Vision
Gwinnett County Public Schools will become a system of world-class schools where students acquire the knowledge and skills to be successful in college and careers.

Mission
The mission of Gwinnett County Public Schools is to pursue excellence in academic knowledge, skills, and behavior for each student, resulting in measured improvement against local, national, and world-class standards.

Strategic Goals: Our plan for achieving our mission (Adopted 1/22/15)
Gwinnett County Public Schools will...
- Goal 1: Ensure a world-class education for all students by focusing on teaching and learning the Academic Knowledge and Skills (AKS) curriculum.
- Goal 2: Ensure a safe, secure, and orderly environment for all.
- Goal 3: Optimize student achievement through responsible stewardship of its financial resources and the proactive pursuit of all resources necessary to meet current and future demands.
- Goal 4: Recruit, employ, develop, and retain a workforce that achieves the mission and goals of the organization.
- Goal 5: Support instructional and operational needs with technological systems and processes that support effective performance and desired results.
- Goal 6: Provide and manage the system's facilities and operations in an exemplary manner as determined by programmatic needs and best management practices.
- Goal 7: Apply continuous quality improvement strategies and principles as the way the organization does business.

Office of the Superintendent’s Strategic Goals:
- Support the school system’s efforts to become a system of world-class schools, providing leadership, enhancing communication, and encouraging cross-divisional cooperation.
- Promote the school system’s goals and initiatives through effective leadership in strategic planning and implementation of continuous quality improvement principles.
The **Office of the Chief of Staff** is responsible for providing support to the Superintendent in the areas of strategic initiatives and priorities for the system, in order to advance the vision, mission, and goals of the organization. Orchestrating effective communication between the Superintendent’s Office and key internal and external audiences is a major function of the office. Among these groups are the Local School Administrators Association, Teachers Advisory Council, Superintendent’s Council of Community Advisors, GCPS division staff, Gwinnett Chamber of Commerce, Council for Quality Growth, Georgia School Boards Association, Gwinnett County Government, and the offices of the Governor and Georgia’s US Congressional Delegation.

The **Office of the Governmental Liaison/Community Ombudsman** develops and maintains effective relationships with federal, state, and local authorities, serving as a timely resource for critical information between GCPS and these agencies, groups, and individuals. For example, this position coordinates the system’s legislative priorities and serves as a liaison between legislators and the school district during the legislative session. Throughout the year, this position serves a community role, establishing and maintaining relationships with community organizations and leaders.

The **Office of Executive Director of Administration and Policy** provides direct support to the Office of the Superintendent, local schools, and the community. This office is charged with facilitating the school system’s strategic plan and ensuring appropriate and timely response to requests made under the Open Records Act. In addition, the office serves as the legal liaison between local school staff and the School Board attorney and supervises the ongoing daily operations of the Instructional Support Center. The Executive Director of Administration and Policy also coordinates updates and revisions to school system policies. Pivotal to the Office of Executive Director of Administration and Policy is its commitment to forging supportive relationships with both community stakeholders and the local schools. To achieve these goals, the office works across the system’s divisions to ensure accurate and clear communication.

**Department of Communication and Media Relations** focuses resources on development of and support of communication strategies that further the school system’s initiatives, improve communication, and that encourage recognition of GCPS’ challenges and its accomplishments. In addition to publications for internal and external audiences, communication objectives are achieved through web-based, social media, and broadcast initiatives. The department also leads development and implementation of strategies to strengthen and enhance the GCPS brand. Additionally, it establishes strategic communication outreach to communities within Gwinnett, capitalizing on business partnerships and enhancing communication with international communities. In the area of Media Relations, the department ensures the school system is provided fair, accurate, and balanced coverage, following GCPS media guidelines and expanding professional relationships with local and regional news media agencies.

