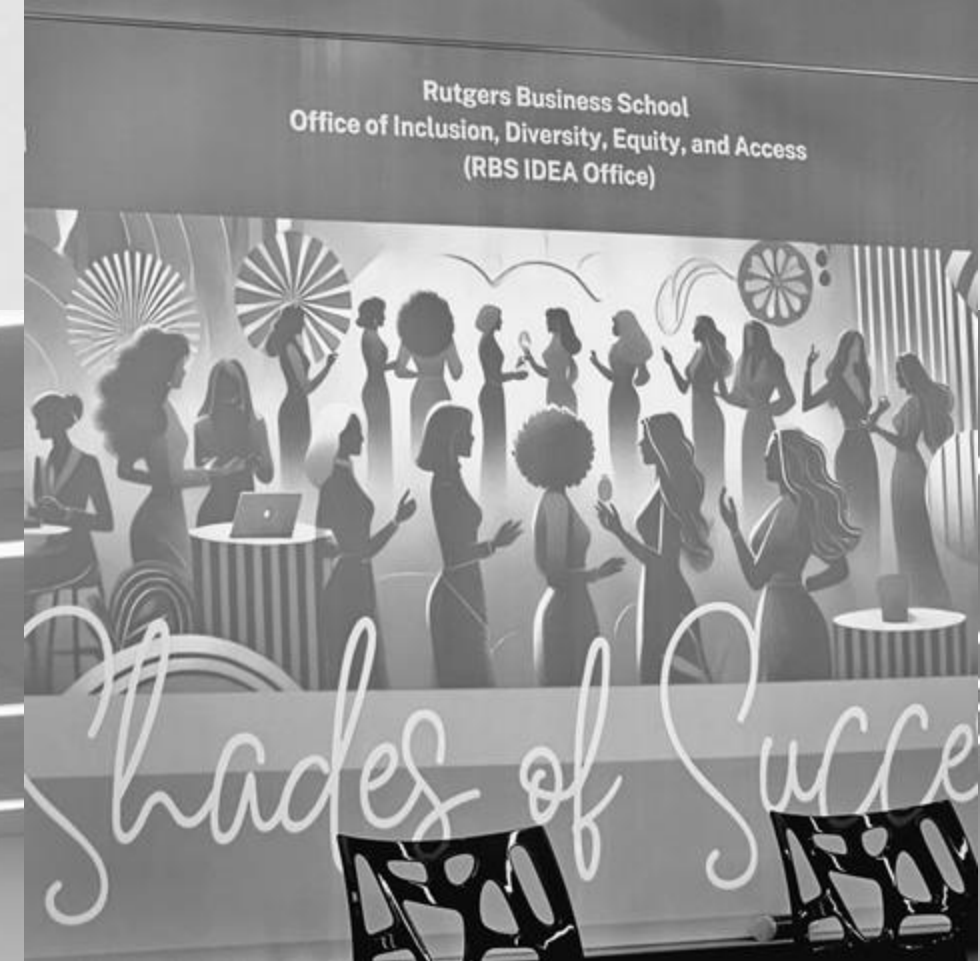


Shades of Success: Transforming the Business Space for Women of Color

Victoria Ajayi

Work and Media & Communication

December 4th, 2024





RUTGERS-NEW BRUNSWICK

Institute for Women's Leadership

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>.



The Issue

Women of Color in Business

Face a significant barrier in professional advancement

Are underrepresented at every state of the corporate pipeline

This project aims to

Build self-confidence and self-advocacy skills for women of color business navigating challenging situations

Create community and provide a network for women of color at the Rutgers Business School

