

## Executive Summary

The 39 Geography Alliances included in the evaluation of the National Geographic Education Foundation Alliance Network have made accomplishments in each of the three strategic areas outlined in the **2010 Strategic Plan**: Public Policy, Public Engagement, and Model Programs. Although Alliances varied in terms of both financial and human resources (i.e. budgets ranged from zero to over \$300,000), areas of success were often similar across sites and each appears to be aligned with the goals of the National Geographic Education Foundation.

For example, in terms of public policy, most Alliances have staffed seats on State Social Studies councils and/or professional organizations (n=36, or 90 percent), and are included in discussions with policy-makers about geography education (n=32, or 80 percent).<sup>1</sup> Seventy percent of Alliances have identified “Champions” for geography education in the state legislature or Congressional delegation, and 73 percent have been in contact with federal members of Congress to influence state and national geography education policy.

Alliances were most likely to convey the public engagement campaign, *My Wonderful World*, to Alliance members (n=33 or 83 percent) and professional organizations (n=32 or 82 percent). Media outlets were also contacted by 27 Alliances (69 percent), and as a result of these contacts, 17 Alliances (44 percent) successfully accomplished media coverage in their states via television and radio stations, newspapers, and magazines.

In terms of Model Programs (e.g. professional development and participation in NGEF-sponsored programs), Alliances trained over 21,000 teachers through the provision of 827 workshops and events. In addition, 24 Alliances’ Web sites are now linked to EdNet and 32 sites contain downloadable lesson plans for K-12 teachers. Over 80 percent of Alliances also participated in Geography Action! and Geography Awareness Week, programs sponsored by the Foundation.

And finally, many Alliances have achieved membership increases over the 2005-2006 grant year as a result of newsletter dissemination, the maintenance and utilization of mailing lists and Web sites, and participation in state and national conferences. In fact, Alliances achieved a 26 percentage point increase in membership, on average.

Results suggest that Network members have embraced the Foundation’s Strategic Plan and have applied resources and expertise to raise awareness of geography among policy makers, teachers, and the general public. It is recommended that the Education Foundation continue to offer both financial and technical support to the Alliances, so that they may continue these important efforts.



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<sup>1</sup> Percentages have been rounded for ease of readability.