



Association of Science
and Technology Centers



IF/THEN[®]

Grants

Welcome!

We will begin in just a few moments.



Today s Presenters



Amanda Fisher

She/her

Manager of Gender Equity
Initiatives

ASTC and NGCP

Jamie Durana

She/her

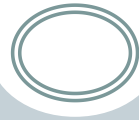
Manager of Communications
and Special Projects

ASTC

Reach us at:

ifthen@astc.org

Welcome!



Agenda:

- Overview of IF/TTHEN[®] Initiative
- IF/TTHEN[®] Mini Grants
- Project Library Tour
- Q&A

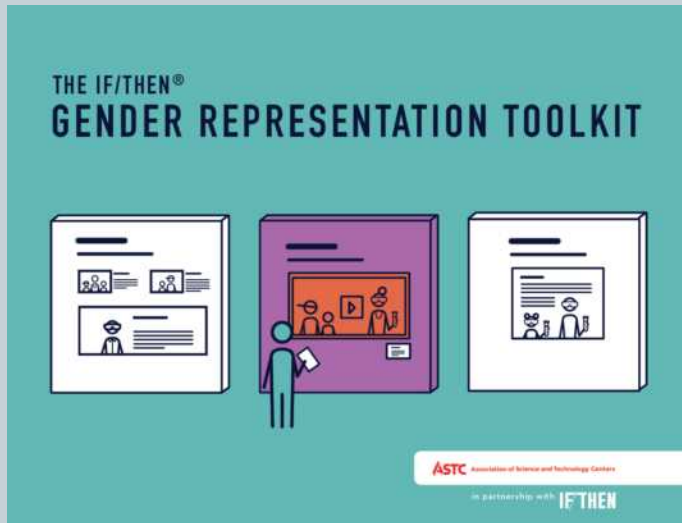


IF/THEN[®] is designed to activate a culture shift among young girls to open their eyes to STEM careers by:

- 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



Activities:



IF/THEN® Gender Representation Toolkit



IF/THEN® Collection



IF/THEN® Grants

Gender Representation of adult STEM Professionals



STEM professionals were more commonly perceived as men than women.

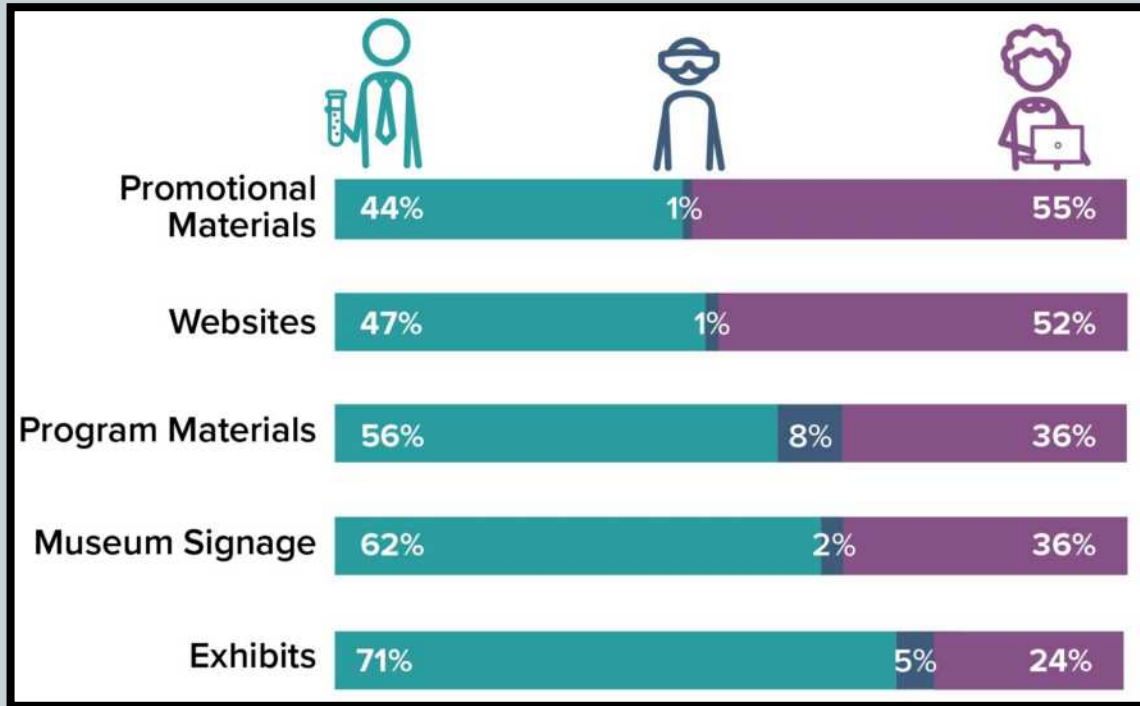
KEY

Perceived as men or boys

Perceived as neither

Perceived as women or girls

Gender in Museum Content



Promotional materials and websites had the highest percentage of perceived women, while exhibits had the lowest.





