Ambition: Trailblazers on Campus

By Cassandra Vega
Politics & Government, Law & Advocacy
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About the Program

The Leadership Scholars Program is a two-year selective, interdisciplinary certificate program of the Institute for Women’s Leadership (IWL) that prepares Rutgers undergraduates to be informed, innovative, and socially responsible leaders.

IWL Leadership Scholars explore women's leadership and contributions to social change in contexts that range from politics and government, law and advocacy, business and communications, media and the arts. IWL Leadership Scholars examine how different institutions inform our understanding and practice of leadership and how they encourage — or inhibit — civic innovation.
How *Ambition* came to be

**Goal Statement**
My project addresses the lack of accurate representation of people of color in media, platforms student achievement at Rutgers, and facilitate conversations about community and social change through a series of articles based on interviews.

**Methods**
I attended the club fair and identified trailblazing organizations that did work with feminist and/or other marginalized communities on campus. We then set up dates to meet one another and complete the interview.

**PR**
Ambition is an online-only medium, currently platformed on Instagram. The username is ambition.iwl, and promotional material for the organizations highlighted, as well as the completed articles, are posted there.
Intellectual Foundations

Model Minority Myth
Gender, Race, and Ethnicity
Safe Spaces and Queerness
Feminism, Patriarchy, and Art
Timeline

**September 2022**  
Attend career fair & identify orgs of interest

**September 2022**  
Schedule first interview

**October 2022**  
Complete DAY & PEP Interviews

**October 2022**  
Complete LLEGO Interview & post first article

**November 2022**  
Complete MFA Interview

**November 2022**  
Finalizing remaining articles
Partnerships
Community
Ambition: Trailblazers on Campus highlights women and nonbinary leaders of color at Rutgers NB that do work involving community and/or social change.

Followed by vansh.sharma14, aashirvad__rutgers.sea + 115 more
“The best part about this project is how it centers others.”

-Thomas Benjamin, SCI graduate student
Feminist Leadership Lens

The art of storytelling
Amplifying marginalized voices
Womanism & solidarity
Owning your identity
“Without community there is no liberation... Difference is needed for community, community is collective power, collective power is needed for liberation, liberation is the celebration of difference.”

— Audre Lorde,
The Master’s Tools Will Never Dismantle the Master’s House
Impact & Evaluation

- Social media reach (1,000+ followers)
- Reposts by partners
- People talking about it
- How do the interviewees feel?
- Are other groups interested?
- Comments & feedback
Lessons learned:

Interview Experience
Getting used to cold contacting, creating questions, research

Time Management
Creating a time sensitive plan, working around other people’s schedules

Emotional Intelligence
Hearing and respecting vulnerable responses, understanding yourself and others
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