

This video aims to communicate to the target audience that Gwinnett County Public Schools' excellence is achieved through a broad coalition of people across many different roles who daily give their best to create this world-class school system which impacts students' lives. The video also reminds the GCPS community that students are often navigating a variety of life circumstances. Despite these diverse experiences, the video celebrates the ways that a broad coalition of people who comprise the GCPS community, work to meet students where they are and provide outstanding care and support. This video assures families that GCPS' commitment to excellence does not stop in the classroom but extends to every interaction with students from the bus to the cafeteria to the hallways and the athletic fields. The video premiered at the district's Summer Leadership Conference in the summer of 2024. This conference brings together over 1,000 district leaders. The video provided leaders a moment to reconnect with the deeper purpose at the heart of the work they do: serving students and supporting their success. At the same time, the video creates space to celebrate roles and people which may sometimes be overlooked: bus drivers, school counselors, cafeteria and custodial staff. In so doing, the video reinforces GCPS' reputation as a great place to work wherein everyone's contributions are honored and every Team GCPS member is recognized as a leader with the potential to positively impact students' lives and futures. The video met with positive and emotional feedback, described as "moving" and "beautiful" and bringing many to tears. The video, given its brevity, is also a social-friendly and easily shareable way of communicating key district identity and values to audiences. As such, it has been screened to educators and staff by district principals during pre-planning meetings before the start of school as a way to rally energy for the school year and reorient teachers and staff to the core mission of Gwinnett County Public Schools: positively impacting the lives and futures of our over 180,000 students.