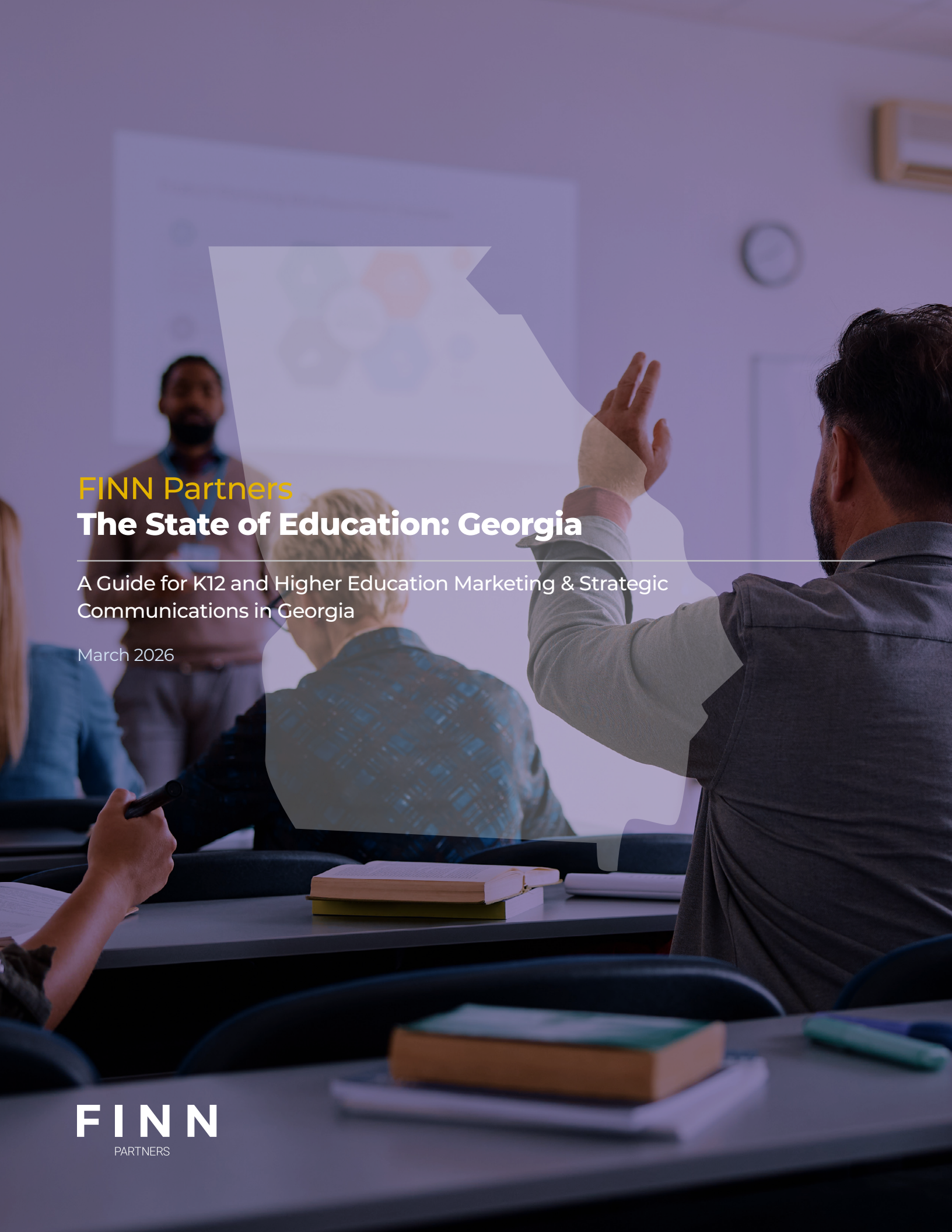




FINN Partners

The State of Education: Georgia

A Guide for K12 and Higher Education Marketing & Strategic Communications in Georgia

March 2026

What's Inside

- 4 Executive Summary
- 7 Get to Know Georgia: State Education by the Numbers
- 9 The K-12 Marketplace Opportunities & Challenges: What Vendors Need to Know and Do
- 12 Leadership and Engagement: Best Practices for Georgia's Education Ecosystem
- 18 The Nuance of Effective Partnership
- 20 Takeaways for Education Organizations in Georgia

“Georgia’s students need to be prepared with the skills to compete for good-paying jobs in every sector, including the cutting-edge industries that are coming to the state of Georgia. As Mayor of Atlanta, I launched the Center for Workforce Innovation to give more people the opportunity to train for in-demand jobs after talking to major corporations who were finding it difficult to fill open positions. By expanding the pathway for more Georgians to attend technical and community college and participate in apprenticeship and other training programs we can not only set students up for success, but make our state more attractive for new business.”

