



Association of Science
and Technology Centers



IF/THEN[®]

Grants

Welcome!

This webinar will be recorded and
shared following the session.



Today's Presenters



Amanda Fisher

She/her

Senior Manager of
Programs

Cassie Byrd

She/her

IF/THEN[®] Gender Equity
Project Manager (contract)

Reach us at:

ifthen@astc.org

Welcome!



Agenda:

- Overview of IF/TTHEN[®] Initiative
- Project Library Overview
- New Projects for Children's Museums
- IF/TTHEN[®] Engagement Grants
- 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





www.ifthencollection.org

- Thousands of photos, videos, and biographies, and more
- Searchable by discipline, location, keywords, and more
- Request downloads of all content for any educational purpose using the "contact" button and download code **ASTCIFTHEN2022**

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

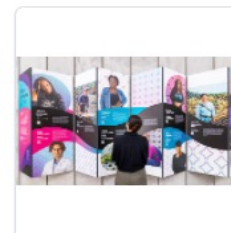
Project 1:

New Science: Queer and intersectional identities are revolutionizing how science gets done

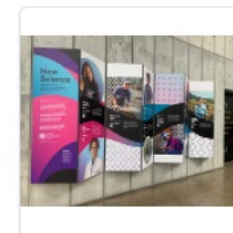
This pop-up exhibit designed by the **California Academy of Sciences** features banners of 23 LGBTQ+ women and gender minority scientists from across the STEMM disciplines and across the USA, including 3 IF/THEN Ambassadors, and centers persons of color. Each banner includes a portrait, an excerpt of a first-person narrative, the name, discipline, and pronouns of the person featured, and a QR code that links to a webpage for that person 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.



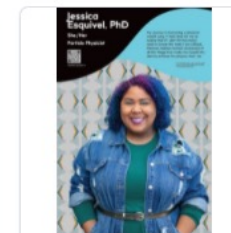
New Science Informationa...



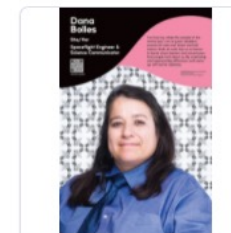
Example Photo 1



Example Photo 2



Jessica Esquivel Example ...



Dana Bolles Example Panel

IF/THEN[®] Project Library

New Projects for Children's Museums:

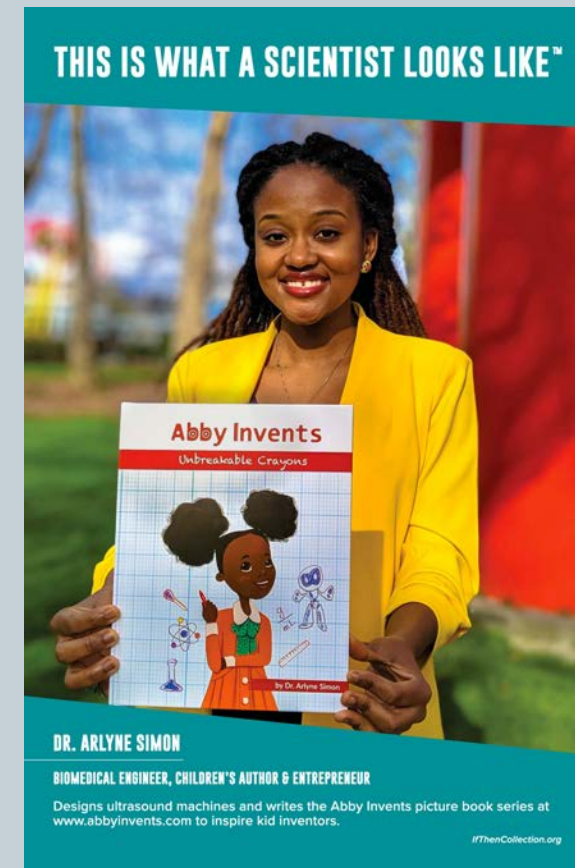
- Kansas Children's Discovery Center
 - STEM Play Workshops
- National Children's Museum
 - The STEAM in Me: Sparking STEAM Curiosity in Young Innovators



IF/THEN[®] Engagement Grants

Engagement Grant Eligibility

- Museums, zoo, libraries, and other cultural institutions as defined by [IMLS eligibility requirements](#)
- Are located in the United States including territories and tribal lands
- Have previously received no more than \$5,000 in IF/THEN[®] gender equity grant funding