**Office of the Chief of Staff**

*Dr. Pam Williams*
678-301-6011 / fax: 678-301-6030
(Instructional Support Center)

**Office of the Governmental Liaison/Community Ombudsman**

*David McCleskey (Part-Time)*
678-301-7319 / fax: 678-301-7326
(Instructional Support Center)

**Office of Executive Director of Administration and Policy**

*Jorge Gomez*
678-301-6005 / fax: 678-301-6007
(Instructional Support Center)

**Department of Communication and Media Relations**

*Sloan Roach, Executive Director*
Laura Nurse, APR, Director of Publications
Bernard Watson, Director of Community Relations
678-301-6020 / fax: 678-301-6030
(Instructional Support Center)
**Division of Information Security**

Arden Peterkin, Information Security Officer  
Andrea Lang, Director of Information Security  
678-301-6704 / fax: 678-301-6441  
(Instructional Support Center)

The **Department of Information Security** is accountable for the district-wide information security strategy, architecture, operations, and capability enhancement. The Office defines and oversees the successful execution of an information security strategy that is aligned with GCPS’ Vision, Mission, Goals, and Strategic Priorities. The Information Security Officer provides vision and leadership necessary to manage information security related risk in order to protect the confidentiality, integrity, and availability of GCPS’ information and information technology assets.

**Office of Equity and Compliance**

Dr. Tommy Welch, Chief Equity and Compliance Officer  
678-301-7090 / fax: 678-301-7088  
(Instructional Support Center)

The **Office of Equity and Compliance** directly supports the Office of the Superintendent, district, local schools, and the community. This office provides leadership for ensuring equitable educational opportunities for all students. It is charged with facilitating the development and implementation of the district’s equity plan and oversees the alignment of that plan with all local school plans for improvement. The office also collaborates with district leaders to develop and implement a systemic process for identifying and addressing inequities that impede student engagement and academic achievement while also maximizing opportunities for community engagement.
Office of Research, Evaluation, Strategy, and Development
Dr. Kevin Tashlein,
Chief Strategy Officer
678-301-7900
Instructional Support Center

The Office of Research, Evaluation, Strategy, and Development consolidates the departments that are responsible for many functions, including the collection and analysis of data that has a significant impact on the district’s strategic direction. Data must be turned into useful and useable information in order to drive improvement—in schools, departments, divisions, and the district as a whole. A focus of this office is to provide “leading indicators” on student achievement that will guide instructional planning. In addition, the office provides actionable data on our operational efficiencies, allowing GCPS to make the best use of every resource it has at its disposal.

Most importantly, the Office of Research, Evaluation, Strategy, and Development provides schools and principals with information gleaned from their performance data and related analytics, as well as the latest research, to help them target their improvement efforts where it will make the most difference for students. This office helps schools take advantage of the wealth of data and resources available that can help guide school improvement work.
Office of Research and Evaluation
Dr. James Appleton, Executive Director
Roland Richard, Director of Data Analytics
Dr. Matthew Lovelace, Director of Research
Dr. Sheril Bryan, Director of Evaluation
678-301-7090 / fax: 678-301-7088
(Instructional Support Center)

The Office of Research and Evaluation provides direct support to accelerate school and systemwide improvement. The Department of Research and Evaluation provides technical support for the Results-Based Evaluation System; leadership for and management of school performance reports; support for the development of data systems; management of the instructional research approval process; and consultation to schools and departments for research activities.

Development Office/GCPS Foundation
Aaron Lupuloff, Senior Executive Director
Kelly Herndon, Executive Director (Part-Time)
678-301-7287 / fax: 678-301-7326
(Instructional Support Center)

The Development Office/GCPS Foundation provides leadership by strengthening internal and external relationships to support the academic mission of Gwinnett County Public Schools. The Office is responsible for all aspects of advancement, including alumni relations, communications, integrated marketing, fundraising, donor relations, and government relations.

The Gwinnett County Public Schools Foundation Fund, Inc. is a nonprofit 501(c)(3) charitable organization dedicated to providing financial resources to enrich and enhance education in Gwinnett County Public Schools. Established in 2006, the Foundation is committed to sustaining the world-class standards of Gwinnett County Public Schools. A Board of Trustees that is representative of the Gwinnett community governs the Foundation, fostering the belief that community involvement in public education is essential to promoting an educated, healthy, responsible citizenry and desirable quality of life in Gwinnett County.