— **Keisha Lance Bottoms,**
Former Mayor of Atlanta

Executive Summary

As Georgia advances through the academic year and into the 2026 implementation cycle, education policy has shifted definitively from debate to practice. Recent legislative measures are reshaping how education is provided across PreK-12, higher education and workforce systems.

We see national trends reflected in the state's 2026 education priorities, including increased funding for school choice under the formal implementation of the [Georgia Promise Scholarship Act](#) and a greater focus on postsecondary workforce development. Georgia also has ambitious plans to expand and better support its teacher workforce through the transition to the GaLEADS "support-first" pilot, the [Georgia Early Literacy Act](#) and the state's intention to revamp and modernize its school funding mechanisms. This is happening in a state with a tremendous diversity of rural, urban and suburban communities. The shifts have created a dynamic education sector in the state.

In this environment, familiarity with policy and market conditions alone does not guarantee success. It takes thoughtful and informed strategic communications that reflect local realities in order to build trust, engage educators and deepen connections with the stakeholders who are helping to reimagine the strongest possible future for Georgians. In this way, traditional advocacy communications and earned media continue to be pillars of meaningful engagement with communities and stakeholders.

This guide synthesizes key insights from state-level reports, cross-district analyses and discussions with

education experts on the ground to better inform those of us who serve the education community and market with actionable intelligence.

The Moment

In 2025, Georgia achieved its highest-ever high school graduation rate of 87.2%, and in the last six years, the state has given teachers a \$9,500 raise. Rather than rest on its laurels, the state's leadership is continuing to push for better support for students and teachers via systemic financial reform, postsecondary workforce development programs, and landmark protections like HB 1244, which guarantees teacher planning time. These are active mandates shaping classrooms, campuses and workforce paths across the state but, at the same time, educators and institutions are navigating serious capacity constraints — schools are short-staffed, budgets are tight and educators continue to be overwhelmed.

Meanwhile, civic and legislative leaders, along with businesses, are looking for clearer ROI on the classroom experience, whether that's improved literacy in younger grades or articulating more explicit benefits to investing in a college degree.

Georgia is no stranger to complexity, particularly given the rapid demographic shifts the state has experienced. Take, for instance, its innovative "Georgia Project," a 1990s teacher exchange program with Mexico that brought Spanish-speaking educators to the state to address the rapid rise of Latino students. Georgia leaders are poised once again to confront another complex implementation puzzle in a radically different national landscape.

“We are seeing more partnerships with K–12 students that are leading to an increase in the STEM workforce. Through science festivals, summer camps and campus visits, we encourage students and their families to discover the opportunities opened by a college degree. By sparking interest in STEM, expanding pathways into our programs, and collaborating with industry, we prepare students to define and solve meaningful problems that improve the human condition while building the engineering and technical capacity that enables Georgia’s (and America’s) industries to adopt new technologies, enhance productivity, and thrive in an evolving economy.”

– **Mary Lynn Realff, PhD**

Associate Chair, Undergraduate Programs
Georgia Institute of Technology
Fellow, ASME

From Policy to Practice

As reforms take hold across Georgia’s education systems, implementation is revealing both promise and friction. State-level reforms are influencing pedagogy, instructional materials, educator workload, student support models and transitions from education to employment. However, the impact of these reforms is not uniform. Regional differences, staffing realities, institutional readiness and community context all shape how policy translates into practice. As a result, the gap between intent and experience has become a defining feature of the education ecosystem in Georgia; one that organizations must understand to engage effectively.

