

***STRATEGIC PLAN SUMMARY***  
***Missouri Geographic Alliance***  
***As of March 15, 2014***

**Vision**

Missouri students and citizens will understand and use geography in order to effectively participate in an economically, technologically, ecologically, and culturally interconnected world.

**Mission**

The Missouri Geographic Alliance (MGA) is dedicated to increasing geographic literacy and raising public awareness of geography's importance to citizens of Missouri. The Alliance accomplishes its mission through professional development, advocacy, public outreach, strategic partnerships, and curricular materials development.

**Core Values**

The Missouri Geographic Alliance (MGA) has a set of values to guide its operation

- MGA values geography as a relevant and dynamic discipline of study for every person.
- MGA values learning and education as ways of preparing citizens to think critically, make decisions, solve problems, create new economic opportunities, deepen intellectual development, and make meaningful contributions to society.
- MGA values collaboration with stakeholders, organizations, government agencies, companies, and individuals in order to achieve shared goals.
- MGA values effective and efficient use of resources.
- MGA values inclusiveness and diversity among its members, partners, and leaders in order to benefit from unique experiences and perspectives.
- MGA values the flexibility needed to adapt and respond to social, educational, environmental, and technological changes.

**Strategic Goals**

The Missouri Geographic Alliance (MGA) will raise public awareness about geographic knowledge and skills by

- conducting public programs for diverse audiences.
- highlighting the importance of geography and the accomplishments of the Alliance through varied media outlets.
- disseminating an annual report on the state of geography education in Missouri.

The Missouri Geographic Alliance (MGA) will increase the quality and quantity of geographic education in Missouri by

- developing and implementing a plan for local, state, and federal advocacy on behalf of geography education.
- providing opportunities for educators to learn best practices for teaching geography.
- increasing participation in AP Human Geography in Missouri.

The Missouri Geographic Alliance (MGA) will be financially and operationally sustainable by

- embracing an organizational structure that promotes efficiency and effectiveness.
- increasing the size and diversity of the Alliance's membership.
- leveraging external funding to support operations, projects, and programs.