Increase awareness about women's issues in Business



Representation

	ENTRY LEVEL			MANAGER			DIRECTOR		
	Women Overall	White Women	Women of Color	Women Overall	White Women	Women of Color	Women Overall	White Women	Women of Color
2024	48%	28%	19%	39%	27%	13%	37%	28%	10%
2023	48%	29%	18%	40%	27%	13%	36%	27%	9%
2022	48%	29%	19%	40%	27%	14%	36%	26%	10%
2021	48%	30%	17%	41%	28%	12%	35%	27%	9%
2020	47%	29%	18%	38%	26%	12%	33%	25%	9%
2019	48%	30%	18%	38%	27%	12%	34%	26%	9%
2018	48%	31%	17%	38%	27%	12%	34%	26%	8%
2017	47%	31%	17%	37%	26%	11%	33%	26%	8%
2016	46%	-	-	37%	-	-	33%	-	-
2015	45%	-	-	37%	-	-	32%	-	-
% point change ^b	+3pp	-3pp	+2pp	+2pp	-	-	+2pp	-	-

As we go up the ladder, fewer women, and notably women of color, are visible (Lean In 2024)

	VP			SVP			C-SUITE		
	Women Overall	White Women	Women of Color	Women Overall	White Women	Women of Color	Women Overall	White Women	Women of Color
	34%	26%	8%	29%	22%	6%	29%	22%	7%
	33%	26%	7%	27%	21%	7%	28%	22%	6%
	32%	24%	8%	28%	23%	6%	26%	21%	5%
	30%	24%	7%	27%	22%	5%	24%	20%	4%
	29%	24%	6%	28%	23%	5%	21%	19%	3%
	30%	24%	7%	26%	21%	5%	21%	18%	4%
	29%	24%	6%	23%	19%	4%	22%	19%	4%
	29%	23%	6%	21%	18%	4%	20%	18%	3%
	29%	-	-	24%	-	-	19%	-	-
	27%	-	-	23%	-	-	17%	-	-
% point change ^b	+7pp	+3pp	+2pp	+6pp	+4pp	+2pp	+12pp	+4pp	+4pp

51% of Black workers say being Black makes it harder to be successful where they work

	A lot/A little harder	A lot/A little easier	Neither easier nor harder	Not sure
Being White				
White	7	24	59	11
Black*		52	25	23
Hispanic	2	37	43	18
Asian**	5	51	28	14
Being Black				
White	18	8	57	17
Black	51	4	32	12
Hispanic	23	9	44	23
Asian**	41	11	32	14
Being Hispanic				
White	15	7	59	18
Black	25	6	32	37
Hispanic	29	9	47	13
Asian**	30	12	40	16
Being Asian				
White	8	7	65	20
Black	10	15	34	41
Hispanic	11	11	51	27
Asian**	39	6	45	7

