

Key Messages:

Looking ahead to a future filled with 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 the future.

- The future of tomorrow can be found in Gwinnett classrooms today.
- Every day, GCPS teachers shape the future by helping students fulfill their Promise.
- Our students’ accomplishments— big and small, those recognized with awards and those that result from overcoming a challenge — reflect the Promise that every student holds for a bright future.
- We encourage our students to dream big and reach for a future filled with Promise.
- A solid academic foundation allows our students to build a promising future as responsible adults, contributing members of society, and engaged citizens.
- A 21st century future requires 21st century schools and 21st century skills. Conducive learning environments, innovative teaching, and digital tools are helping our students to become critical thinkers, creative problem-solvers, and effective communicators.
- With knowledge and 21st century skills, our students are equipped for success in college, work, and life.
- Gwinnett schools nurture the Promise found in each child— from early childhood to high school graduation— as they prepare for a future of unknown opportunities and challenges.
- Gwinnett County Public Schools is doing its part in building a better, stronger Gwinnett County for the future... one whose citizens value public education and the rich heritage and culture of America.

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