

THE 1998 STRATEGIC PLAN REVISITED

Major Successes Since 1998

1. The *Mission Geography* program
2. The *Travelocity Award*
3. Building connections with education-related organizations in DC and nationally
4. Financial stability
5. The AP Geography program's successful launch
6. The *Power of Place* TV series on PBS

The World Facing GENIP in 2003

Many of the characterizations of the World Facing GENIP in 1998 remain true. In addition, we face the following issues:

1. Widespread recognition that geography education's presence and impact inside the Beltway is minimal, at least in comparison to needs and opportunities. The consequences have included the failure to be represented in either the *NCLB* or the *American History and Civics Education Act*.
2. Where is the next generation of geographic educators? We represent an aging cohort of people committed to geography education.
3. The need to revisit our role in the social studies program, especially given the actions of other subjects, especially history and civics (see 1. above).
4. The need to develop interesting and challenging ways of assessing geographic understanding in K-12 students.

1998: The Next Steps for GENIP ?

Initiatives for the Future

1. "The State of Geography Education in..."
2. Commission studies and/or reports on topics that are central to the implementation of the National Geography Standards

- achieved through the Intern program at NGS
- effective and successful (e.g., the two reports by Amy Dean and Ryan Daley)

3. Coordinate the implementation aspect of the AP Geography Program

- achieved through reports and meetings (e.g., at ETS)

2003: Major Challenges

1. Play a leading role in the *NCLB* effort
2. Produce the up-dated Standards material *and* maintain a focus of supporting standards-based geography education in the K–12 arena
3. Take advantage of the lobbying effort in DC (via the position with AAG)
4. Develop productive partnerships with other educational organizations
5. Continue to support the NGS/GENIP Internship program
6. Ensure that there is a *NAEP Geography III*
7. Develop an updated strategic plan