Welcome!
We will begin in just a few moments.
Today’s Presenters

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Reach us at:
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Welcome!

Agenda:
- Overview of IF/THEN® Initiative
- IF/THEN® Mini Grants
- Project Library Tour
- Q&A
IF/THEN® is designed to activate a culture shift among young girls to open their eyes to STEM careers by:

1) Funding and elevating women in STEM as role models
2) Convening cross-sector partners to illuminate the importance of STEM everywhere
3) Inspiring girls with better portrayals of women in STEM
ASTC's Role on IF/THEN

Activities:

- IF/THEN® Gender Representation Toolkit
- IF/THEN® Collection
- IF/THEN® Grants
Gender in Museum Content

STEM professionals were more commonly perceived as men than women.

Gender Representation of adult STEM Professionals

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived as men or boys</td>
<td>59%</td>
</tr>
<tr>
<td>Perceived as neither</td>
<td>3%</td>
</tr>
<tr>
<td>Perceived as women or girls</td>
<td>38%</td>
</tr>
</tbody>
</table>
Promotional materials and websites had the highest percentage of perceived women, while exhibits had the lowest.
IF/THEN® Collection

www.ifthencollection.org

- Thousands of photos, videos, and biographies, and more
- Searchable by discipline, location, keywords, and more
- U.S. ASTC member museums can request download code by emailing ifthen@astc.org
**IF/THEN® Grants:**

$700,000 total to museums

**Round 1: Pilot**
- 26 Museums
- Grants up to $10,000
- Ended October 2020

**Round 2**
- 27 museums
- Grants up to $30,000
- Ended in July 2021
Types of Projects Included:

- Exhibit Panels
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- Programs
IF/THEN® Mini Grants

In Round 3: Mini Grants

- Planning 30-40 mini-grants
- Amounts up to $3000
- Applications open until October 29 or until all funding is awarded
- Projects complete by January 14
- ASTC-member museums in the US who have not received an IF/THEN Grant previously are eligible to apply
Proposed projects must:

- Include project(s) from the IF/THEN® Project Library.
- Multiple projects may be combined.
- Be viewable in person (not only web-based).
- Be on display/delivered for at least 6 months.
- Highlight at least one IF/THEN® Ambassador.
Grantees will be required to:

- Tell the public about your project through blogs, news articles, and/or social media posts
- Submit a short final report by January 28 with:
  - Description of project activities
  - Photos of the completed project
  - Estimated views over the next 12 months
Selection Process:

- We will respond within 3 weeks
- If minimum requirements met, you will receive award
- If minimum requirements not met, we can provide information on how to reapply
A strong proposal will include:

- A detailed narrative focusing on project deliverables
  - what they are
  - how many there will be
  - where they will be displayed
- A budget reasonable to the scope of work
- A plan to reach many people
IF/THEN® Project Library

Project Library: www.astc.org/ifthen/project-library/

- Free for any educational use
- Organized by category

Printable Panels & Banners
Digital Media
Programs & Activities
Supplemental Materials
IF/THEN® Project Library

Project Library: www.astc.org/ifthen/project-library/

- Free for any educational use
- Organized by category
- Each project contains:
  - Title and Description
  - Example photos
  - Informational PDF
IF/THEN® Project Library

Informational PDF includes:

- Featured Ambassadors
- List of files you will receive
- Requirements
- Suggestions for implementation

Title: New Science: Queer and Intersectional Identities Are Revolutionizing How Science Gets Done.

Description: This pop-up exhibit designed by the California Academy of Sciences features banners of 23 LGBTQ+ women and gender minority scientists from across the STEMM (science, technology, engineering, math, and medicine) disciplines and across the USA. The exhibit includes 3 IF/THEN Ambassadors and centers persons of color. Each banner includes a portrait, an excerpt of a first-person narrative, the name, discipline, and pronouns of the person featured, and a QR code that links to a webpage containing a longer first-person story, short videos, and additional photos of the scientist. An introductory banner frames the exhibit, and a template design file can be used to add additional scientists (i.e. local scientists) to your installation of the exhibit.

Featured Ambassadors: Jessica Esquivel, Dana Bolles, Nicole Jackson.

Files You Will Receive:
- Print-ready PDFs of 24 exhibit panels: 1 introductory panel and 23 scientist stories.
- Blank, editable InDesign template to create custom panels highlighting your own scientists.
- Usage Guide with additional suggestions and information on New Science exhibit.
- Facilitator Guide with tips on engaging museum visitors at the New Science exhibit.

Requirements:
- You may not modify any of the pre-designed Cal Academy banners.
- While each venue may determine which stories they want to include, all installations must include the introductory panel that contextualizes the exhibition.

Suggestions:
- In addition to the pre-designed exhibit panels, there is a blank, editable InDesign template file that can be used by each venue to create custom panels highlighting their own scientists.
- We suggest selecting at least 5 stories, along with the introductory panel, to form a
After selecting a project you can:

**Apply for a mini grant**
- If selected, you will receive all project files

www.astc.org/ifthen/grants

**Get started right away**
- Email ifthen@astc.org to receive project files
- Implement on your own
Questions?

Email Amanda Fisher at: ifthen@astc.org