

# Welcome to the NGCP National Webinar

**Curious About Curiosity Camp? IF/THEN® Collection  
Resources to Support Girls in STEM**

Wednesday, August 18, 2021

Please respond to the poll and introduce yourself in the chat.

Use the chat to ask questions, respond to one another, and share resources.



# NGCP Vision

The vision of the National Girls Collaborative Project is to **support and create STEM experiences that are as diverse as the world we live in.**



# OUR GOALS

1

**Maximize access** to shared resources within projects, and with public and private sector organizations and institutions

2

**Strengthen capacity** of existing and evolving projects by sharing exemplary practice, research, and program models, outcomes, and products.

3

**Create the tipping point** for gender equity in STEM by using the leverage of a network and the collaboration of individual girl-serving STEM programs

# NGCP Activities



**Leap**  
into  
**science**  
— Engineered by —  
THE FRANKLIN INSTITUTE

 **GIRLS**  
ADVISORY BOARD

Welcome to the  
**NGCP National Webinar**

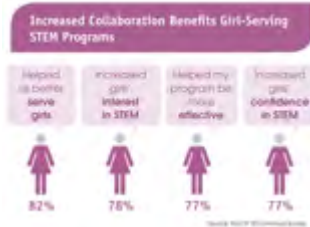
Reach Across the Stars: Meet Your Favorite Space & Science Heroes (virtually)  
Wednesday, January 27, 2021

Please support the girl and promote yourself at the site.  
Use the QR to get involved: connect across gender, age, state boundaries




MILLION GIRLS MOONSHOT

**IF/THEN**<sup>®</sup>  
*Collection*



 **THE**  
**CONNECTORY**

 **FabFems**

# National Network of Collaborative Teams



NATIONAL GIRLS COLLABORATIVE PROJECT



# IF/THEN<sup>®</sup>

AN INITIATIVE OF LYDA HILL PHILANTHROPIES



All photos in this presentation are accessible for free for nonprofit and educational use and can be found in the [IF/THEN<sup>®</sup> Collection](#).



# IF/THEN<sup>®</sup> *Collection*



# IF you can see it, THEN you can be it.

Today's real women in STEM inspiring  
tomorrow's next women in STEM

IF/THEN® seeks to further advance women in science, technology, engineering and math (STEM) by empowering current innovators and inspiring the next generation of pioneers. Rooted in a firm belief that there is no better time to highlight positive and successful female professional role models, IF/THEN® is designed to activate a culture shift among young girls to open their eyes to STEM careers.



**IF/THEN**<sup>®</sup>  
*Collection*

# AAAS IF/THEN® Ambassador Program

125 Talented Women Across a Variety of  
STEM Fields

- Media, educational, and public engagement | Provide AAAS IF/THEN® Ambassadors with invitations and opportunities to share their stories with young girls.
- Professional development | AAAS IF/THEN® Ambassadors are learning from experts about media engagement, science policy, social media, career planning, and more.
- Networking and community | AAAS IF/THEN® Ambassadors connect with and support one another.
- Mini-grants | AAAS IF/THEN® Ambassadors have received over \$1 million in funding for 95 projects that will engage students through STEM.



**IF/THEN®**  
*Collection*





# Speakers:



## **Debbie Sterling**

Founder and CEO,  
GoldieBlox  
AAAS IF/THEN® Ambassador



## **Maggie Chieffo**

General Manager  
Amy Poehler's Smart Girls



# CAMP

GoldieBlox

Free Virtual STEAM Camp  
& Families  
for Kids

**IF THEN**  
Collection



7M combined  
monthly reach



# GoldieBlox.

The most recognized and trusted brand of Girls in STEM, GoldieBlox is a next-generation kids & family media company creating purpose-driven content, products and partnerships to empower girls and advance STEM education.

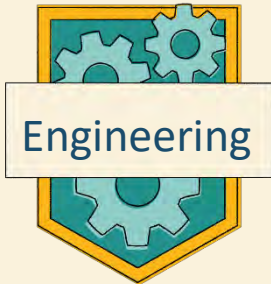
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<b>27M+</b>	parent fans in the US	<b>200M</b>	video views
<b>63%</b>	ethnically diverse	<b>700K</b>	YouTube subscribers



**GoldieBlox’s video content is a proven way to move the needle when it comes to girls’ perceptions of STEM and STEM careers.**

These findings are from 3rd party research study (2020) surveying 450 girls ages 6 – 15 after watching GoldieBlox content:



58% of the participants viewed engineering as interesting, a 23% increase



27% increase in agreement with the idea that STEM jobs can be fun and interesting, and STEM overall is cool



Girls 11 – 15 are more than twice as likely to feel confident and knowledgeable about career options in STEM.

## Camp GoldieBlox: The Experience



WATCH

H

### STEM for kids comes to life

Our campers go on fun problem solving adventures every week to build an engineering mindset, social emotional learning skills, and promote the power of teamwork to solve the world's greatest challenges.

LEARN

N



### Learn from expert role models

Our incredibly cool and talented camp counselors (aka AAAS IF/THEN Ambassadors) are called upon in every episode to lend their expertise and help the campers to understand and solve the problem.

