

West Lakes Regional Councillor's Report (continued)

ignored (to put it bluntly)? How do we—can we?—be a society that serves both academic and non-academic geographers? Our discussions are ongoing, and I encourage you to pass along to me, or to other members of the Council, your opinions about these ideas.

Doug Richardson (AAG Executive Director-Elect) has been heading the Association's Strategic Initiatives (SI) project, which seeks to foster a greater coordination and integration of public, private, and academic geography. Attendees at the first Strategic Initiatives meeting included representatives from the National Science Foundation, the U.S. Geological Survey, the U.S. Census Bureau, ERDAS, ESRI, America Online Inc., and faculty from nine U.S. universities. The SI Steering Committee proposed six areas in which the AAG should increase its activities:

- (1) *undertake programs to reach out more effectively to other organizations in all sectors of geography;*
- (2) *undertake a more active role in federal geographic activities;*
- (3) *work toward fostering geographic research partnerships;*
- (4) *develop web-based geography informational resources;*
- (5) *participate more in efforts to raise the visibility and influence of geography and the financial*

resources available for geography research and education; and

(6) participate in programs to address the educational needs of all sectors of geography, both in higher education and for K-12 students.

The complete report of the SI Steering Committee is available from Doug Richardson (drichard@aag.org). You can also contact Doug to volunteer your ideas and—better yet—your time.

AAG President Duane Nellis is chairing the AAG's Endowment Committee, which has as its objective a "Campaign for the Advancement of Geography: The AAG's Centennial and Beyond." The Committee has been working toward identifying a solicitation strategy for approaching corporate, foundation, and individual donors, and to support Campaign publicity. The Campaign tentatively is slated to "go public" in early 2003, with an initial Campaign Kick-Off at the AAG's New Orleans meeting.

Please contact me if you would like further elaboration on any of the items above, or if there are issues you would like forwarded to the AAG Council (phone: 612-625-3452, e-mail: klink@umn.edu).

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West Lakes Regional Councillor, 2000-2003
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