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

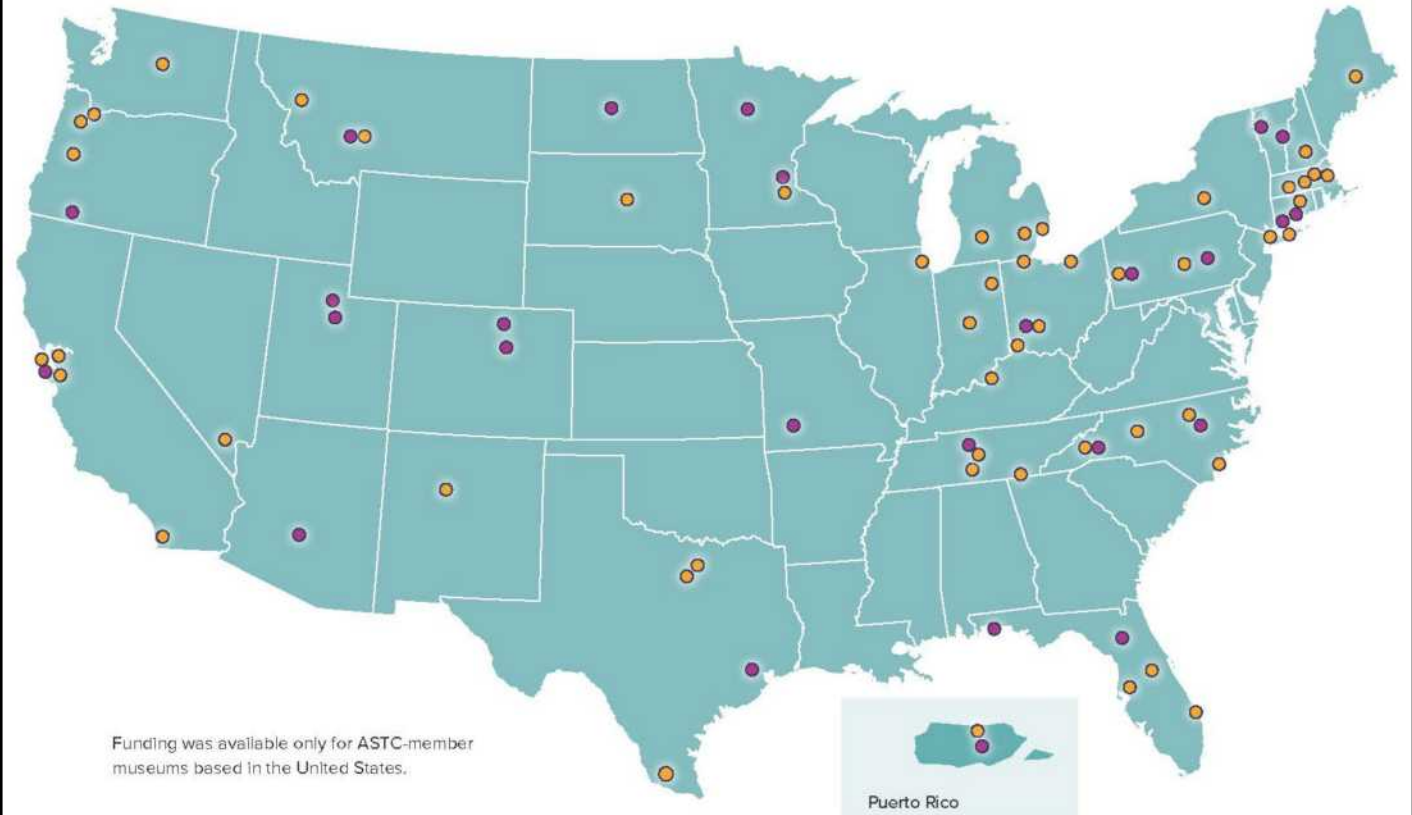
ASTC'S IF/THEN[®] Gender Equity Project

Locations of Participating Museums

KEY

● Submitted data from the IF/THEN[®] Gender Representation Toolkit

● Submitted data from the IF/THEN[®] Gender Representation Toolkit **AND** received an IF/THEN[®] Gender Equity Grant



