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Co-Chairs, Women in Student Affairs (WISA) Knowledge Community
Spring 2021 - Spring 2023 Vision, Priorities & Goals

WISA Purpose Statement & Current Vision

The purpose of the WISA Knowledge Community is to give voice to the needs of womxn in student affairs and to provide professional development opportunities through both regional and national activities designed to address gender equity and prompt personal growth.

During this current term (2021-2023) is our vision to enact the following: continue and build upon the legacy of WISA. elevate and center individuals in the margins, employ intersectional frameworks in our initiatives and priorities, reinforcing partnerships across NASPA, develop timely and/or new initiatives for our member constituents, and supporting our WISA leadership team.

WISA Strategic Priorities & Initiatives 2021-2023

1. **VOICE.** Incorporate data from the 2019-2020 WISA Membership survey to enhance and elevate member experiences.
2. **ACCESS.** Through intentional collaboration with WISA KC regional representatives, creatively expand opportunities for womxn to engage with WISA through volunteer, connection, or leadership growth opportunities.
3. **CAPITAL.** Establish a capital campaign to garner financial support to enhance membership connectedness, and increase the number and amount of WISA Grants.
4. **AWARENESS.** Through targeted research, scholarship, and outreach initiatives, increase awareness and education on intersectional identities that are not traditionally prioritized including but not limited to age, ability, motherhood, and caregiver identities.
5. **PARTNERSHIP.** Cultivate partnerships with NASPA constituent groups to create a flagship initiative that promotes leadership development and highlights the multifaceted lived experiences of our membership.
6. **ORGANIZATIONAL REVIEW.** Evaluate and build on the well-established organizational structure and processes of the WISA leadership team to maximize efforts and outreach.



Membership Engagement Goals

Position Overview: Membership engagement provides professional development opportunities through both regional and national activities designed to address gender equity and prompt personal growth. This position also coordinates the WISA KC's presence at national and regional conferences and other on-site NASPA professional development events.

Term Year: March 2021-March 2023

GOALS STRATEGICALLY ALIGNED TO 21-23 PRIORITIES:

- Increase WISA membership engagement by 15% (*Voice; Access; Partnership*)
- Strengthen WISA Presence at NASPA sponsored events (*Organizational Review; Partnership*)

Professional Development Goals

Position Overview: Professional development leads the WISA KC's efforts to create and curate content that supports the professional development of persons working in student affairs who identify as womxn.

Term Year: March 2021-March 2022

GOALS STRATEGICALLY ALIGNED TO 21-23 PRIORITIES:

Sub-Committee...

- Collaborate with other WISA functional areas to increase awareness of and expand professional development opportunities. (*Awareness; Partnership*)
- Assess the effectiveness of programs offered by the committee on a monthly basis. (*Voice*)
- Use a data-driven approach to determine the types of programs offered to members. (*Voice*)
- Celebrate committee members by recognizing personal and professional achievements.



Social Justice & Inclusion Goals

Position Overview: Social Justice and Inclusion facilitates the intentional integration of social justice themes throughout the work of the WISA KC. This committee honors the identity of members who identify as womxn, but leads efforts that purposely considers and supports the intersectionality of their identities.

Term Year: March 2021-March 2023

GOALS STRATEGICALLY ALIGNED TO 21-23 PRIORITIES:

- Establish a subcommittee or working group to assist with the goals and niche projects of the Social Justice & Inclusion Co-Chairs. (*Access & Awareness*)
- Engage WISA members in tangible change aligned with the rationale of our name change. (*Voice & Awareness*)
- Collaborate with fellow NASPA identity focused Knowledge Communities in creating content and opportunities for members to engage with diversity, equity and inclusion work. (*Partnership, Access, Awareness*)
- Develop and facilitate a pre-conference workshop for attendees at the NASPA Annual Conference. (*Access & Awareness*)

Communications Goals

Position Overview: Communications direct and oversee the WISA KC's representation in all media including email newsletters, the WISA blog, and various social media platforms.

Term Year: March 2021-March 2022

GOALS STRATEGICALLY ALIGNED TO 21-23 PRIORITIES:

Sub-Committee...

- Focus on re-engaging our stakeholders by reinvigorating our team, processes and programs.



- Revamp "Phenomenal Fridays" to create a more dynamic experience for nominees and audience. Instead of a static content, offer video recordings of womxn in Student Affairs, starting with the leadership team.
- Revise the call for blog submissions to delineate between interest in writing and commitment to submitting an article for publication. (Organizational Review)
- Review how we utilize social media platforms and make necessary changes.

Research & Scholarship Goals

Position Overview: Research and Scholarship leads the WISA KC's efforts to generate and promote research and scholarship related to womxn's issues by persons working in student affairs who identify as womxn.

Term Year: March 2021-March 2023

GOALS STRATEGICALLY ALIGNED TO 21-23 PRIORITIES:

Sub-Committee...

- Focus on addressing the gaps in hidden curriculum and aiming at the development of research knowledge in new professionals - tied to ACCESS & AWARENESS
- Aiming to create a space for underrepresented populations within WISA to gain knowledge, tools and resources to advance their professional development in the area of research tied to ACCESS & CAPITAL
- Publicize more research initiatives to support and uplift the voices of scholars to WISA. tied to AWARENESS

Public Policy Goals

Position Overview: Public policy maintains awareness for the KC of current events affecting public policy, as well as explaining how these events may impact the WISA membership. The sub-committee collaborates closely with the NASPA Public Policy Division and advocates for issues affecting womxn.

Term Year: March 2021-March 2022



GOALS STRATEGICALLY ALIGNED TO 21-23 PRIORITIES:

Sub-Committee...

