



## **TACKLING THE LACK OF FINANCIAL LITERACY AMONG WOMEN**

# **M\$NEY MATTERS**

**BY: SANJANA NARAYANAN**

**POLICY TRACKS: BUSINESS & LAW**

**PRESENTATION DATE: 12/07/2022**

## IWL STATEMENT

☞ 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>.



## 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.



# INTELLECTUAL FOUNDATIONS

## 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")

# PROJECT TIMELINE

## September

- Researched topic relevancy
- Took course on interviewing

## October

- Cold emailed organizations
- Graduate film crew expressed interest
- Interview questions preparation

## November

- Conducted three interview episodes
- Film crew's first draft footage complete

## December

- 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



# SAP HIGHLIGHTS CONT'D

## Final SAP products



**M\$NEY MATTERS: Tackling the Lack of  
Financial Literacy Among Women**

Sanjana Narayanan

in partnership with  Savvy Ladies  
Financial Empowerment



**M\$NEY MATTERS**

**S\$AVVY LADIES**



**M\$NEY MATTERS**

TACKLING THE LACK OF  
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**SANJANA  
NARAYANAN**

**X**

**S\$AVVY LADIES**

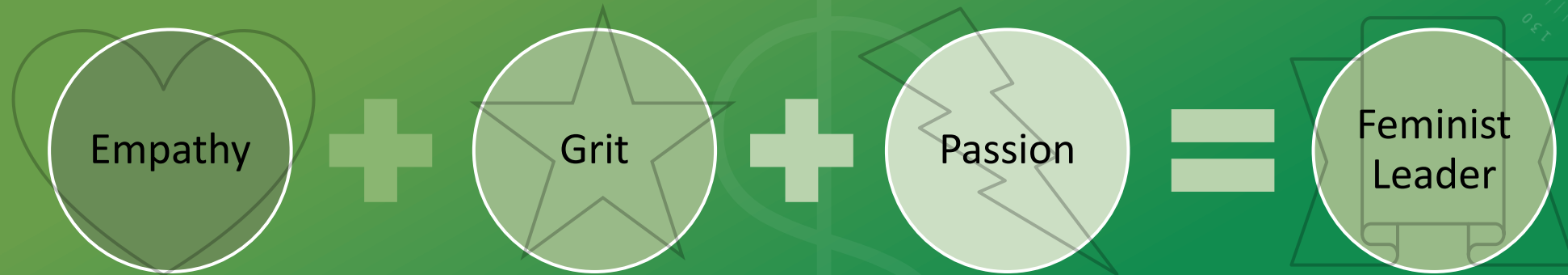
JUNIOR AT RUTGERS BUSINESS  
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- MAJORING IN FINANCE
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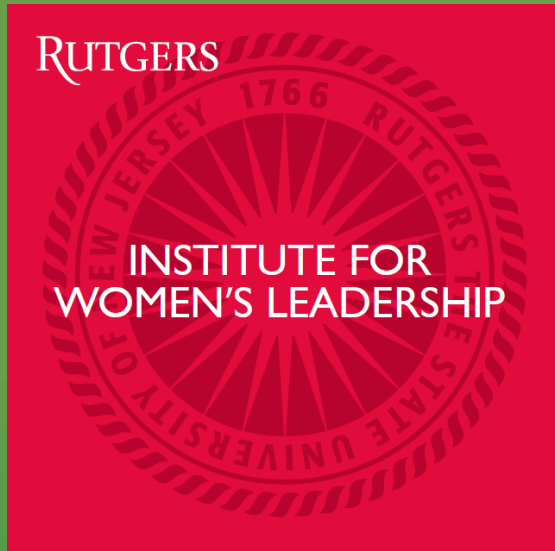
# FEMINIST LEADERSHIP FINDINGS



*"I do not wish [women] to have power over men; but over themselves." - Mary Wollstonecraft*

# IMPACT & EVALUATION

Guiding Question: Is my project gaining the right emotional response from the audience?



# LESSONS LEARNED

Project Management

Art of Interviewing



Patience

Reverse Planning

Email Etiquette

# ACKNOWLEDGEMENTS

Name	Project role	Affiliation
Medha Rajamanur	Rutgers film crew member	Film member taking production footage
Emma Isaacs	Rutgers film crew member	Film member taking production footage
Claudine Smith	Rutgers film crew member	Film member taking production footage
Tracie Wheeler	Savvy Ladies employee	Project interviewee
Judy Herbst	Savvy Ladies employee	Project interviewee
Siddharth Gupta	Film co-actor	Friend
Reese Bracken	Scarlet PR member	Designer of project flyer
Professor Mary Trigg	Project Guide	Professor

THANK YOU FOR YOUR SERVICE!

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