Market Brief: What This Means for Organizations

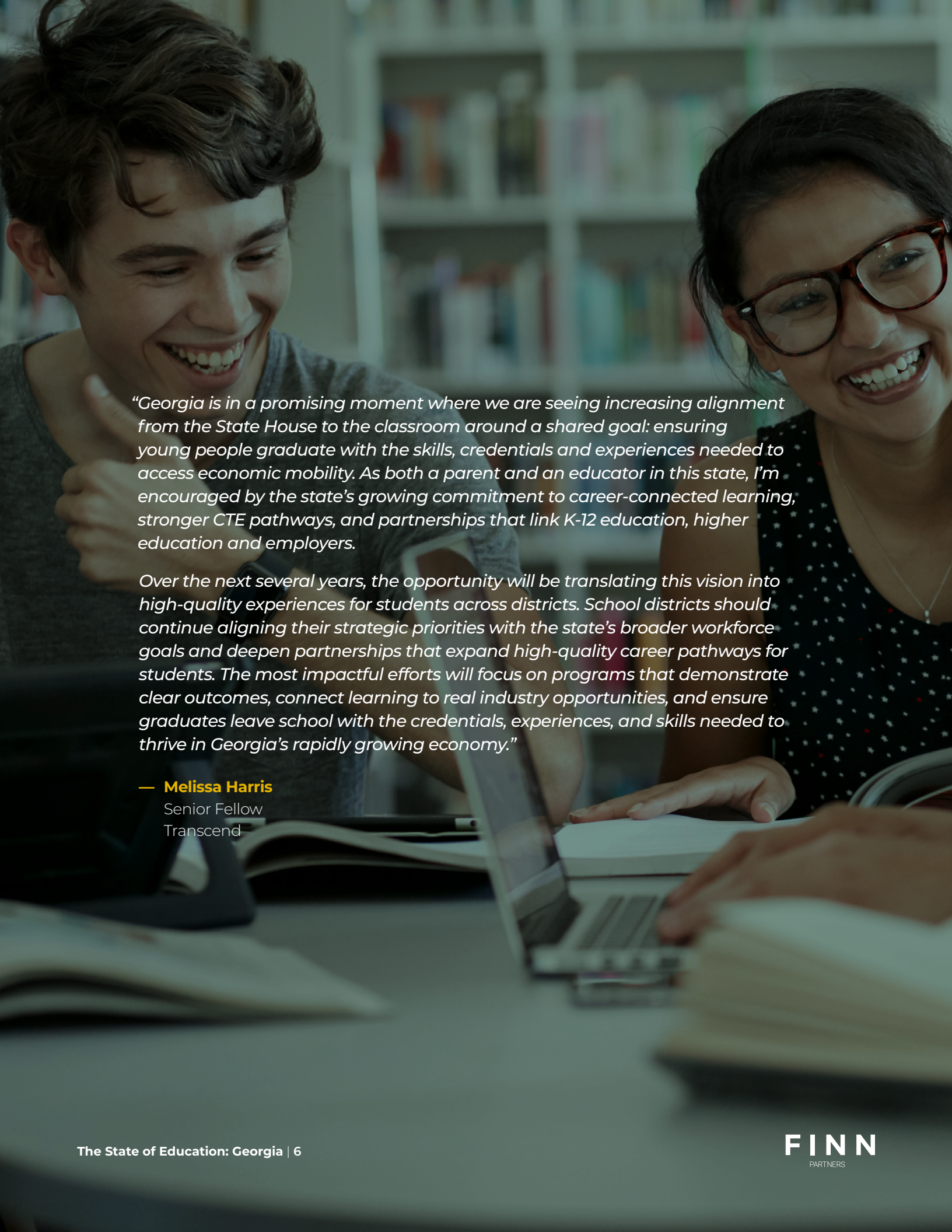
These shifts also impact the Georgia education marketplace. Opportunities exist across sectors, but the conditions for success are changing. Organizations can no longer rely on national narratives, generalized value propositions or one-size-fits-all approaches. Timing, credibility and alignment with local priorities — often at the county level — matter more than scale alone. Vendors, nonprofits and education-serving organizations alike must navigate a more segmented ecosystem, where trust is built locally and relevance is earned by

demonstrating an understanding of the needs and challenges facing educators and communities.

Strategic Communications as a Success Factor

Strategic communications and traditional media relations play a critical role in this environment. Effective engagement is about more than visibility or awareness; it is about how organizations show up, listen and respond to stakeholders across the education spectrum, whether they are educators, administrators, parents or even students themselves. The manner in which organizations present themselves, define their role and engage their audiences must account for educator workload, community expectations and the broader social and political context in which education operates.

