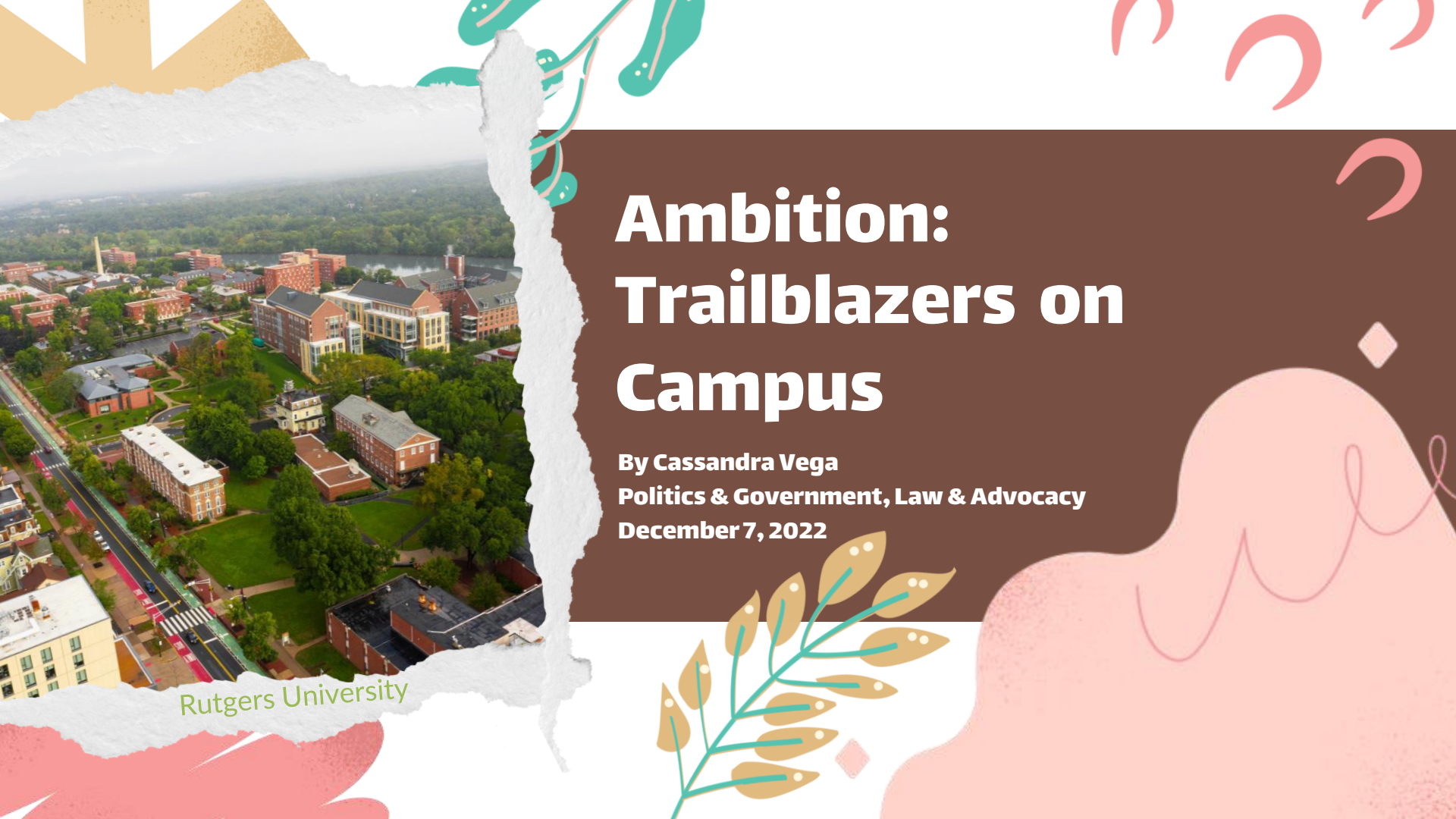






Rutgers University

Ambition: Trailblazers on Campus

By Cassandra Vega
Politics & Government, Law & Advocacy
December 7, 2022





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.



RUTGERS

Institute for Women's Leadership





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

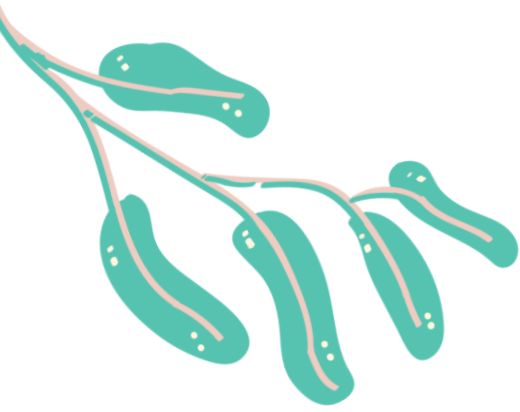
Safe Spaces and Queerness

Feminism, Patriarchy, and Art

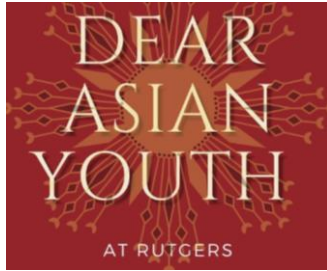


Timeline

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- 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





ambition.iwl

Following ▾

Message



4 posts

1,148 followers

3,297 following

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, aashirsyed_rutgers.sea + 115 more





