**The Importance of Place:** Leveraging Our Location to Focus Our Mission

We live at a unique crossroad: where the Gulf coast and the demographic border axis intersect.

What are some of the ways our location can help to define our mission?

- **The Coastal Axis**
  - Conservation and development of the Gulf of Mexico: sustainability
  - Coastal environmental issues
  - Ports and international trade
  - Security
  - Tourism

- **The Demographic Border Axis**
  - Education issues at all levels
  - The frontline of American demographic change
  - Economic development
  - Health Care issues (diabetes, nursing shortage, etc.)
  - Multi-cultural (or at least bi-cultural) laboratory setting
  - Social research issues of many kinds – Immigration, etc.
  - Artistic/cultural expression

*These are all regional issues, but they connect to national and international issues and concerns as well... Seemingly paradoxical, focusing on important regional issues is the best route to achieving national and international prominence.*