



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 Tour
- IF/TTHEN[®] Engagement Grants
- Q&A

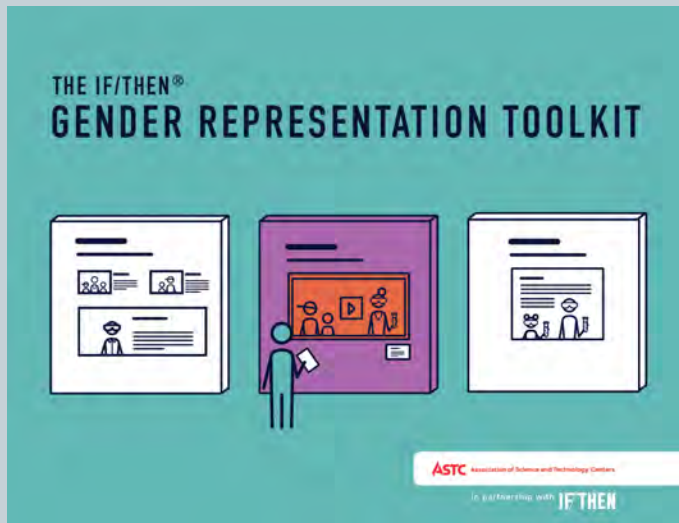


IF/THEN[®] is designed to activate a culture shift among young girls to open their eyes to STEM careers by:

- 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



Activities: www.astc.org/ifthen/



IF/THEN[®] Gender
Representation Toolkit



IF/THEN[®] Collection



IF/THEN[®] Grants



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

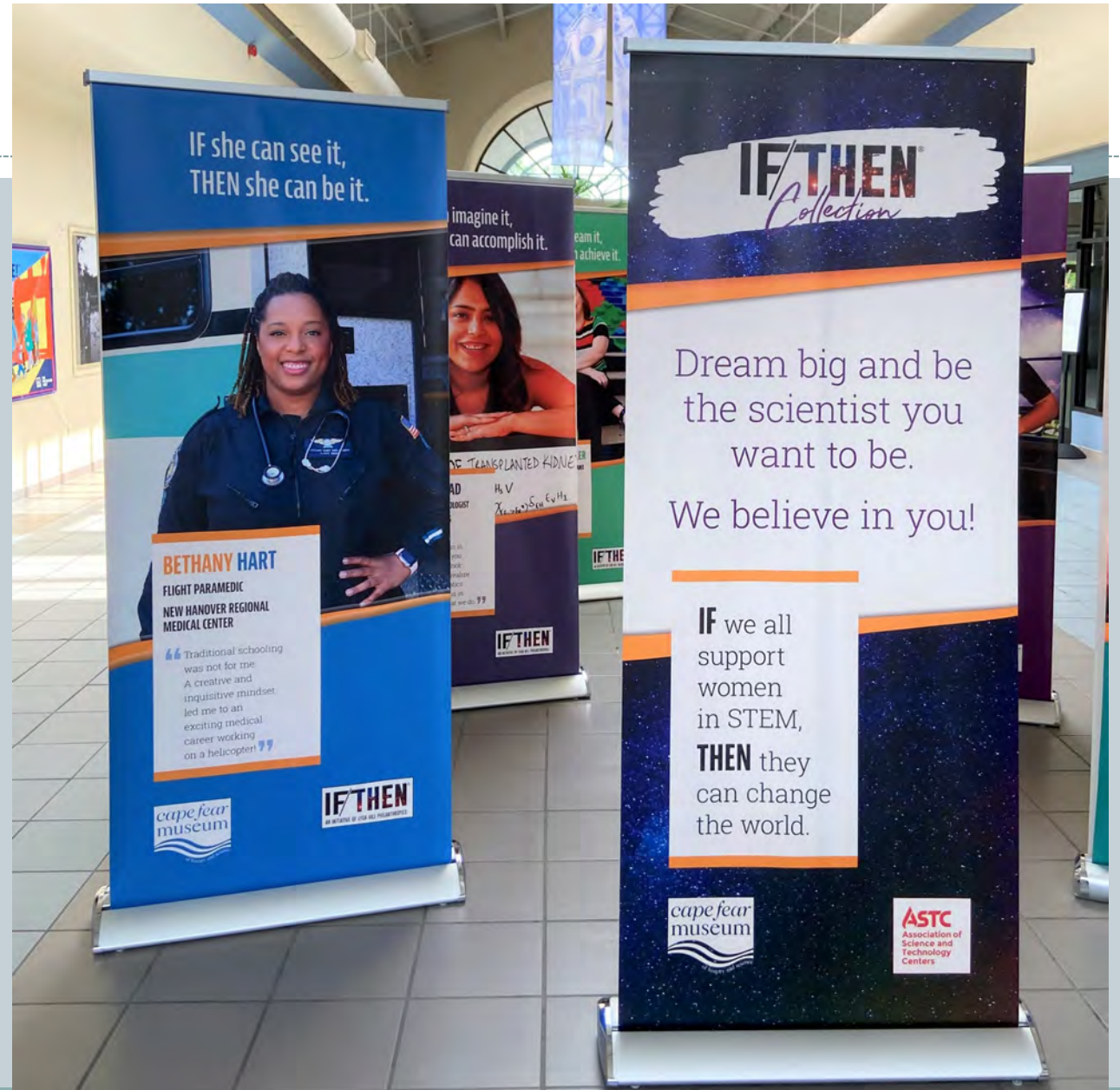
Project Library: www.astc.org/ifthen/project-library/

