

ASTC IF/THEN[®] Gender Equity Grants Public Statements from Round Two Recipients

Air Zoo, Portage, Michigan

As the Air Zoo continues to grow, we are constantly exploring new ways to inspire our guests. When guests of all ages interact with the Air Zoo, we want them to find inspiration in the stories of the legacy of flight; in the science, technology, engineering, arts, and mathematics (STEAM) education programs that highlight the careers that bring our expansive collection to life; and in the experience of touching, manipulating, building, and recreating their own exhibits. Our passion, as a leading science and technology center, is to educate and inspire the young and young-at-heart and prepare the region's future technological workforce.

We know how powerful it is to create an environment where guests of all ages can not only imagine themselves in the stories being told but can envision possibilities for themselves. Through the Air Zoo's new Women in Air & Space exhibition, we strive to fill a content gap on our museum floor and shed light on the extraordinary work of women from early flight through today and inspire tomorrow's aviators, astronauts, rocket scientists, and STEAM leaders. We hope to hear young girls and women say, "She did that? So can I!"

Ann Arbor Hands-On Museum, Ann Arbor, Michigan (Moonshot Grant)

The Ann Arbor Hands-On Museum and Leslie Science & Nature Center are honored to be the recipients of an IF/THEN[®] grant through the Association of Science and Technology Centers (ASTC). Our organization is dedicated to creating moments of discovery that inspire curiosity, exploration, and respect for science, technology, engineering, and mathematics (STEM), the environment, and natural world. We know that representation in STEM fields is essential to providing a path to a career in science for everyone in our community. This generous support will help us to establish a place within the museum celebrating gender diversity and encouraging careers in STEM. It is our hope that by visiting this space, our youth will see themselves in our featured STEM scientists and feel empowered to pursue similar paths themselves. We are grateful to ASTC for their support.

Asheville Museum of Science, Asheville, North Carolina

The Asheville Museum of Science (AMOS) is thrilled to receive funding from Lyda Hill Philanthropies and the IF/THEN[®] Initiative for our project about the contributions of women to the sciences, both in our region and across the country. Facing many challenges, these women have advanced practical and academic aspects in STEM. Their stories and unique contributions educate visitors and inspire young women from diverse backgrounds who are interested in STEM. AMOS's goal is to provide an exhibit that creates the opportunity for young women to be inspired and see themselves as being #womenofSTEM. They will recognize themselves on the wall of women—diverse backgrounds, girls of color, expertise, nontraditional fields of study—a beautiful exhibit of celebration.

Recognizing women like the University of North Carolina Asheville's mechatronics professor, Dr. Rebecca Bruce, who designed robotics for NASA, to Roselin Rosario-Melendez, a chemist for

L'Oréal, will bring to light the long-overlooked contributions that women have made now and throughout history, and explores the diverse experiences of women in STEM careers.

Each panel exhibit will feature a Women in STEM Leader, and photographs, text content, and interactive exhibits via touch pad. An online component will include similar information on each STEM Leader, interviews, and interactive learning activities.

California Academy of Sciences, San Francisco, California (Moonshot Grant)

Representation matters, and as the oldest cultural institution in San Francisco, the California Academy of Sciences is proud to highlight the diversity of STEM practitioners that reflects the diversity of our city. LGBTQ+ people have propelled STEM fields forward while facing challenges that hinder scientific progress. A growing body of evidence indicates that LGBTQ+ people in STEM are statistically underrepresented, encounter hostile work and educational environments, and leave STEM at an alarming rate. LGBTQ+ representation in STEM has lagged behind societal progress, particularly where identities of women and gender minorities intersect with Black, indigenous, and other person of color identities. Science and technology centers and museums are perfectly positioned to start the conversation and catalyze a culture shift that ultimately benefits all of society. Our pop-up exhibit telling the first-person stories of LGBTQ+ women and gender minorities in STEM will be transformative in creating space for the communities we are highlighting and showing the LGBTQ+ future of STEM that they are not alone.

Cape Fear Museum of History and Science, Wilmington, North Carolina

Cape Fear Museum celebrates women in STEM. The museum will inspire the next generation of young women to become innovative leaders in STEM fields. Through the grant from ASTC and IF/THEN®, the museum will highlight 12 professional women in STEM. The proposed project will prompt conversation around gender equity with traveling pop-up banners, online content, community visits, and STEM kits. Through this visual representation and the resulting conversations, Cape Fear Museum will highlight a diverse local cohort of women in STEM fields. By inspiring young women with local role models in STEM fields, the museum will work to increase the number of girls who choose to pursue STEM subjects and STEM careers.