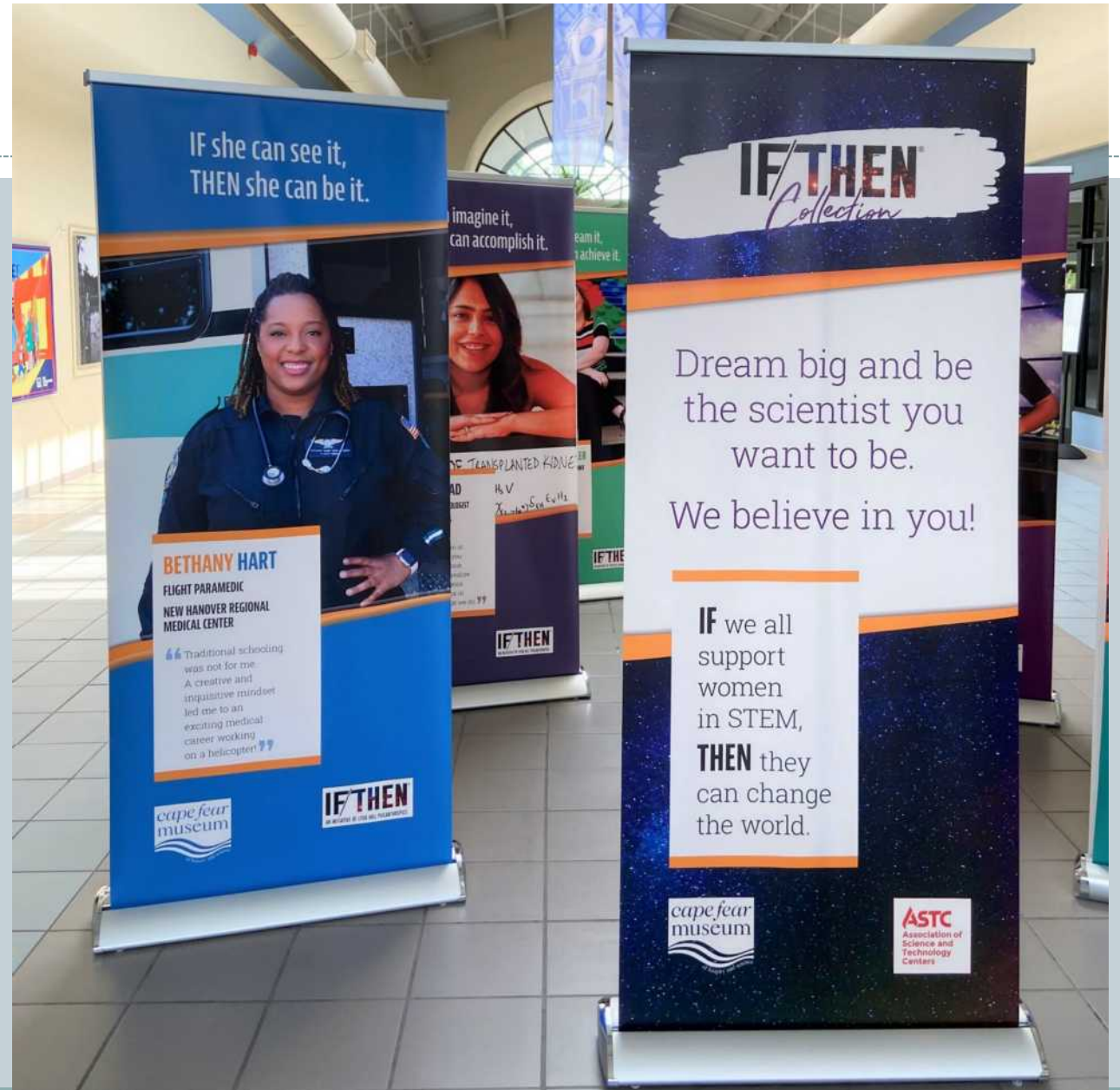
Types of Projects Included:

➤ Exhibit Panels



Types of Projects Included:

- Exhibit Panels
- Pop-Up Banners



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- Exhibit Panels
- Pop-Up Banners
- Video Installations



Types of Projects Included:

- Exhibit Panels
- Pop-Up Banners
- Video Installations
- Programs

Microbe Exploration



What do you see when you look around your home, school, or playground? Ana Maria sees microbes! These microscopic organisms play an important role in keeping us healthy, but some can make us sick. In this activity, we'll use a simple experiment to show how washing our hands can reduce the number of microbes around us.

"I know we're often told to be scared of germs - afraid of them - in the same way you might be afraid of a spider. But when you think about it, the microbes on a clean surface are like a spider on a clean wall. They're just there, but they don't do anything to you."



MATERIALS:

- Pepper
- Dish soap
- A bowl
- Cotton swabs


INSTRUCTIONS:

1. Fill a bowl with a few inches of water, then sprinkle a good amount of pepper into the bowl. The pepper will float on the surface of the water.
2. Dip one end of a cotton swab into the bowl, and pepper?




©The Works Museum 2021

Continued Exploration Microbe Exploration



What did you notice about how soap affects pepper? What do you think this means about washing our hands or taking a shower with soap?

Ana Maria uses her crochet art to help her understand microbes in new ways. Germs can be really beautiful if you take the time to look. Try making art based on the microbe photo below (or have a grown up search for other microbe photos). You could draw in the space below, or even paint or sculpt using art or craft items you have around your home.



©The Works Museum 2021 www.theworks.org

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



IF/THEN[®] Mini Grants



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.

IF/THEN[®] Mini Grants



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

IF/THEN[®] Mini Grants



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

IF/THEN[®] Mini Grants



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

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



Informational PDF includes:

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

ASTC Association of Science
and Technology Centers



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 STEM (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.

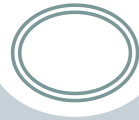
Requirements:

- 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

IF/THEN[®]



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