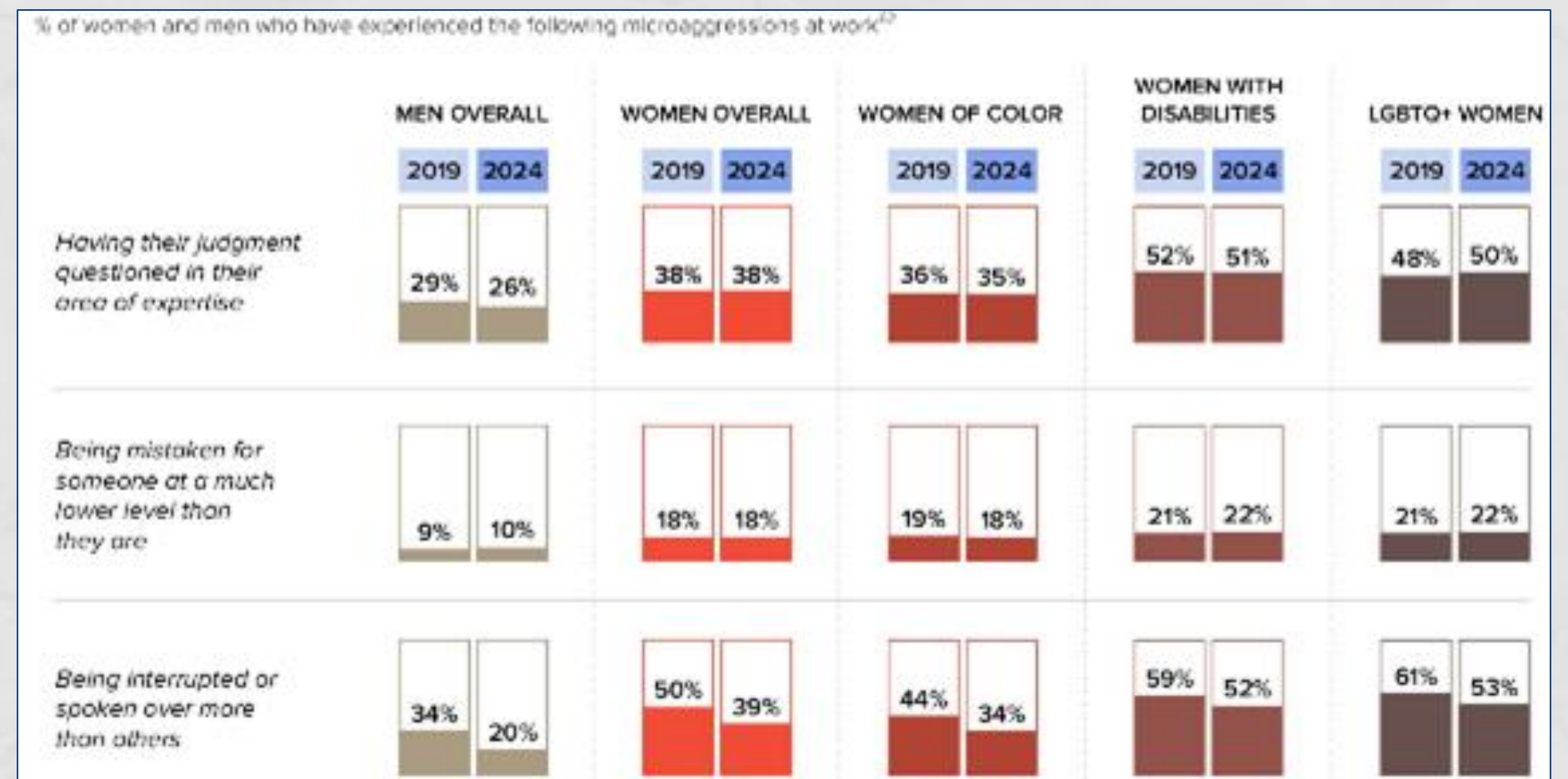
(Pew Research Center 2024)

Challenges



Women of color are less likely to receive support from their managers

Women are twice as likely to be interrupted or spoken over



GOAL

Create a space for women of color at the Rutgers Business to have a safe space to discuss issues impacting them professionally in a candid way

PURPOSE

Teach skills in confidence and self advocacy to be able to navigate difficult situations as a woman of color at work

PRODUCT

Panel discussion event with industry professionals and business school professors

Panel and Roundtable Discussion
SHADES OF SUCCESS

Self-Advocacy as a Tool for Transforming
the Space for Women of Color in Business

KEYNOTE SPEAKER



Helen Brown-Liburd

Tenured Associate Professor and Associate
Director of the Continuous Auditing & Reporting
Lab (CAR Lab) at Rutgers Business School in
Newark, NJ.

..... **PANELISTS**



Brenda Titus

Vice President, Associate
Manager of the Northern New
Jersey Market at Wells Fargo
Advisors



Sanjana Narayanan

Investments Risk Associate at
Prudential Financial



Libah Farooqi

Governance, Risk, and
Compliance Analyst at
MongoDB



Yla Eason

Assistant professor of professional
practice at the Rutgers University
Business School



Jennifer Bucalo, Ph.D.

Executive Director of
Strategic Initiatives at Rutgers
Newark

November 14th • 4:00 PM • 100 Rock • BRR 5031

Register now at:
bit.ly/shadesofsucces



Timeline

Summer

Reach out for panelists
Research
Create discussion questions

September

Reach out for cosponsors

October

Plan event logistics (room bookings, decorations, flyers)

November

Advertise event/Collect RSVPs
14th - Event Date!