This guide is designed to support organizations ready to fully and authentically engage with Georgia’s education landscape and players. By bringing together policy analysis, market insights and perspectives from local experts, we offer a practical resource for understanding not only what is changing in the Georgia education landscape but also how to engage thoughtfully and effectively within it.

A young man with dark, curly hair is smiling broadly and pointing his index finger upwards. Next to him, a young woman with dark hair and red-rimmed glasses is also smiling. They are both looking at a laptop screen. The background is a blurred library with bookshelves filled with books.

“Georgia is in a promising moment where we are seeing increasing alignment from the State House to the classroom around a shared goal: ensuring young people graduate with the skills, credentials and experiences needed to access economic mobility. As both a parent and an educator in this state, I’m encouraged by the state’s growing commitment to career-connected learning, stronger CTE pathways, and partnerships that link K-12 education, higher education and employers.

Over the next several years, the opportunity will be translating this vision into high-quality experiences for students across districts. School districts should continue aligning their strategic priorities with the state’s broader workforce goals and deepen partnerships that expand high-quality career pathways for students. The most impactful efforts will focus on programs that demonstrate clear outcomes, connect learning to real industry opportunities, and ensure graduates leave school with the credentials, experiences, and skills needed to thrive in Georgia’s rapidly growing economy.”

— **Melissa Harris**

Senior Fellow
Transcend

Get to Know Georgia

State Education by the Numbers

PreK-12



Population Breakdown

~1.85M

Public School Students

180

Public School Districts

96

Charter Schools

~163,000

Private School Enrollment
(unofficial)



Public School Demographics

37%

Black/African American

33%

White

19.7%

Hispanic/Latino

5.2%

Asian/Pacific Islander

5.1%

Multiracial/Other



School Calendar

Typical District Start Date:
Early August

Typical District End Date:
Late May

Get to Know Georgia

State Education by the Numbers

Higher Education



Enrollment

Enrollment in Georgia reached record highs in the 2024–2025 academic year.

Public:

382,142 students

(Fall 2025 headcount, University System of Georgia [USG]).

Public/Technical:

159,280 students

(Academic Year 2025, Technical College System of Georgia [TCSG]).

Private:

Estimated at

~80,000–90,000

(based on historical NCES trends as private data is reported less frequently in aggregate).



Student Demographics

The following is the racial, ethnic and gender breakdown for the 382,142 students in the public university system:

By Gender:

~57% Female

~43% Male

By Race/Ethnicity:

44.5% White

25.8% Black/African American

11.4% Hispanic/Latino

10.2% Asian

8.1% Multiracial/Other

Enrollment by Program Type

Advanced Degrees:

86,832 students
(Fall 2025 graduate and professional enrollment in USG).

Work Certification Programs:

47,496 graduates in 2025 from TCSG institutions, with total enrollment in these workforce-heavy tracks at 159,280.

Community/State Colleges:

***35,944** students in USG State Colleges (Spring 2025).

159,280 students in TCSG institutions (often functioning as the state's primary community college system).

Sources

- Georgia Department of Education 2025 College and Career Ready Performance Index
- Ballotpedia: Public Education in Georgia
- Georgia Charter Schools Association Private School Review
- University System of Georgia (USG): Fall 2025 Semester Enrollment Report and FY2025 Cost Driver Report
- Technical College System of Georgia (TCSG): AY2025 Graduation and Enrollment Records
- Georgia Department of Education (GaDOE): 2025 Graduation Rate Press Release
- SHEEO (State Higher Education Executive Officers Association): 2024 State Profile for Georgia
- College Tuition Compare: 2024-2025 Georgia Institutional Data



The K-12 Marketplace Opportunities & Challenges: What Vendors Need to Know and Do

Tailor Your Communications for Different District Types

Due to a constitutional mandate, an overwhelming majority of Georgia's school districts are county-wide systems. This intentionally creates a unique landscape where cities and rural towns often share the same governance and funding, in an attempt to enhance equity, efficiency and opportunity for sparsely populated rural areas that would typically struggle.

This county structure also means there are significantly fewer total districts in Georgia than in equivalent states with a municipal model. For organizations selling educational products and services, this provides a more focused and streamlined market with fewer but bigger opportunities for district sales.

We reviewed a cross-section of districts in Georgia — small, medium, and large — to determine commonalities and differences that will help businesses tailor their marketing and sales approach to different environments.