IF/THEN[®] Engagement Grants

Engagement Grants: <https://www.astc.org/ifthen/grants/>

- Amounts up to \$4000
- Applications open until September 30, or until all funding is awarded
- Project Development timeline ~3-5 months (complete no later than November 4)
- NEW! Partnership Support



*Applicants will need a MyASTC account

IF/THEN[®] Engagement Grants

Proposed projects must:

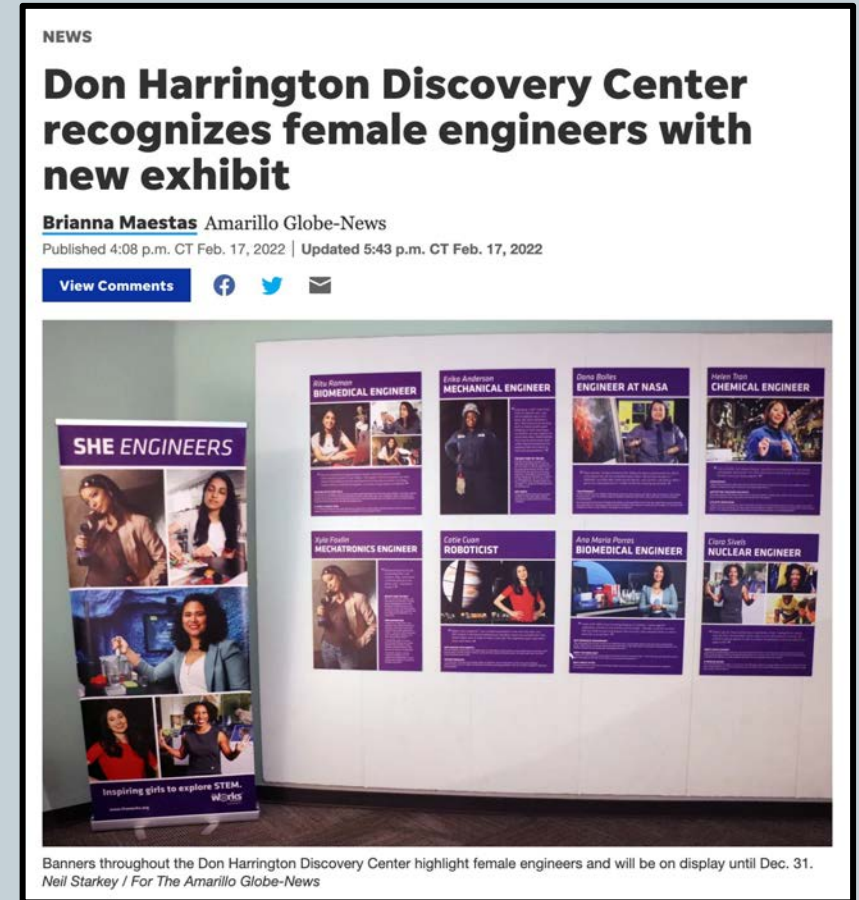
- Include a major display component
- Feature project(s) from the IF/THEN[®] Project Library
 - Multiple projects may be combined
- Highlight at least one IF/THEN[®] Ambassador
- Be viewable in person (not only web-based)
- Be on display for at least 6 months



IF/THEN® Engagement Grants

Grantees will be required to:

- Tell the public about your project (e.g. blogs, news articles, social media posts)
- Submit a short final report within 30 days of project completion with:
 - Description of project activities
 - Photos of the completed project
 - Estimated length of time project will be on display
 - Estimated number of people who will view your project



IF/THEN[®] Engagement Grants

Partnership Support Opportunity:

- Approximately 10 grantees
- Up to \$2,000 additional funding
- Competitive
- Partnership proposal must include:
 - Name of community partner
 - Predominant audience of community partner
 - How many reached through partnership
 - How partnership will lead to new audiences and/or uses of the IF/THEN[®] Collection assets



IF/THEN[®] Engagement Grants

Selection Process:

- Notification within 2 weeks
- If declined, you may adjust plan and reapply



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Questions?

Add to the Q&A box

Email us at: ifthen@astc.org

Sign up to receive email updates about ASTC's
IF/THEN[®] Gender Equity Project

[IF/THEN[®] Mailing List](#)