The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to practice leadership through action.

To find out more please visit the Institute for Women’s Leadership’s website at http://iwl.rutgers.edu.
Mission Statement

- As an IWL scholar I created a podcast series about education and career experience addressing social obstacles New Brunswick High School Students may face to further expand the conversation in our community.

- I interviewed former high school graduates from New Brunswick to explore topics regarding education, culture, and career.
01. Background

New Brunswick High School
Background

- In 2017 26.9% of New Brunswick Residents did not have citizenship, creating barriers for undocumented families from obtaining opportunities in high paying jobs (“Data USA”, 2017).
- The student population of New Brunswick High School, it demographically includes 87% Hispanic and 12% Black. Their current graduation rate is 73% (GreatSchools, 1998).
- Students should have an immersive education that reflects the diversity of their students culture, especially in career development.
● Noticed lack of address towards **social issues within career development**.

● **Address their experience** may be different due to the common obstacles faced in New Brunswick.

● This will be the **foundation of the future mentorship program** I plan to create that encourages and strengthens students’ creative, social and technical skills in their career.
Intellectual and Conceptual Foundation

- A study with school administrators found 70% of his respondents are concerned with the scope of multiculturalism addressed in school yet many, including those in this study, only have “1 or 2 days in the school year focusing on multicultural food, songs, dances, dresses, and artwork” (21).
- Familiarizing students with technical skills can feed back into civic engagement in the community as it is found that “heavy Internet users have more diverse social networks, visit public spaces more frequently” (Katz & Gonzalez, 2016).
Intellectual and Conceptual Foundation

- The norms of institutional education and professionalism continue to be traditionally masculinized and westernized.
- Machista is the act of machismo, defined as male superiority “plays a pivotal role in determining social gender roles and behavior in Hispanic societies and families” (Quinones Mayo et al., 1996).
  - Because machismo is deeply rooted in latino culture, creating a Professions of Tomorrow where women can identify and process these specific experiences encourages moving away from self blame.
Process

1
STEP
Research and explore

STEP 2
Conduct 3 podcast

STEP 3
Edit and promote

STEP 4
Air podcast
Projected Impact

- Conduct 4 podcast series:
  - 3 recorded
  - 1 in process
- Reach and connect with New Brunswick community by promoting podcast on Instagram
- Promote through program at Rutgers such as MASA
Gender Component

- This project will directly help women of color in New Brunswick by creating a **direct resource** that will help them feel **represented and create uplifting content**
  - addressing gender issues, women are able to **process their experiences** and men can gain some perspective of gender discrimination in the workplace.

- This would be especially helpful for women by **introducing, encouraging, and supporting women to pursue careers** disproportionately underrepresented women of color.
Lesson Learned and Insight

Why want to work with New Brunswick Youth? I am one.

Your perspective and project is important

Learn to adapt and reach out

Be open minded at all times
Thank you!

Vikki Katz, Institute for Women Leadership and all IWL scholars!

Do you have any questions?

Jg1313@scarletmail.rutgers.edu
Resources


Photos

- Figure 1: https://www.usnews.com/education/best-high-schools/new-jersey/districts/new-brunswick-public-schools/new-brunswick-high-school-12665
- Figure 2: https://www.towncharts.com/New-Jersey/Education/New-Brunswick-city-NJ-Education-data.html