Catawba Science Center, Hickory, North Carolina

Catawba Science Center is thankful for the opportunity ASTC has provided to create an exhibit about science careers and, most importantly, to highlight those who don't always see themselves in STEM professions. Funding allows us to create a space where visitors can interact with national and local scientists and engineers, imagine themselves working as a STEM professional in a lab or in the field, and see local industry in a new and exciting way. While trying to best serve all of our community well, we recognize there is much room for improvement to create a space reflecting the rich diversity of genders, cultures, abilities, and races of STEM professionals and of those who aspire to STEM careers. The IF/THEN® Collection is an invaluable resource for smaller science centers striving to better represent (and inspire) all who visit.

Dayton Society of Natural History, Dayton, Ohio (Moonshot Grant)

The Dayton Society of Natural History proposes an interactive exhibit to engage visitors in STEM career pathways and expose them to real life professionals, including the IF/THEN® Ambassadors and local representatives in their fields of interest. Participants will choose their own path from a series of options starting with hobby-like interests such as puzzles or drawing and ending with STEM

careers. When they complete the experience, they will be presented with STEM professionals that reflect some of their own choices. This project will highlight those underrepresented in STEM careers, show visitors some of the steps involved in reaching their STEM dreams, and provide a flexible interactive to the museum field that promotes equitable gender representation and the IF/THEN® Collection.

Discovery Center at Murfree Spring, Murfreesboro, Tennessee

Discovery Center at Murfree Spring (DC) is committed to promoting diversity and access through exhibits, programs, and outreach efforts. The integration of IF/THEN® resources is aligned with our strategic plan, which specifically highlights DC's commitment to community outreach, equity, and a specific emphasis on girls and women. DC is proposing a three-pronged approach in which exhibits (in and outside of the building), programs, and outreach will intersect around eight IF/THEN® Ambassadors. Preliminary review of the incredible group has led to the following criteria for selection: (a) a connection to content of relevance to our museum or region (wetlands and the environment, for example); (b) the Ambassador has a fun and engaging component of their information or story that we can leverage for elementary-aged children (like finding and reporting on lizards); and (c) a range of Ambassadors of racial, ethnic, and scientific diversity, with an eye toward making sure that at least one Ambassador selected is someone we can spotlight during with our special free, cultural heritage days. We are thrilled to be able to highlight the many ways a scientist looks and to support this in partnership with the Tennessee Girls Collaborative.

DISCOVERY Children's Museum, Las Vegas, Nevada

Inclusion is a deeply held core value of DISCOVERY Children's Museum and woven into our organizational culture in an effort to provide a more open and welcoming environment for children and families of all backgrounds. Through partnership with the Association of Science and Technology Centers (ASTC), DISCOVERY will leverage IF/THEN® Gender Equity Grant funding and resources to improve representation through in-person and virtual STEM programming, as well as highlight IF/THEN® Ambassador achievements on prominent, digital signage throughout the facility.

This signage and programming will not only allow us to celebrate and recognize the achievements and intelligence of many accomplished women professionals, but will encourage STEM career curiosity in all children and families. The diversity of these careers—and the IF/THEN® Ambassadors who represent them—allow for exposure to scientific fields, while also enhancing representation of diverse women professionals. We are thrilled to partner with ASTC through the IF/THEN® Gender Equity Project to promote a more expansive view of women professionals in STEM fields and provide a more inclusive experience for our museum visitors.

Discovery Museum, Acton, Massachusetts

Discovery Museum offers hands-on learning experiences by emphasizing science, nature, and play to visitors (children ages 0–11 and their adults) from around Massachusetts and New England. As one component of a broader organizational initiative to foster an environment of belonging for all visitors, our IF/THEN® Gender Equity Grant initiative has two main components. We will create a series of pictorial exhibit panels featuring images of diverse women scientists, selected from both the IF/THEN® Collection and the museum's pool of Science and Engineering Communication Fellows. We will highlight women whose areas of expertise complement the topical themes of exhibit spaces throughout our campus, so our visitors can engage with images that reflect our diverse audiences and help young visitors connect their playful explorations in the museum to their potential as STEM

professionals. We will also expand our annual SMART Gals program series, which makes the work of notable women in STEAM careers tangible through related hands-on activities. Through these efforts, we look forward to highlighting the work and personal stories of diverse women scientists and providing new opportunities for our visitors to make their own connections to each scientist and between their hands-on, play-based experiences and real-world context.

