Writing and Media Center Mission Statement

The WMC strives to inspire students, staff, faculty, and community members to develop in all forms of communication by promoting the values of critical thinking, creativity, and lifelong learning.

Writing and Media Center Core Values

Collaboration:

We are dedicated to collaborating with students, faculty, staff, and members of the community to achieve growth in written, oral, visual, and electronic communication.

Creativity:

We are committed to inspiring creative thinking in our consultations, workshops, research, and collaborations with partners on- and off-campus.

Inclusivity and Accessibility:

We are open to all students, staff, and community members, and value inclusivity as foundational to the work we do.

Holistic Student Development and Success:

We are committed to the holistic success of our clients through collaboration with services and programs on campus; we are also committed to the success of our employees through ongoing training and professional development.

Writing and Media Center Core Values (full version)

Collaboration:

We are dedicated to collaborating with all stakeholders, including students, faculty, staff, and members of the community. Our communication consultants are compassionate peers who partner with clients and work together to achieve growth in written, oral, visual, and electronic communication. We also collaborate with students, faculty, and staff to present workshops; outside of our locations on campus, our commitment to collaboration continues in the community through partnerships with local schools and libraries.

Creativity:

Creativity is central to our work in the Writing and Media Center. Our communication consultants work directly with clients to approach their communication in new and innovative ways. We work
toward empowering individuals to bring creativity into their work, both in consultations as well as in workshops. Additionally, we aim to use research to contribute to the existing field of knowledge in writing center studies. We are committed to being creative in all the work we approach, including consultations, workshops, research, and collaborations with partners on- and off-campus.

**Inclusivity and Accessibility:**

Inclusivity is foundational to our efforts at the Writing and Media Center. We value the opportunity to work with all stakeholders and continually endeavor to adapt our practices to best accommodate stakeholder needs through online hours, staffing multiple physical locations, and adjusting our hours to meet changing demand. We respect the cultural, national, and linguistic diversity of our stakeholders. We strive to develop intentional best hiring and training practices when considering inclusivity as a critical part of our hiring and training processes. Additionally, we conduct innovative research studies to understand and define best communication and inclusivity practices. We are open to all students, staff, faculty, and community partners, and we aspire to learn and grow in ways that continue to serve Iowa State University and the broader Ames community.

**Holistic Student Development and Success:**

The holistic development and success of students is a guiding principle of our work at the Writing and Media Center. This focus on development applies to students who use our services as well as our own employees. We are committed to facilitating and empowering the development of students who utilize our services. We engage with students to help them develop and increase their communication tools, which helps to facilitate their success during their time at Iowa State University and beyond. We also seek to connect students to relevant resources on campus that will benefit their college experience. Additionally, our work environment fosters growth for the students we employ through continued training and professional development.

**Writing and Media Center Strategic Priorities 2019-2021**

1. **Marketing and Promotion:** Improve outreach efforts to better inform students, faculty, and staff at Iowa State University about the mission and capabilities of the Writing and Media Center. Support writing across the curriculum and promote a culture of writing on campus.

2. **Research and Scholarship:** Increase the recognition of the Writing and Media Center as a place for research. Build a national reputation through research, conference presentations, and publications.
3. **Digital Composition:** Provide services for stakeholders that address the latest technologies. Train consultants to work with digital composition and expand the services of the Writing and Media Center in order to engage with a wide variety of disciplines.

4. **Diversity:** Create an inclusive environment by hiring diverse consultants and training on issues of diversity and inclusion. Additionally, train staff to be knowledgeable and promote cultural and linguistic diversity to students, faculty, and staff. Develop strong links to units, programs, and departments that support diversity.

5. **Student Success:** Leverage Writing and Media Center resources to ensure student access, success, and satisfaction. Address the essential needs of students with disability-related accommodations, distance learners, and commuters through online consulting, online resources, training, and collaborative partnerships.

6. **On- and Off-Campus Partnerships:** Maintain existing collaborations and partnerships as well as seek out new institutional and external connections. Strengthen the Writing and Media Center’s commitment to community engagement.