



Rock The Street, Wall Street

Moving Girls Forward in The Field of Finance

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FOR IMMEDIATE RELEASE

ROCK THE STREET, WALL STREET TAKES PART IN WHITE HOUSE CONFERENCE

NASHVILLE, Tenn., November 1, 2016 — Rock The Street, Wall Street (RTSWS) attended The White House Conference on Inclusive STEM Education on Oct. 28.

The White House Council on Women and Girls invited RTSWS to this conference for being a leader in the field of underrepresented populations in STEM: science, technology, engineering and math. RTSWS represents the M in STEM, aiming to get more girls financially literate and potentially pursue careers in finance.

“Access to STEM education is access to power. STEM professions are tools to lift you out of poverty,” said Maura Cunningham, founder and executive director of RTSWS. “This conference reinforces our belief that students look to do what they see examples of, and Rock The Street, Wall Street offers them such examples. Our female financial professionals are role models who work in the M in STEM. We cannot move the needle on this issue without partnerships with industry leaders.”

The National Math and Science Initiative and U.S. Department of Energy sponsored the conference. Other organizations in attendance include the U.S. Department of Education, the Council on Women and Girls, the American Association of University Women, the National Science Foundation, NASA, Intel, and Yahoo.

“Corporate diversity and inclusion (D&I) initiatives are supplemental and additive. These programs are optional and often exist to discuss important issues but with not enough impact to change the lives of women working in STEM. The number of women in the financial services pipeline and in leadership positions continues to stagnate,” Cunningham explains. “We can’t stay in our silos. Corporations aiming to get more women and minorities in the financial services industry must create a consortium or syndicate to increase their numbers.”



The conference agenda consisted of a discussion on advocating for inclusive STEM, a talk series on exposure and access, attainment and retention, and breakout sessions.

About Rock The Street, Wall Street

Rock The Street, Wall Street programs inspire, educate, and equip girls with the skills to succeed financially throughout their lives and potentially pursue a career in finance. Girls learn about savings and investments, the capital markets, and their role in maintaining the welfare of the economy, while simultaneously helping them see the real-world application of the math content they learn in the classroom. We are the M in STEM. Headquartered in Nashville, Tenn., RTSWS has offered programs in schools and community centers in five cities across the U.S.: Chicago, Memphis, Nashville, New York City, and Dallas/Ft. Worth, with plans to continue to expand. RTSWS achieved 501(c)(3) status in June 2013.

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