- Work within WISA KC to create public policy professional development for community on capacity building and creating the toolkit that highlights ways to make public policy more accessible and digestible (*Access and Awareness*)
- Work with WISA constituents and other NASPA KCs to highlight ongoing intersectional public policy concerns (*Voice, Partnership and Awareness*)
- Work with NASPA Public Policy Division on growth and development of ideas and deployment of the 2021-2024 NASPA Public Policy Agenda (*Partnership, Capital, and Awareness*)

Advancement Goals

Position Overview: Advancement develops and executes WISA's annual fundraising plan for the KC Special Interest Fund. The sub-committee implements a stewardship plan, including tracking gifts and trends, for donors and maintains ongoing relationships with the WISA KC donor base.

Term Year: March 2021-March 2022

GOALS STRATEGICALLY ALIGNED TO 21-23 PRIORITIES:

Sub-Committee...

- Initiate capital campaign that allows members to donate in recognition of a person who has impacted the donor. (voice, access, and capital)
- Increase the number of donations and overall donation total received toward increasing access to conference, research, and scholarship opportunities for members. (access & capital)

Regional Representative Liaison



Position Overview: Regional Representative Liaison is responsible for providing guidance and assisting in the cohesiveness and presence of the WISA Regional Representatives.

Term Year: March 2021-March 2023

GOALS STRATEGICALLY ALIGNED TO 21-23 PRIORITIES:

Sub-Committee...

- Ensure that KC Representatives have reviewed and understand the data from the 2019-20 WISA Membership Survey to create a well rounded member experience for their regional constituents.
- Have regular communication with KC Representatives around initiatives and work with them to make sure that they have the support they need from the WISA Leadership team.
- Assist with the recruitment and selection process for the national KC leadership team and any vacant positions for the KC regional representative positions that arise throughout the term.

Regional I Representative

Position Overview: Regional Representatives work to serve the collective efforts of their Knowledge Community within a particular region. Regional KC Representatives report directly to their National KC Chair/Co-chairs and work in tandem with their respective Regional KC Coordinators.

Term Year: March 2021-March 2022

GOALS STRATEGICALLY ALIGNED TO 21-23 PRIORITIES:

Sub-Committee...

Regional II Representative



Position Overview: Regional Representatives work to serve the collective efforts of their Knowledge Community within a particular region. Regional KC Representatives report directly to their National KC Chair/Co-chairs and work in tandem with their respective Regional KC Coordinators.

Term Year: March 2021-March 2023

GOALS STRATEGICALLY ALIGNED TO 21-23 PRIORITIES:

Sub-Committee...

- Create opportunities for womxn in the region to connect through WISA meetups. (Access)
- Partner with appropriate constituent groups to create opportunities to discuss allyship across difference (Partnership)
- Create opportunities for niche discussions addressing the vast array of intersectional needs for womxn in student affairs (e.g. mothers in student affairs, managing career transitions, overcoming glass ceilings) (Access)

Regional III Representative

Position Overview: Regional Representatives work to serve the collective efforts of their Knowledge Community within a particular region. Regional KC Representatives report directly to their National KC Chair/Co-chairs and work in tandem with their respective Regional KC Coordinators.

Term Year: March 2021-March 2022

GOALS STRATEGICALLY ALIGNED TO 21-23 PRIORITIES:

Sub-Committee...

Regional IV-E Representative



Position Overview: Regional Representatives work to serve the collective efforts of their Knowledge Community within a particular region. Regional KC Representatives report directly to their National KC Chair/Co-chairs and work in tandem with their respective Regional KC Coordinators.

Term Year: March 2021-March 2023

GOALS STRATEGICALLY ALIGNED TO 21-23 PRIORITIES:

Sub-Committee...

1. Access - Grow the existing leadership team to coordinate regional initiatives.
2. Partnership – Partner with NASPA constituent groups to facilitate regional programs.
3. Support regional initiatives.

Regional IV-W Representative

Position Overview: Regional Representatives work to serve the collective efforts of their Knowledge Community within a particular region. Regional KC Representatives report directly to their National KC Chair/Co-chairs and work in tandem with their respective Regional KC Coordinators.

Term Year: March 2021-March 2022

GOALS STRATEGICALLY ALIGNED TO 21-23 PRIORITIES:

Sub-Committee...

Regional V Representative

Position Overview: Regional Representatives work to serve the collective efforts of their Knowledge Community within a particular region. Regional KC Representatives report directly to their National KC Chair/Co-chairs and work in tandem with their respective Regional KC Coordinators.



Term Year: March 2021-March 2023

GOALS STRATEGICALLY ALIGNED TO 21-23 PRIORITIES:

Sub-Committee...

- Region V/VI Breakfast Social (*Awareness;Access*)
- Collaboration with Region V KCs (*Partnership*)
- Collaboration with WISA Social Justice and Inclusion committee for programming related to DEI, Trauma/Mental Health, etc. (*Access; Awareness*)
- Conduct a needs assessment to ascertain the actual needs of womxn in Student Affairs in Region V (*Voice; Awareness*)

Regional VI Representative

Position Overview: Regional Representatives work to serve the collective efforts of their Knowledge Community within a particular region. Regional KC Representatives report directly to their National KC Chair/Co-chairs and work in tandem with their respective Regional KC Coordinators.

Term Year: March 2021-March 2022

GOALS STRATEGICALLY ALIGNED TO 21-23 PRIORITIES:

Sub-Committee...

- WISA-specific events- *Capital/Access/Organizational Review*
- Region V/VI Breakfast Social at WRC- *Voice/Awareness/Access*
- WISA KC table at WRC (Get to know WISA!)- *Capital/Awareness/Access*
- Continued collaboration with Region VI KCs- *Partnership*
- KC event at Southern California Careers in Student Affairs Day (SCCSAD)- *Capital/Awareness/Access*