Welcome!
This webinar will be recorded and shared following the session.
Today’s Presenters

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Reach us at:
ifthen@astc.org
Welcome!

Agenda:
- Overview of IF/THEN® Initiative
- Project Library Tour
- IF/THEN® 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
ASTC’s Role on IF/THEN®

Activities:  www.astc.org/ifthen/

IF/THEN® Gender Representation Toolkit  IF/THEN® Collection  IF/THEN® Grants
IF/THEN® Collection

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

- Free for any educational use
- Organized by category
Types of Projects Included:

- Exhibit Panels
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- Pop-Up Banners
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- Video Installations
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- Exhibit Panels
- Pop-Up Banners
- Video Installations
- Programs
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
Informational PDF includes:
- Featured Ambassadors
- Types of files you will receive
- Requirements
- Suggestions for implementation
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
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
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
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
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
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
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
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