Strategic Plan Summary

Vision
A geographically literate Texas population that is supportive of geography education as a fundamental subject in the schools.

Mission
The mission of the Texas Alliance for Geographic Education is to support and advocate for geographic education in the Texas educational community.

Values
The Texas Alliance for Geographic Education empowers a diverse community of education professionals to work together as leaders to advocate and support geography education.

Strategic Goals
Strategic initiatives, established by the 2014 Steering Committee, identify six key cornerstone areas that support the vision and mission of the Texas Alliance.

Infrastructure
Goal: The Texas Alliance has an organizational foundation that is efficient, stable, and sustainable.

Marketing and Outreach
Goal: The Texas Alliance has accessible marketing and outreach systems for a large and diverse audience that can engage, strengthen, and expand a community in support of geographic education in Texas.

Partnership Development
Goal: The Texas Alliance partners with organizations that support education to efficiently use resources to support programs and services across the state for the Texas educational community.

Programs, Services, and Professional Development
Goal: The Texas Alliance provides high quality, relevant, and applicable programs and services for the Texas educational community, to improve content knowledge and skills in teaching geography.

Funding
Goal: The Texas Alliance is a sustainable organization with the funding to accomplish the goals, support the mission, and achieve the vision.

Policy and Advocacy
Goal: The Texas Alliance supports a network of advocates for geographic education.

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