**“The best part
about this project is
how it centers
others.”**

-Thomas Benjamin, SCl graduate student



Feminist Leadership Lens

The art of storytelling

Amplifying marginalized voices

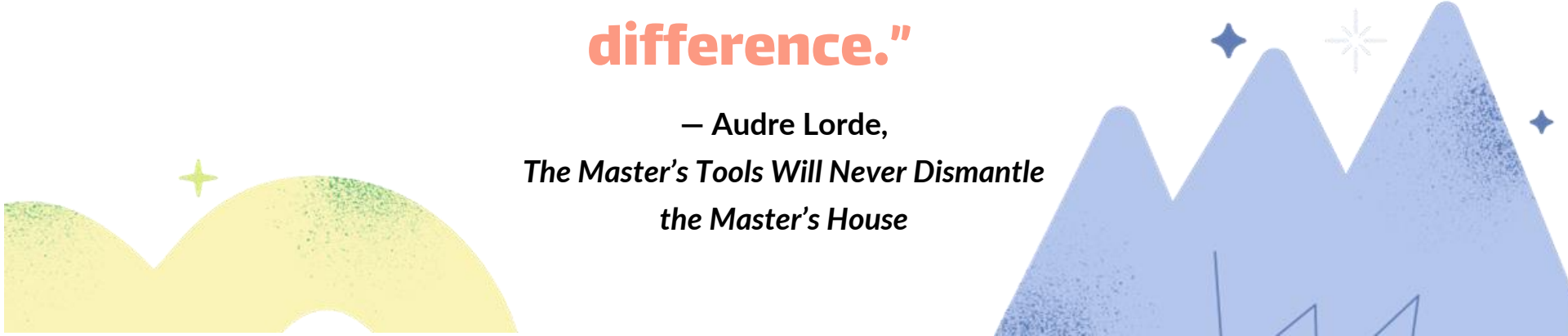
Womanism & solidarity

Owning your indentity





**“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.”**

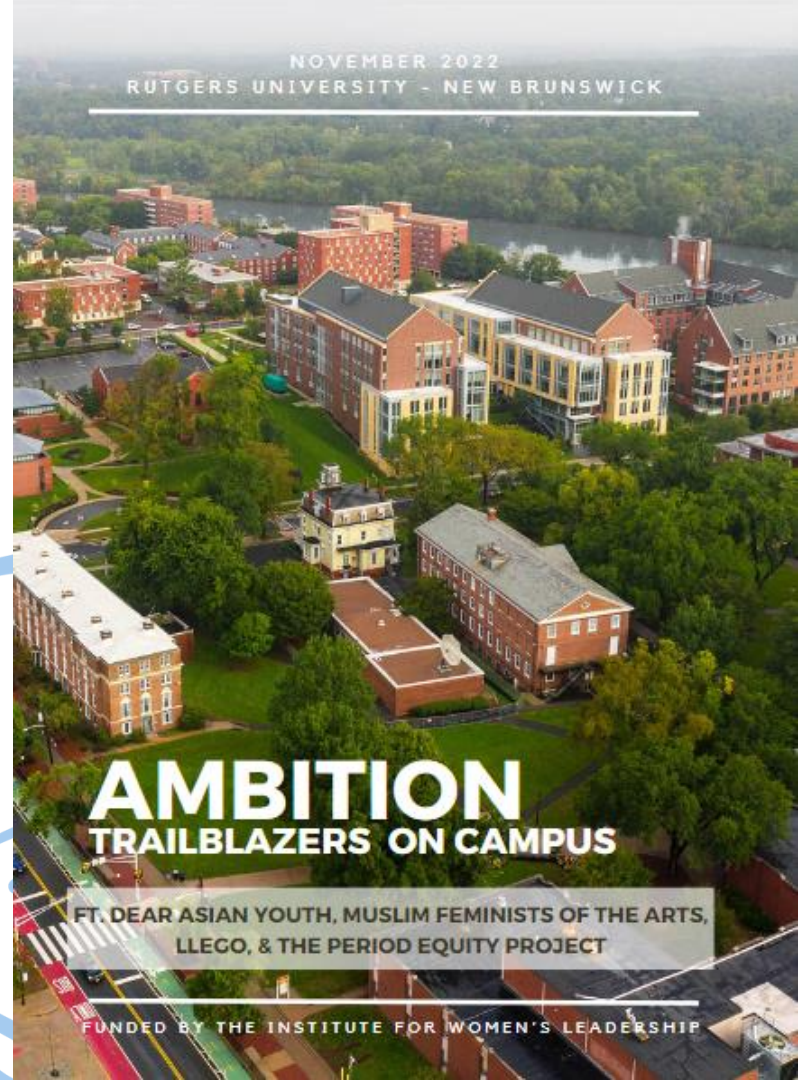


— Audre Lorde,
*The Master's Tools Will Never Dismantle
the Master's House*

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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