Common Challenges and Goals Across All Districts

Safety and Efficiency

The implementation of the Georgia Early Literacy Act, passed in 2023, created district alignment across geographical and political divides. The emphasis on a structured literacy approach, frequent universal screening, teacher training and other requirements means that almost all districts have explicit goals for early grade reading proficiency, and many also focus on exceeding benchmarks for older readers.

Safety is also a nearly universal strategic priority. Districts are taking a range of approaches — single point of entry and tech solutions — to provide a safe learning environment and to signal their focus on safety to caregivers and the community.

Financial and budgetary pressures are the final common priority among all district sizes, although how those manifest in decision making and strategic approach varies. Due to the end of ESSER funding and inflationary operating costs, with rare exception, districts across the state are looking to gain efficiencies while maintaining strong results. They are being asked to do more with less. A state-mandated increase in teacher salaries impacts budgets even in districts with stable revenue streams, and significant cost increases in health care coverage for district staff add an additional burden.

Deep Dive: Large Districts

Aligning with Georgia's Workforce Goals

Large Georgia districts (enrollment over 25,000) provide an appealing opportunity for education vendors. They tend to have ambitious strategic plans, though they can be hampered by fiscal realities that limit how many innovative opportunities they can realistically fund in the post-ESSER era.

One vendor approach is to start with a small engagement in a subset of schools within a large district. Georgia's largest district, Gwinnett County (183,000 students), is divided into twenty attendance zone clusters, often with specialized focuses, like STEM, design or entrepreneurship. If your product or service can gain a foothold and show results in a relevant cluster, you can leverage that into a district-wide opportunity in following years.

As a business-forward state, it isn't surprising that the large districts highlight the importance of career and technical education and pursue opportunities to bridge the gap between education and the private sector. When possible, highlight how your solutions align specifically with a district's goals and benchmarks for graduating Georgians who are equipped to contribute to the state's economic development.



Deep Dive: Medium-Sized Districts *Prioritizing Staff Satisfaction and Retention*

For medium-sized districts (enrollment 5,000–24,999), teacher recruitment and retention are a top focus. To compete with larger districts, many supplement the state-mandated salary increases with incremental raises funded by local tax revenue. However, that is a difficult long-term strategy, and mid-sized districts are eager to provide other ways to ensure staff satisfaction. Vendors have an opportunity to highlight how their product or service can keep staff happier and increase retention. Emphasize features and benefits like effective professional development, a lightened clerical workload and improved school culture.

There is an emerging emphasis on industrial alignment in mid-sized districts that are in areas with large manufacturing operations. Bulloch and Glynn counties are significant and growing industrial bases with jobs to fill. To help support their regions' economic development, these districts' strategic plans are shifting from general education to a specialized workforce development framework. Vendors who are targeting these districts should focus on how their solutions will equip graduates with the tangible skills needed to succeed on the factory floor, or at nearby technical colleges and universities.

Deep Dive: Small Districts *ISO the Highest ROI*

Georgia's county-district model means there are fewer small districts (enrollment less than 5,000) than in most states. These districts tend to be property-poor, and their budgets are supplemented with equalization grants from the state, unlike wealthier districts that can rely on sufficient local tax revenue. While those funds help close the gap between richer and poorer districts, these small districts are often disproportionately impacted by rising prices for employee health care and other inflationary concerns. Vendors can expect that small districts are facing significant fiscal strain and will closely scrutinize costs and prioritize measurable ROI.

Small districts also struggle to compete for staff because they can't offer the same salaries and pay increases as affluent districts that supplement rates above the state mandates. Vendors should expect that these districts have more turnover and younger or less-experienced teachers, and emphasize how they provide onboarding support and ongoing professional development to accommodate the realities of their volatile workforce.



Leadership and Engagement: Best Practices for Georgia's Education Ecosystem

For organizations operating across Georgia's education advocacy ecosystem, the implementation of education reforms is redefining expectations for engagement and operational readiness. Policy actions, including the Georgia Early Literacy Act and expanded educator workforce supports, are influencing instructional priorities, staffing models and implementation expectations across districts and institutions. To succeed, organizations must design their initiatives to reflect educator capacity, institutional timelines and workforce demands while navigating local implementation realities.