Imagination Station, Toledo, Ohio

Imagination Station is a mid-sized science center located on the riverfront in downtown Toledo. The mission of the science center is to spark a passion for the sciences. Thanks to funding from ASTC through the IF/THEN® Initiative, the science center plans to expand our existing Girl Power event to broaden our impact. This initiative, titled Celebrating Women in STEM, will use resources from the IF/THEN® Collection and create additional content highlighting local women in Northwest Ohio in order to better represent women, our community, and our visitors. Imagination Station will host live events, create signage both inside and outside our facility and use multiple digital platforms to help inspire all children to imagine a bright future for themselves in STEM careers and to ensure that young girls in particular can see themselves reflected in our building and online presence.

International Museum of Art & Science, McAllen, Texas

The International Museum of Art & Science (IMAS) is partnering with McAllen Public Utility (MPU) to create an exhibit highlighting women in STEM careers. IMAS and MPU want girls and young women who visit and access our online content to learn about STEM careers and see themselves represented so they know they too can be scientists or engineers. Using the IF/THEN® Gender Representation Toolkit, the IMAS team will assess the representation of gender on the website, social media, and educational materials used for science programs. An exhibit highlighting careers in STEM fields through women role models, with a focus on water-related careers and local women, will be developed for the MPU BioZone science lab at the museum and as an online exhibit for our virtual audiences. Video interviews with women working in STEM fields will be published monthly following the exhibit launch in early 2021. IMAS and MPU understand the need to address the gender gap in STEM and are proud to be taking steps toward creating an equitable STEM workforce.

International Museum of Surgical Science, Chicago, Illinois

Building on the successes of its previous IF/THEN® Gender Equity Grant, Chicago's International Museum of Surgical Science (IMSS) will be working to further update its galleries and build a more representative depiction of surgery and medicine through the overhauling of its "Rx For Success" classroom gallery. This permanent exhibition was created in 2012 to provide visitors with an opportunity to explore career pathways in health and medicine from health administration and IT to anatomical illustration and medical imaging. The IMSS will use media from the IF/THEN® Collection in order to more accurately capture the rich diversity of these fields and create a long-term outlet for visitors to learn about contemporary professionals and their trailblazing careers. Curated displays of artifacts from the museum's expansive collection as well as interactive media stations placed throughout the gallery will supplement panel content. We are grateful to ASTC for the opportunity to continue our work with equitable representation across our galleries and hope that this updated exhibition will resonate with our visitors and inspire the next generation of surgical, medical, and health professionals to pursue their dreams.

Long Island Explorium, Port Jefferson, New York

The Long Island Explorium is a children's museum in science and engineering chartered by the New York State Department of Education for pre-K to 6th grade. Our museum is located in a historic building in the picturesque village of Port Jefferson, occupying 1,200 sq. feet of space. Although our physical space is small, we average 10,000 visitors per year and reach about 2,000 students annually through our programming. We believe in "enrichment that fuels empowerment."

The IF/THEN® grant will allow us to amplify our efforts in gender representation in both our museum content and our programming through the creation of new museum signage, the production of media content, and the development of new content highlighting women in STEM to augment our existing STEM workshops. The IF/THEN® Initiative has made it possible both through financial support and by making the IF/THEN® Collection available to all. We are very excited to be part of this IF/THEN® project and to show all who visit and learn with us that #shecanstem!

Montana Science Center, Bozeman, Montana

Montana Science Center (MSC) strives to spark curiosity in STEAM careers regardless of gender and is collaborating with IF/THEN® to implement opportunities for discovery of STEAM careers for everyone. MSC will develop STEAM activities, Women in STEM events, and videos focused on local professionals in STEAM careers while introducing individuals from all over the nation as well. A primary focus of this partnership will be a take-home "STEAMkit" featuring four IF/THEN® Ambassadors, matching activities, and all necessary materials to complete activities at home. A pop-up exhibit will feature IF/THEN® Ambassadors through photos, videos, and information, encouraging visitors to discover exciting career paths and how they can become engaged in STEAM regardless of barriers. Opportunities for engagement and discovery of diversity in STEAM will be incorporated into exhibits, programs, and virtual activities, bringing attention to how STEAM careers permeate every aspect of life, science, and creativity.

