

# VISION 2020: Providing a trusted voice for geography in education

*“The leading subject association for all teachers of geography”*

Meet professional and educational needs	Demonstrate the value of geographical education	Use our resources efficiently and sustainably
<ul style="list-style-type: none"> <li>• Create innovative, high-quality and timely educational resources</li> <li>• Find new ways to promote professional development and develop leadership in geography</li> <li>• Use our online and social media presence to engage, inform and connect</li> <li>• Develop direct and inspirational support for young people</li> </ul>	<ul style="list-style-type: none"> <li>• Play a key leadership role in defining the purpose and value of geography in education</li> <li>• Promote ideas and disseminate evidence on the distinctive contribution of geography in education</li> <li>• Work in partnership to show how geography contributes to broader educational and societal aims</li> <li>• Celebrate the achievements of young people, teachers, members and the Association</li> </ul>	<ul style="list-style-type: none"> <li>• Exploit the full potential of technology, including our membership business system</li> <li>• Make more effective use of our building</li> <li>• Deploy additional staff resource towards the promotion of membership benefits and revenue raising</li> <li>• Draw on and develop the contribution of volunteers and the wider community</li> </ul>

## VALUES

- geographical education enriches the lives of all young people
- a dynamic subject community is built on participation and innovation
- an independent Association demands stable finances

**CHARITABLE MISSION: to further geographical knowledge and understanding through education**