Friction often arises when reforms outpace local readiness or add operational strain to already stretched systems. Effective leadership requires localized engagement, community trust and alignment between education strategy and regional economic development goals. Today's education leaders and partners are increasingly serving as coalition builders, communicators and stewards of long-term talent development. The best practices that follow provide guidance for strengthening implementation, sustaining partnerships and advancing education and workforce outcomes across Georgia's evolving education ecosystem.

Nonprofits and Education-Serving Organizations

Opportunities for Engagement Are Ripe

Nonprofits and education-serving organizations remain critical partners. As districts work to meet the rigorous requirements of the Georgia Early Literacy Act, district leaders are prioritizing partners who demonstrate local awareness and align with Science of Reading-based instructional priorities. However, the most successful organizations will go a step further and demonstrate how foundational literacy and K-12 initiatives directly feed into Georgia's workforce demand and regional talent pipelines.

Effective organizations will adopt localized, asset-based approaches that recognize community strengths and tailor services to both school-level needs and local industry priorities. Beyond authentic connection to community, message and audience alignment are always essential components of success for communications consultants. For example, the "Quality Basic Education" (QBE) funding formula is under intense scrutiny, and voucher programs are expanding. And yet, Georgia community-based organizations (CBOs) often struggle to articulate how their local interventions, such as after-school literacy or "whole child" support, help prevent long-term state costs and support workforce readiness. The opportunities provided by state-level legislative priorities, like the 2026 Student Bill of Rights, offer the essential delivery mechanism for those supports.

CBOs must articulate their value to funders and policymakers, and mobilize their powerful constituents. By building cross-sector coalitions and simplifying technical budget requests into human-centric stories, these organizations are poised to secure "opportunity weight" funding and local taxpayer support. Strategic communications and coordinated public relations campaigns hold great promise for CBOs in these moments.

Higher Education and Workforce Partners

Expanding Pathways to the Workforce

Higher education institutions and workforce partners are playing an increasingly important role in Georgia's efforts to strengthen career pathways and talent development. At Georgia Tech, they are supporting workforce education at the college level through efforts like the [Hope and Zell Miller Merit-Based Scholarships](#). In Materials Science and Engineering, they have seen a continued increase in the number of students applying to the BS Materials



Science and Engineering program (29% increase between 2024 and 2026), and students are finding opportunities after graduation with high demand in industry and acceptance into PhD programs.

The expansion of [Inclusive Postsecondary Education \(IPSE\)](#) grants for students with qualifying intellectual disabilities reflects the state's broader commitment to financial accessibility and workforce participation for all learners. These initiatives, coupled with the historic introduction of needs-based aid like the [DREAMS Scholarship](#), signal a clear priority of increasing credential attainment to meet the demands of a rapidly growing economy. Effective partners prioritize coordinating academic pathways with resources like Georgia's [High Demand Career List \(HDCL\)](#), which outlines statewide, regional and apprenticeship career options.

By collaborating with technical colleges, regional employers and workforce boards, institutions are

reducing system fragmentation and clarifying the market value of specific credentials. In regions experiencing rapid growth in health care, logistics and advanced manufacturing, this coordination is essential to ensure a seamless transition from education to high-wage employment. With a massive push for "Classroom to Career" pathways, community-based CBOs are being tasked with creating technical education and apprenticeship bridges for youth, yet they often lack the communications infrastructure to partner effectively with Georgia's corporate giants (like Delta, UPS or Southern Company) that are hungry for talent.

Organizations that treat workforce alignment as a core strategy objective—and prioritize messaging that articulates their value-add—are better positioned to secure state support and build durable industry partnerships.

Fast Facts on Key Legislation

Bill / Initiative	Core Impact
SB 233 (Georgia Promise Scholarship)	Establishes \$6,500 vouchers for eligible K-12 students to pursue private or alternative education.
HB 538 (GA Early Literacy Act)	Mandates universal reading screenings three times a year and Science of Reading training for all K-3 educators.
HB 1244 (Teacher Rights)	Prohibits districts from waiving teacher duty-free planning time to protect educator capacity.
GaLEADS (Evaluation Pilot)	Shifts teacher evaluations from a compliance-heavy model to a "support-first" professional growth framework.
Needs-Based Aid (DREAMS)	Introduces historic state-level, needs-based financial aid for higher education credential attainment.

