IOWA STATE UNIVERSITY
Margaret Sloss Center for Women and Gender Equity
2019 - 2024
STRATEGIC PLAN
MISSION AND VISION

Mission
The Margaret Sloss Center for Women and Gender Equity at Iowa State University is committed to the development of a campus community that promotes gender equity and social justice. Through a feminist lens, the Sloss Center advocates for individuals and groups; provides support and referrals; and offers programming and educational resources for the advancement of gender equity.

Working collaboratively with on and off campus services and programs, The Sloss Center strives to support gender equity and achievement toward intellectual, professional, and personal goals of members of the Iowa State community and beyond.

The Sloss Center enacts these ideals through the implementation of the following four values:

1. Sustain a center infrastructure that promotes gender equity.
2. Provide intentional and inclusive educational programming promoting gender equity and social justice through a feminist lens.
3. Infuse best practices and current research in the fields of feminism, equity, and student development into the programming and resources offered.
4. Maintain and develop internal and external relationships that are central to the center’s function and impact.

Vision
The Margaret Sloss Center for Women and Gender Equity envisions a campus community that works collaboratively to create an environment that supports and promotes gender equity and social justice at Iowa State University.
GOAL 1 (SLOSS HOUSE AND SLOSS CENTER STAFF):

Enhance and maintain our infrastructure to promote and serve the unique and diverse needs of women and gender minoritized students, faculty, and staff.

SUBGOAL 1.1

Continue to improve, regularly maintain, and review the functionality of the Sloss House, so that it serves as a resource and space in a single location for women and gender minoritized students, faculty, and staff.

SUBGOAL 1.2

Ensure the Sloss Center staff is appropriately resourced and supported so as to sustain the effectiveness and excellence of the center.
GOAL 2 (PROGRAMMING AND EDUCATION):

Provide intentional and inclusive educational programming promoting gender equity and social justice through a feminist lens.

SUBGOAL 2.1

Create a strategic and comprehensive programming plan for the Sloss Center’s 40th anniversary (2021) that showcases the center’s past, present, and future, highlighting its impact on campus over the past 40 years and the center’s focus for the future.

SUBGOAL 2.2

Develop, maintain, and enhance programming and educational opportunities that foster student growth in the following four areas of priority: community building, leadership, activism, and self-advocacy.

SUBGOAL 2.3

Sustain and cultivate collaborative partnerships with campus units, student organizations, and community agencies to create and enhance programming that includes multiple and diverse perspectives through a feminist lens.

SUBGOAL 2.4

Utilize current events and historical perspective to provide on-going education and training for students, faculty, staff, and the greater community on issues around gender identity and equity in order to eliminate institutional barriers to services and education.
GOAL 3 (BRAND AND PRESENCE):

Position the Sloss Center as an exemplary and leading gender equity center in higher education informed by best practices and current research in the fields of feminism, equity, and student development.

SUBGOAL 3.1

Disseminate (and interpret) current and relevant research about gender equity and social justice in an accessible manner to the Iowa State community to ensure they are informed by best practice and available evidence.

SUBGOAL 3.2

Align marketing and branding efforts with the mission and vision of the newly renamed center (effective Jan. 2, 2019) and the services and resources offered.

SUBGOAL 3.3

Raise campus and community visibility of the Sloss Center through intentional marketing and communication efforts, collaboration with media, and consistent online engagement.
GOAL 4 (FUNDING):

Continue to cultivate and develop internal and external relationships that provide and sustain the Sloss Center’s mission and vision through financial growth and stability.

SUBGOAL 4.1

Identify internal and external stakeholders and partners invested in the financial stability of the Sloss Center.

SUBGOAL 4.2

Maintain a consistent and effective fiscal plan that ensures the responsible management of the Sloss Center budget and expenditures.

SUBGOAL 4.3

Seek out a variety of external funding sources (grant, donor) that further the mission and vision of the Sloss Center and are able to contribute to the financial well being of the center, programming, and staff.

SUBGOAL 4.4

Continue to leverage Sloss Center resources to provide programming and opportunities for students that are financially accessible (ie, scholarships, cost-sharing of events, and sponsorships).