MOSI (Museum of Science & Industry), Tampa, Florida

The goal of the Museum of Science and Industry (MOSI) Tampa is to enlighten its guests by being the intersection of science, technology, and innovation in the Tampa Bay region. We invite people of all ages, races, and backgrounds to our center to explore science by engaging with the exhibits and programs we offer. In addition to visits to the museum, more than 30,000 people are reached in the community via the MOSI in Motion Mobile Science Lab each year. Through the IF/THEN® grant, we will invite visitors to the MOSI Hall of STEM, where children, adults, and families can immerse themselves in STEM. Both the exhibit path at MOSI and the mobile mini pop-up exhibit will feature women IF/THEN® Ambassadors in the disciplines of astronomy, technology, archeology, sports, biology, creative arts, earth science, engineering, math, and physics. The objective of our institution is simple: to display these successful women and hear their personal stories about STEM. For young women that visit the museum, these displays, like mirrors, reflect the possibilities of women in STEM that once seemed so out of reach.

Museum of Life and Science, Durham, North Carolina

The Museum of Life and Science is excited to provide new onsite and virtual learning opportunities highlighting gender representation in STEM fields. Our efforts will focus on engaging young women and gender minorities through experiential learning, while at the same time spotlighting exciting opportunities in STEM fields. Thanks to the network of IF/THEN® Ambassadors, we can involve real women in STEM leadership positions from across the country and tell their stories to the next

generation. Through careful evaluation, program development, and resource creation, we are honored to be able to utilize this award to better acknowledge and celebrate the diversity in our community and beyond. Not only will this visual shift have a positive impact for our audience, we also feel it will better reflect who we are as a museum team. We are excited to be able to utilize this award to better acknowledge and celebrate the diversity in our community as well as amongst our staff—the Museum of Life and Science is truly for everyone.

Museum of Science, Boston, Massachusetts

This year, the Museum of Science will reimagine its Women in STEM wall to showcase the dedicated women whose work intersects the vitally important worlds of STEM and social justice. We are thrilled to build upon our mission to inspire a lifelong love of science in everyone. The inclusion and representation of women in STEM have been priorities for the museum as we have developed new exhibits and created programming to motivate young women interested in science. We are excited to now have the opportunity to dedicate this space entirely to celebrating the role of women in our field. In a space that brings our Green and Blue Wings together, the featured women will inspire all who come to the museum, no matter their age or gender, to see themselves as our future scientists, engineers, and teachers.

National Museum of Mathematics (MoMath), New York, New York

ASTC's Round Two funding of MoMath's IF/THEN® project will make it possible for the Museum to expand representation of female and gender-minority mathematicians at MoMath and thereby make them accessible to the nearly 200,000 visitors who come to the museum each year.

The funding MoMath received in Round One of the IF/THEN® Gender Equity Grant program made it possible for the museum to present one of the most successful and rewarding programs in its eight-year history. Everyone involved in that project came away certain that many of the young women who participated will be encouraged and emboldened to pursue advanced mathematics in their education and in their careers, knowing that others have paved the way and that it is indeed possible to turn stumbling blocks into stepping stones. MoMath is eager to expand this project to expose girls and young women to role models who demonstrate that mastery of math is not restricted to one gender, and that a career in a STEM field is an option for everyone.

Oregon Museum of Science and Industry (OMSI), Portland, Oregon (Moonshot Grant)

The Oregon Museum of Science and Industry (OMSI) is honored to collaborate with IF/THEN® to highlight the contributions and broaden the participation of women, girls, and minoritized gender identities in engineering and technology activities that affect our lives every day. We are thrilled to participate in a gender equity community of practice to shift the collective memory and imagination of our society. Visitors to OMSI exhibits, at our home museum and on tour across the country, will learn about engineering thinking and careers through visual narratives that highlight the creativity and skills of women practicing both formal and informal engineering. This collaboration expands our capacities to share resources for incorporating powerful gender-inclusive strategies and activities with other informal STEM education professionals.

Orlando Science Center, Orlando, Florida

Orlando Science Center (OSC) is committed to inclusion, diversity, equity, and accessibility for all. To highlight the important role women and girls play in STEM fields, OSC is partnering with ASTC and IF/THEN® to create new exhibit features and designs spotlighting the important contributions of

women in STEM. IF/THEN® Collection images will be displayed in Science on a Sphere (SOS), The Hive: A Makerspace (The Hive), or Dr. Dare's Laboratory (DDL). Beginning with Otronicon, Central Florida's largest expo highlighting modeling, simulation, and gaming, women in STEM and girls will be invited to become a part of general audiences at the science center enjoying hands-on experiments in The Hive/DDL or the new SOS show. Organizations supporting girls and low-income families and individuals will be invited to participate on special weekends or through our Science for All program.