Implementation and Operational Execution Redefining Operational Readiness

Across the education ecosystem, the [Teacher Keys Effectiveness System \(TKES\)](#) remains the state’s formal evaluation framework, while emerging initiatives such as the GaLEADS pilot reflect growing interest in growth-oriented leadership and professional development models for educators. Together, these signals point toward a support-first approach that emphasizes educator development and retention alongside accountability.

In grades six through twelve, teachers are mandated daily duty-free planning periods, an act that reinforces the state’s commitment to protecting educator time. Legislative proposals, such as [HB 1244](#) in the current session, would further limit waivers of planning protections. This underscores continued attention to workload and retention, though these measures have not yet been enacted. For nonprofits, workforce partners and service providers, this environment sends a clear message: Initiatives must reinforce instructional priorities without adding avoidable burden to already stretched school staff.

Operational discipline now requires designing supports that integrate seamlessly into existing planning structures and professional learning schedules. Organizations should differentiate engagement based on educator experience and implementation needs, particularly as districts advance literacy reforms under the Georgia Early Literacy Act. Efficiency in this landscape also depends on reducing administrative friction through clear communication, coordinated scheduling and responsive feedback mechanisms that strengthen, rather than strain, local capacity.

Be ready to demonstrate how your work builds capacity and aligns with district priorities by developing thoughtful strategic communications alongside your execution plans. Those who align operational design with state direction and local realities are better positioned to build trust, sustain partnerships and contribute meaningfully to Georgia’s evolving education landscape. And those who communicate this clearly from the outset will land the work.

“To fully prepare students for today’s workforce, Georgia Tech employs high-impact practices that are integrated into the curriculum and co-curricular activities. Our students learn about and apply engineering ethics and global impacts considerations to the things that they design. Students have many opportunities to interact with industry mentors, internship programs and real-world design challenges proposed by industry.”

– **Mary Lynn Realff, PhD**

Associate Chair, Undergraduate Programs

Georgia Institute of Technology

Fellow, ASME

Addressing Capacity Constraints

Doing More with Less

Capacity constraints — educator workload, staffing shortages and limited administrative bandwidth — affect how consistently reforms can be applied across districts and institutions. At the same time, education leaders are faced with rising expectations from legislators, funders and even families themselves to demonstrate measurable progress.

Recent statutory changes that have expanded eligibility for hospital-homebound instruction to more explicitly include students with mental and behavioral health needs illustrate this tension. As reflected in the Georgia Department of Education’s [Guidance on Hospital Homebound Services](#), districts are responsible for coordinating individualized instruction outside the traditional classroom setting when medically certified. While this expanded support is essential for student well-being, it also increases the operational complexity of staffing, scheduling and maintaining instructional continuity.

Effective organizations proactively assess operational strain, collaborate with local leaders to adapt timelines and support engagement strategies to fit the situation on the ground. Success requires moving beyond one-size-fits-all models toward flexible program designs that integrate into existing district workflows. By partnering with trusted community-based organizations and aligning support with

local capacity realities, partners can reduce administrative burden and help ensure that expanded student protections translate into sustainable outcomes rather than operational fatigue.

Aligning With Opportunity and Long-Term Workforce Goals

Building Bridges Between School and Work

Georgia’s policy shifts have created meaningful opportunities for organizations that can strengthen educator talent pipelines, expand high-demand credential programs and connect communities to emerging industries. As Georgia intensifies its focus on postsecondary attainment and high-demand career paths, the demand for flexible, outcome-oriented education options is increasing. The state also continues to prioritize workforce alignment across advanced manufacturing, logistics, healthcare and technology, requiring coordinated strategies that link classroom outcomes to Georgia’s identified high-demand career fields.

Organizations that bring innovative partnership models, contemporary credential design and locally responsive engagement strategies are increasingly positioned as essential contributors to Georgia’s long-term economic competitiveness. Sustainable impact will depend on translating reform priorities into practical regional strategies that respect district capacity and reflect local labor market realities.



What Expanding Access Looks Like

Snapshot from Georgia Tech

In its 2026 Strategic Plan, the Georgia Institute of Technology included the following example of a successful partnership between an organization serving Georgia's young people and one of its most premier institutions of higher education.

