

## Key Messages: We Believe in the Promise of Innovation

*“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 innovation.**

- Promising and innovative practices are transforming GCPS schools and the learning experience for our students.
- There are many avenues to a successful future, and GCPS makes sure our students have the options and opportunities they need to explore the best route to their dreams.
- Gwinnett schools are preparing our students for 21st century careers that don't yet exist in an increasingly competitive, global environment.
- To ensure that our students will reach their potential, Gwinnett educators employ both traditionally effective strategies and innovative solutions to reach and teach students.
- Classroom innovation leads to an increase in student engagement, academic rigor, and relevance.
- Innovative uses of technology enhance learning and deepen understanding in real-world ways.
- Project-based and problem-based instruction engages kids in hands-on, brains-on learning to mirror the day-to-day challenges that young people may experience in the workplace of the future.
- Equity in the classroom ensures that *all* students have opportunities to be successful.
- Believing in our students means giving them the encouragement to try new things and the support to think big and reach high.
- The district supports its teachers with tools, coaching, and professional development to ensure they have the skills and knowledge needed to be classroom innovators.
- Through eCLASS, our schools are expanding the walls of the classroom, fostering collaboration, and nurturing creativity and innovation in students and teachers.

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