



### **WISA Purpose Statement**

The WISA Knowledge Community gives voice to the intersectional needs of people who identify as womxn in student affairs, addresses issues of gender equity and provides opportunities for professional development and relationship-building among members.

The following efforts support this purpose:

- Identify issues that are important to womxn working in student affairs and elevating the awareness of these issues across members, our association, and the profession.
- Address equity concerns and advocate for people of marginalized identities, with specific focus on womxn and the intersections of their identities.
- Promote a community among womxn in student affairs, providing opportunities for authentic mentoring and relationship-building.
- Provide accessible professional development opportunities designed to address gender equity issues and promote personal/professional growth.
- Promote opportunities for womxn in student affairs to find their professional voice as advocates for equity issues.
- Support womxn who aspire to enter the professional field of student affairs and those preparing for professional advancement.



## **WISA Strategic Plan 2019-2021**

**Strategic Initiative 1: Promote and deliver dynamic, innovative, timely and accessible professional development opportunities to build the leadership capacities and effectiveness of student affairs professionals and students who aspire to be in student affairs, informed by the NASPA/ACPA student affairs professional competencies and WISA surveys.**

*Goal 1.1.* Provide robust professional development activities and conference sessions centered on gender within the regional and national levels.

*Goal 1.2.* Create web-based WISA KC relevant resources, webinars and conference presentations promoting student affairs professional competencies.

*Goal 1.3.* Encourage and support members in applying for professional development events and networking opportunities that relate to the WISA KC purpose such as Alice Manicur Symposium, Candidate Conversations 365, WISA Drive in Conferences as well as other regional and national events.

**Strategic Initiative 2: Promote authentic mentoring and relationship-building among womxn in student affairs.**

*Goal 2.1* Develop opportunities for individual connection at in-person events (e.g. socials, roundtables, interactive networking).

*Goal 2.2* Develop opportunities for individual connection in virtual spaces.

*Goal 2.3* Evaluate current WISA KC relationships with other NASPA entities (e.g. NASPA Center for Women and other Knowledge Communities, especially identity-based KCs) to identify strategic opportunities for partnership to enhance member experience and capitalize on resources.

**Strategic Initiative 3: Increase diverse representation in leadership, authors, award winners, and research.**

*Goal 3.1* Promote opportunities to generate scholarship and disseminate knowledge of evidenced-based, innovative, inclusive and socially-just professional practices by diverse student affairs professionals.

*Goal 3.2* Leverage WISA social media to promote diverse engagement in NASPA awards and volunteer leadership roles.

*Goal 3.3* Promote the WISA Women's Issues Professional Development Access Grant and Research and Scholarship Award as opportunities for members to further engage in WISA and scholarship on womxn's issues.

**Strategic Initiative 4: Increase understanding of issues that are important to womxn working in student affairs, elevating issues of equity across members, our association, and the profession.**

*Goal 4.1* Develop a library of credible on-line resources related to womxn's issues.

*Goal 4.2* Integrate themes of equity throughout WISA presence on-line, in social media, in publication, and in other in-person professional development offerings.

*Goal 4.3* Actively engage in public policy issues related to womxn.

*Goal 4.4* Research mentor programs to increase access to all womxn for leadership roles.

**Strategic Initiative 5: Maintain and leverage social media presence to engage membership, enhance image of WISA KC and promote WISA strategic plan.**

*Goal 5.1* Bring awareness to key dates/months impacting womxn in student affairs through targeted social media posts focusing on intersectionality/intersecting identities.

*Goal 5.2* Develop interactive social media campaigns to engage members (e.g. Instagram takeovers).

*Goal 5.3* Develop standard email signature for all WISA communications (including emails and slides) for WISA-based presentations.

*Goal 5.4* Develop social media collaborations with identity-based KCs to increase social media presence.

**Strategic Initiative 6: Establish and implement a fundraising plan to sustain and promote the work of WISA.**

*Goal 6.1* Research fundraising organizations in order to gain insight on best platforms to increase fundraising efforts.

*Goal 6.2* Develop an advancement plan to elicit financial support for WISA's Special Interest Fund, supporting KC goals.

**Strategic Initiative 7: Enhance WISA Leadership structure to promote an inclusive and sustainable organizational structure that supports our purpose.**

*Goal 7.1* Develop and maintain a leadership team which is reflective of the diverse identities and personal and professional experiences of our members.

*Goal 7.2* Document and clarify the current WISA structure and roles to determine what, if any, improvements could be made to improve efficiency and effectiveness. Create sustainability through intentional succession planning and documentation to aid in transitions.

*Goal 7.3* Initiate a member survey to evaluate NASPA and WISA KC member perceptions of WISA KC to determine if perception aligns with WISA KC purposes and determine, what if any, improvements could be made.