M$NEY MATTERS
TACKLING THE LACK OF FINANCIAL LITERACY AMONG WOMEN

BY: SANJANA NARAYANAN
POLICY TRACKS: BUSINESS & LAW
PRESENTATION DATE: 12/07/2022
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](http://iwl.rutgers.edu).
GOAL & METHODS

"My project will address the lack of quality financial education for below average income women within the tristate area. I will conduct interviews with a financial empowerment nonprofit organization serving this population, hopefully increasing awareness and demonstrating the pressing need to provide more women with accessible financial education."
Why do women earn less than men do?

In 2021, women made 83c for every $1 a man made in the same occupation and with the same education level. (Gould)

There are two major contributors: discrimination and shouldering caregiving duties. (Fry)

Why do women feel hesitant to enter the finance sector?

For many female youths, a career in finance may not be the first thing that comes to mind, because they "feel like they lack mentorship in the field, and many feel environment doesn't help balance work and family life." ("QUANTIC")
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<th>September</th>
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| • Researched topic relevancy
• Took course on interviewing | • Cold emailed organizations
• Graduate film crew expressed interest
• Interview questions preparation | • Conducted three interview episodes
• Film crew’s first draft footage complete | • Film crew’s final draft footage complete
• Posted footage on social media platforms |
PARTNERSHIPS

Sanjana, Host of M$NEY MATTERS

Tracie, Director of Helpline at Savvy Ladies

Judy, Executive Director at Savvy Ladies
SAP HIGHLIGHTS

Organization Interviews

Photo and video B-roll
Final SAP products
FEMINIST LEADERSHIP FINDINGS

"I do not wish [women] to have power over men; but over themselves." - Mary Wollstonecraft
Guiding Question: Is my project gaining the right emotional response from the audience?
LESSONS LEARNED

- Self Awareness
- Communication
- Seeking Feedback
- Art of Interviewing
- Patience
- Reverse Planning
- Project Management
- Email Etiquette
# ACKNOWLEDGEMENTS

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<thead>
<tr>
<th>Name</th>
<th>Project role</th>
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<tbody>
<tr>
<td>Medha Rajamanur</td>
<td>Rutgers film crew member</td>
<td>Film member taking production footage</td>
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<tr>
<td>Emma Isaacs</td>
<td>Rutgers film crew member</td>
<td>Film member taking production footage</td>
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<td>Claudine Smith</td>
<td>Rutgers film crew member</td>
<td>Film member taking production footage</td>
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<td>Tracie Wheeler</td>
<td>Savvy Ladies employee</td>
<td>Project interviewee</td>
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<tr>
<td>Judy Herbst</td>
<td>Savvy Ladies employee</td>
<td>Project interviewee</td>
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<tr>
<td>Siddharth Gupta</td>
<td>Film co-actor</td>
<td>Friend</td>
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<tr>
<td>Reese Bracken</td>
<td>Scarlet PR member</td>
<td>Designer of project flyer</td>
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<td>Professor Mary Trigg</td>
<td>Project Guide</td>
<td>Professor</td>
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THANK YOU FOR YOUR SERVICE!


