to the quality of life in Gwinnett.

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