Mathematics has the lowest retention rate of any college major and is lower yet for women. In a large-scale controlled study, Ellis et al. found that women are 1.5 times more likely than men to leave STEM majors after taking Calculus 1, although not due to a lack of mathematical ability. Despite this high attrition being a well-known problem, conclusive evidence determining the factors that lead women to persist in math rather than drop out, especially in more advanced levels, has not yet been well established. This talk will summarize the results of a literature review studying factors that drive women to pursue math degree programs and persist in them. Specifically, it will introduce tactics shown to be promising in recruitment and retention and also pedagogical methods proved efficacious in retaining women in STEM degrees. This talk will then summarize plans for further research based on the conclusions of the literature review. The speaker will also discuss how her own experiences intersect with the research results from both the perspectives of being a math post-baccalaureate student in a bridge program and a volunteer with several outreach and community engagement projects that aim to inspire, encourage, and support high school and undergraduate women interested in math. (Received September 15, 2020)