Science Central, Fort Wayne, Indiana

Science Central's mission is to be a regional resource that provides fun, hands-on science education to all people of all ages. To best fulfill this mission, one aspect of our work must be to reach out to those groups that are underrepresented in STEM fields. This IF/THEN® Gender Equity Grant will allow us to show girls and women in our community some of the many amazing women across the nation and within the city of Fort Wayne who have successfully built careers in many different STEM fields. We hope that by seeing current women STEM professionals and hearing in their own words the paths they followed to their careers, the girls and women who view the new signs and videos will feel inspired and encouraged to pursue STEM interests in their education, careers, and even their hobbies and everyday lives.

Sci-Tech Discovery Center, Frisco, Texas

Sci-Tech Discovery Center in Frisco, Texas, aims to address gender equity and foster interest in STEM careers with the "Celebrate Local Ambassadors" visual representation project. With support from Lyda Hill Philanthropies and the IF/THEN® Initiative, ASTC has awarded grants to museums in the United States to support projects that address gender equity in museum content. Sci-Tech is proud to celebrate local women IF/THEN® Ambassadors of STEM with girls and their families in the Dallas-Fort Worth area as they are highlighted in a new exhibit space at Sci-Tech as well as in their grant-funded "Girl Power" after-school STEM club. Family programming, STEM kits, and online content will be available for the public to explore the amazing work of these inspiring Texas women.

South Dakota Discovery Center, Pierre, South Dakota

The South Dakota Discovery Center believes in the power of possibility and is excited to partner with the IF/THEN® Initiative to celebrate diversity in STEM and to create opportunities for young people to see themselves in others' stories and work. The South Dakota Discovery Center will do this by incorporating biographies into the various elements in our exhibit hall, by redesigning our curricular resources to include diverse STEM profiles, and by hosting a two-week community event about the role of women in nuclear physics and chemistry in conjunction with the production of the play *Radium Girls*.

The Children's Museum of Indianapolis, Indianapolis, Indiana

The Children's Museum of Indianapolis is honored to be selected as a recipient of an ASTC IF/THEN® Gender Equity Grant. As the largest children's museum in the world, the museum is dedicated to creating extraordinary learning experiences that introduce children to the exciting world of STEM and scientific exploration. We recognize that women, and particularly BIPOC women, have long been underrepresented in STEM fields, and we aim to spark and sustain the interest and engagement of girls and young women in STEM by encouraging ongoing learning about and exposure to STEM careers. One of the most basic and important ways in which the museum can accomplish this is by ensuring that women STEM professionals—and particularly BIPOC women—are represented in

STEM exhibits such as *ScienceWorks* and *Beyond Spaceship Earth*, providing girls and young women visitors with role models to whom they can relate and helping them see that even the sky is not the limit when it comes to their future potential.

The Works Museum, Bloomington, Minnesota

IF/THEN® funding will support The Works Museum in expanding the reach and impact of our She Engineers girls initiative. STEM careers begin with exploration, inspiring experiences and role models, and dreaming about possibilities. She Engineers is an access point to these for our community.

We envision a future STEM workforce that is representative of our diverse community, and She Engineers is one way we reach populations underrepresented in STEM fields. Project funding will allow us to create a suite of materials in English, Spanish, and Somali languages to engage—and grow—She Engineers audiences across our virtual spaces and in our museum gallery.

Wenatchee Valley Museum & Cultural Center, Wenatchee, Washington

The Wenatchee Valley Museum & Cultural Center is embarking on a transformation at all levels and in all departments: we aim to become a model of inclusion, diversity, and access for other small multidisciplinary museums through our exhibits, programs, and operations. Our goal is to be the leading museum for inclusion, diversity, and accessibility in our community and state, and among those in our region. The IF/THEN® project will be a step in this direction, helping us improve in the area of gender representation in general, and gender representation in STEM fields specifically.

Through this project, we will bring updated images and content featuring more equitable gender representation into one of our permanent exhibits, *Washington's Apple Industry*. The effort will increase the exhibit's representation of women and its portrayal of women involved in STEM professions that are in keeping with the general topic of the exhibit. This project will allow us to bring a fresh lens to our interpretation and more modernity into an outdated exhibit and one that focused too much on a biased interpretation of history and science. Through this project, we are able to expand the content and stories we share in more inclusive ways.