- Free for any educational use
- Organized by category



Types of Projects Included:

- Exhibit Panels
- Pop-Up Banners



Types of Projects Included:

- Exhibit Panels
- Pop-Up Banners
- Video Installations



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

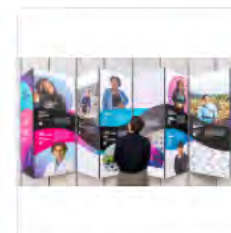
Project 1:

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
- Types 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

IF/THEN[®] Project Library

Project Library Expansion – In-Progress:

- Zoos, Aquariums, & Children's Museums will develop new content tailored for specific institution types
- Uploaded to Project Library mid-July
- Funding will be available for late summer grant applications



After selecting a project you can:

Get started right away

- Email ifthen@astc.org to receive project files
- Implement on your own

Apply for a grant

- If selected, you will receive all project files
- Implement with 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

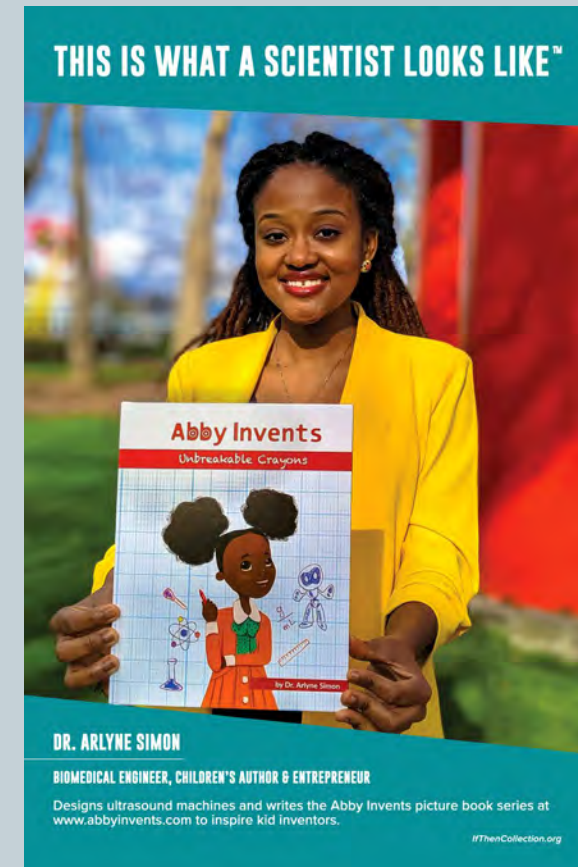


***Applicants will need a MyASTC account**

IF/THEN[®] Engagement Grants

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

Proposed projects must:

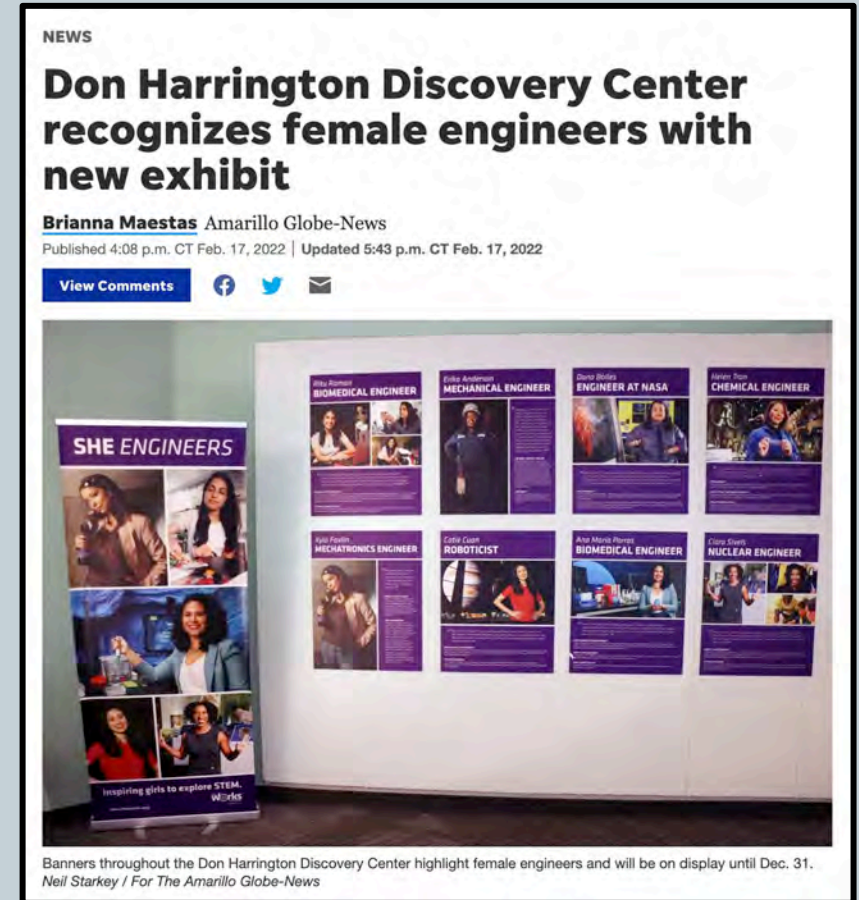
- Include a major display component
- Feature project(s) from the IF/THEN® Project Library
 - Multiple projects may be combined
- Highlight at least one IF/THEN® Ambassador
- Be viewable in person (not only web-based)
- Be on display for at least 6 months



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:

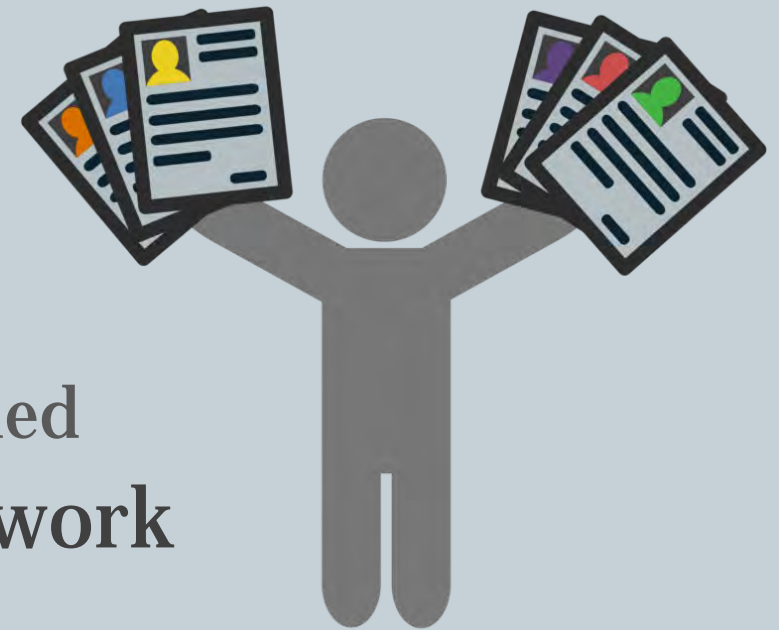
- Approximately 10 grantees
- Up to \$2,000 additional funding
- Competitive
- Partnership proposal must include:
 - Name of community partner
 - Predominant audience of community partner
 - How many reached through partnership
 - How partnership will lead to new audiences and/or uses of the IF/THEN[®]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



IF/THEN[®] Engagement Grants

A strong proposal will include:

- A project narrative describing...
 - the major display component
 - the format, location, and size of displays
 - other supporting materials (if any)
 - how project library content will be modified
- A budget reasonable to the scope of work
- A reasonable timeline for the work
- A plan to reach many people



Unknown author licensed under [CC BY](#).

IF/THEN® Engagement Grants

Selection Process:

- Notification within 2 weeks
- Looking for strong proposals and a diversity of organizations (type, geography, size, etc)
- If declined, you may adjust plan and reapply



Unknown author licensed under [CC BY-SA-NC](#).



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](#)