Cosponsors



Promotion

Calling all Women of Color in Business

PRESENTS

SHADES OF SUCCESS

Self-Advocacy as a Tool for Transforming the Space for Women of Color in Business

Unlock powerful insights from a top panel of women professionals of color

Engage in dynamic discussions with peers to tackle the unique challenges women of color face in business

Obtain essential resources for professional growth

Build your network!

NOVEMBER 14TH • 4:00 PM
100 ROCK • BRR 5031

Register now at:
bit.ly/shadesofsuccess

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@ilegoru

today!!

rams_nb

shades of SUCCESS

nov 14th
4 pm
rbs 5031

8+ MORE SPEAKERS

SPEAKER

EVENT

unlock powerful insights from a top panel of women professionals of color rsvp in bio

rams_nb RSVP IN BIO
Come watch rams speak at Shades of Success and en...

Calling all Women of Color in Business

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rbgaru • Follow

rbgaru Calling all Women of Color in Business! We are so excited to partner with Shades of Success, happening 11/14 at 4pm in BRR 5031! This is an amazing opportunity to learn from business professionals. Register now at the link provided! ❤️

rams_nb so excited!! we can't wait :)


Liked by valeria.m and others

November 8

Add a comment...

Post

Evaluation

 **Yla Eason**
 to me ▾
 Hi Victoria,
 It was an honor to participate in your Shaes of Success event! You did a great job organizing it and selecting vibrant and successful panelists and keynote speaker.
 It was an enriching experience, and you are to be be congratulated for your insight
 Continue to excell! Describe what you hope to gain from this event
 Thanks,


Which area do you feel needs the most focus for empowerment?



Empowerment Anonymous professionalism
 Inspiration Community Understanding
 Support **Connections** Advice
 Direction **Networking perspective**
 knowledge Confidence

What motivates you most in your professional journey?



 **Brianna Boen** • 1st
 Marketing Student at Rutgers Business School
 Some of the best advice I've heard that I am excited to carry into my career!
 Thank you so much.
 Like · 🇺🇸 1 | Reply

 **Brei**
 Vice I
 1w • Liked by ...
 Last week, I participated in the Shades of Success panel at Rutgers University School of Business, focusing on Self-Advocacy as a tool for Transforming the Space for Women of Color in Business.
 A big thank you to **Victoria Ajayi**, whose vision and leadership made this insightful event possible. It was inspiring to witness such impactful conversations, with a keynote and panel discussion that left a lasting impression.
 Grateful to have been part of this amazing day!



Feminist Leadership

The work that goes into activism is often not talked about enough. We see protest but never think about the discussions we have with ourselves or with others on what to put on the signs

Self care from self care



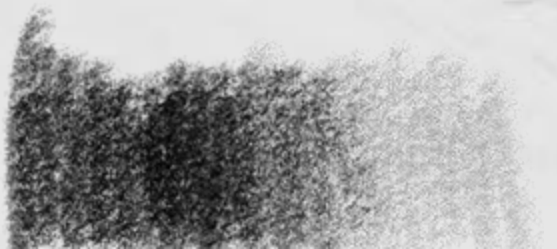


Partnership

Passion

Lessons

Vision



Acknowledgements

Special Thanks to:

Colleen Tolan

IWL

Sasha Wood Taner

Sharlize Lescano

Professor Rebecca Mark

Professor Karla Jackson-Brewer

RBS IDEA Office (Inclusion, Diversity, Equity, and Access)

Miyokee Saint Florant

Amanda Pagan

Alfred Blake

The IWL cohort of 2024

Bibliography

“Women in the Workplace 2024: Key Findings & Takeaways.” Lean In, 2024, leanin.org/women-in-the-workplace.

Minkin, Rachel. “Diversity, Equity and Inclusion in the Workplace.” Pew Research Center, Pew Research Center, 17 May 2023, www.pewresearch.org/social-trends/2023/05/17/diversity-equity-and-inclusion-in-the-workplace/.

Parts 2 and 3, Youth Activist Toolkit: “Creating a Strategy and Crafting Your Message”