Talent is everywhere. Opportunity is not. As a globally-recognized, leading public institution, Georgia Tech is committed to expanding access by providing outstanding students an affordable education, creating and investing in a wide variety of talent pipelines, and being a national leader in ROI for students from all financial backgrounds. The university partners with critical stakeholders, including K-12 superintendents, high school principals, community leaders, government agencies, corporate sponsors, philanthropies, alumni, current students, and existing and future donors to achieve these goals.

Georgia Tech's [Office of Undergraduate Admission \(OUA\)](#) recently announced a new advising partnership with [Matriculate](#), a free near-peer college advising program dedicated to helping talented students from limited-income backgrounds navigate the path to college.

This partnership will continue expanding access to a Tech education by adding a network of current Tech students to the pool of undergraduates nationwide who specialize in assisting prospective university students in their college search journey.

"Navigating high school, staying engaged in academics, and preparing for the next phase of life can be overwhelming. When you add limited resources to understand the college application process, the gap between students and higher education grows even wider," said Christina Scott, Georgia Tech's assistant director of rural initiatives for OUA. "That's where this partnership comes in, creating a transformative support system for students. I've seen firsthand how critical this support is, and I'm excited to see the impact of this partnership."

Matriculate has supported over 17,000 high school students across the country and trained more than 4,500 undergraduate students to serve as advisors. The state of Georgia is currently the fifth largest student population by state served by Matriculate.

This advising partnership between OUA and Matriculate ensures that the next generation of high-achieving students can find mentors at the Institute and learn more about the opportunities Tech has to offer all students.

"Georgia Tech greatly expands our advising reach across the state of Georgia," said Andrew Moe Hoffman, senior director of college partnerships at Matriculate. "Public education options are critical to our students' college search process, and we're excited to welcome Georgia Tech into our college partnership portfolio."



The Nuance of Effective Partnership



As Georgia navigates this pivotal 2026 implementation cycle, the state stands as a microcosm of the national education landscape: a place where bold legislative ambition meets the localized realities of 180 distinct school districts, geographically and culturally diverse student and educator populations, and rapidly evolving workforce needs. From the structured literacy mandates of the Georgia Early Literacy Act to the workforce-aligned rigor of the Technical College System, the "what" of education reform appears to be clear. However, for organizations looking to make a lasting impact, the "how" remains the ultimate differentiator. Success in Georgia will be determined by an organization's ability to navigate the nuances of a county-based system, respect the "non-negotiable" time of educators and align its value proposition with the state's economic ambitions.

The organizations that will make meaningful impact are those that view themselves not merely as vendors or service providers, but as strategic partners in Georgia's long-term talent development and economic success. This requires moving beyond generalized narratives to embrace a localized, forensic approach — one that understands that a "win" in a STEM cluster in Gwinnett County looks very different from a workforce alignment victory in Bulloch County. By combining policy fluency with an integrated strategic communications approach, you can bridge the gap between intent and experience. As Georgia continues to reimagine the future of its students and economy, the opportunity to lead is significant for those ready to engage with the empathy, precision and contextual insight this unique moment demands.

Takeaways for Education Organizations in Georgia

- 1.** Resist a one-size-fits-all approach. Treat every project as unique, just as every district in Georgia is unique, and tailor your messaging to suit their specific needs.
- 2.** Start small — engage with a subset of schools within a district to prove value — and then scale up.
- 3.** Plan your strategic communications from the outset — how you frame your products and services is almost as important as their implementation.
- 4.** Highlight how your efforts align specifically with a district's goals and benchmarks for graduating Georgians who are equipped to contribute to the state's economic development.
- 5.** Prepare for a growing private school landscape with a nuanced understanding of cultural and social norms.
- 6.** Lead with empathy as district administrators have less bandwidth due to budget and staffing constraints and mandated duty-free teacher planning periods.
- 7.** Become an authentic partner. Build coalitions and tap into community organizations wherever you're hoping to play a role.
- 8.** If you're working with higher education institutions, collaborate with technical colleges, regional employers and workforce boards to clarify the market value of specific credentials.

Visit our website to learn how FINN's decades of education marketing expertise can help drive your impact and growth in Georgia and beyond.

FINN Global Education Practice

Recognized as the largest education PR and marketing agency, FINN Global Education works seamlessly across nonprofit, corporate, government and NGO sectors to help clients advance efforts to realize human potential. We are the most experienced marketing and communications agency dedicated to all forms of teaching and learning, and offer the deep expertise of a boutique firm backed by the scale and capabilities of a global agency.