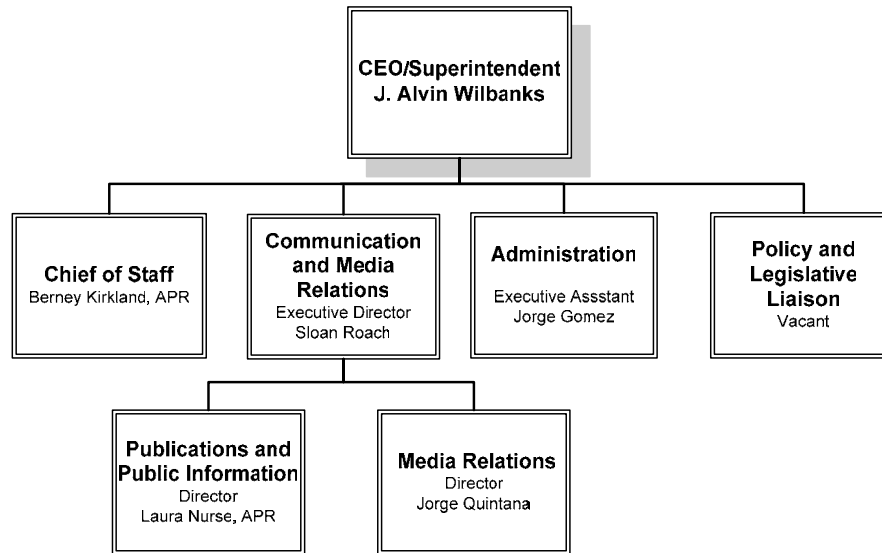


CEO/Superintendent's Office
J. Alvin Wilbanks, CEO/Superintendent
678-301-6010 / fax: 678-301-6030
(Instructional Support Center)



GCPS' Vision: What we aspire to be... Gwinnett County Public Schools will become a system of world-class schools where students acquire the knowledge and skills to be successful as they continue their education at the postsecondary level and/or enter the workforce.

GCPS' Mission: Why we exist, our core business... 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.

GCPS' Strategic Goals: The plan for achieving our mission

- Ensure a world-class education for all students by focusing on teaching and learning the Academic Knowledge and Skills (AKS) curriculum.
- Ensure a safe, secure, and orderly environment for all.
- Optimize student achievement through responsible stewardship of its financial resources and the proactive pursuit of all resources necessary to meet current and future demands.
- Recruit, employ, develop, and retain a workforce that achieves the mission and goals of the organization.
- Meet the continuing and changing demand for essential information through technological systems and processes that support effective performance and desired results.
- Provide and manage the system's facilities and operations in an exemplary manner as determined by programmatic needs and best management practices.
- Apply continuous quality improvement strategies and principles as the way the organization does business.

Office of the CEO/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.

Office of the Chief of Staff

Berney Kirkland, APR
678-301-6011 / fax: 678-301-6030
(Instructional Support Center)



The Office of the Chief of Staff is responsible for providing support to the CEO/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 CEO/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 Chief of Staff coordinates all official meetings of the Gwinnett County Board of Education and supports the CEO/Superintendent in serving the Board. This position also coordinates the system's legislative priorities and serves as a liaison during the legislative session. The day-to-day operations of the CEO/Superintendent's Office are coordinated by the Chief of Staff, who also works with the division heads to facilitate cross-divisional communication and collaboration on system initiatives. In addition, the Chief of Staff assists the CEO/Superintendent in his work with various local, state, and federal commissions, task forces, and coalitions dealing with public education issues. Examples include the Governor's Education Finance Task Force, the Georgia Education Coalition, GSBA's Large System's Forum, the Metro Atlanta Chamber of Commerce Regional Education Forum, and MRESA.

Department of Communication and Media Relations
Sloan Roach, Executive Director
678-301-6020 / fax: 678-301-6030
(Instructional Support Center)

Gwinnett County Public Schools' **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 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 Executive Assistant
for Administration**

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



**The Office of Executive Assistant for
Administration**

provides direct support to the Office of the CEO/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 Assistant for Administration also coordinates updates and revisions to school system policies. Pivotal to the Office of Executive Assistant for Administration 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 six divisions to ensure accurate and clear communication.