### Hands-on science activities

Every week there are new downloadable activities and follow along video DIYs for more learning and fun at home!

DO





## Camp GoldieBlox: Audience



Parents

The majority of our parent audience is comprised of moms ages 35-44 and 25-34 in the US. We also have a large fandom of #girldads.



Girls Age 6–12

Our sweet spot for the series, our narrative storytelling, casting and supplemental curriculum will specifically cater to this age demographic.



Girls Age 13–  
16

We will provide older girls an opportunity to dive deeper into career exploration through bonus content featuring our STEM expert role models and resources from partner orgs.



Co-Viewing

Our fun, hands-on activities and experiments are a great way for younger girls (6 and under) to participate while co-viewing with their parents and/or older siblings.

## Camp GoldieBlox: Content Types

### Campisodes



Narrative stories about a group of kid campers encountering problems only STEM can solve

### Activities & Experiments



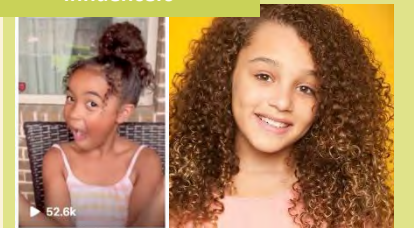
Downloadable Activities & How-To Videos

### Expert Q&A Videos



Fast & Fun Facts from Women in STEM

### Influencers



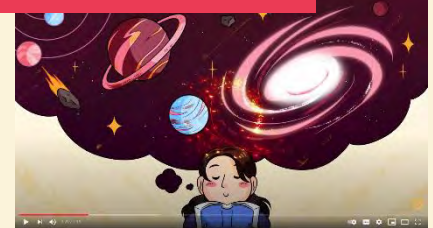
STEM + Fun Influencer Challenges

### Field Trips & Live Events



Live expeditions & Eventized social content

### "Draw Her Life" Videos



Illustrated mini biographies of Women in STEM

## Camp GoldieBlox: Campisodes

Camp GoldieBlox is an interactive experience of weekly campisodes paired with DIY activities, curriculum, bonus content, special events and more distributed across multiple platforms. Featuring guest experts and influencers, this STEAM camp provides weeks of fun for the family who wants to learn and laugh!



**CAMPER**

**S**

### Part One

Our campers encounter a real-life problem only science can solve.



**STEM EXPERT**

### Part Two

Our STEM expert counselors are called upon to lend their expertise.

**HISTORY LESSON**



### Part Three

Our counselors use a stylized history lesson to explain the science behind the problem. Our campers give it a shot, but the first try fails.

**ACTIVITY**

### Part Four

Our counselors return to further demonstrate the STEM principles needed to solve the problem with a fun DIY, experiment or cooking activity.





### STORYLINE

The campers are practicing for the talent show when all of a sudden, something strange falls out of the sky. What was it? Will there be more? IS THE ENTIRE CAMP IN DANGER? Bring in the astrophysicists & geologists. TELESCOPE TIME!

### STEAM ACTIVITY

Homemade Telescope

### HISTORY LESSON

From Annie Jump Cannon to Nancy Roman "Mother Hubble"

### BONUS CONTENT

- Curriculum
- STEM expert bios
- Influencer posts
- DIY how to video
- Downloadable BTS/"Making Of"

### STEM EXPERTS



**SYDNEY HAMILTON**  
Boeing Satellite Engineer



**DANA BOLLES**  
ISS Lead at NASA



**KELLY KORRECK**  
Astrophysicist



**MIRIAM FUCHS**  
Telescope Specialist

**Camp GoldieBlox was built entirely in miniature.**

Campers and counselors filmed on green screen and/or from home and transported into our magical world.

“How It’s Made” bonus content accompanies the series, highlighting the engineering and art behind the filming.





GoldieBlox

SHOP SHOWS ACTIVITIES CAMP

CAMP GoldieBlox

ADVENTURES AT EUREKA POINT

CAMPISODES ACTIVITIES ABOUT

**Camp GoldieBlox Field Trip: DIY Oobleck Stress Ball - Summer Mermaid Edition!**

In this special Camp GoldieBlox field trip, join Jia under the sea with Sydney, Samantha, and Adele to learn about oobleck and how to make mermaid oobleck (a non-Newtonian fluid) globbles 22 feet deep.

## Episode 3: Lost In The Dark



**CAMP GoldieBlox**  
ADVENTURES AT EVEREKA POINT

### MAKE YOUR OWN COMPASS

In this episode our friends get lost in the dark, and try multiple solutions to find their way back to camp.

**HAVE YOU EVER GOTTEN LOST AND HAD TO FIND YOUR WAY HOME?**

The first compasses ever invented were just *lobster claws* – a naturally occurring magnetic ore – an small sticks placed in a bowl of water. The simple design allowed the poles of iron ore used by early sailors to find their way in the ocean. This was a very early engineered invention for finding your way. The Earth's magnetic field lies in a shape like a strong bar magnet placed near the center of the Earth with its 2 poles near the north geographic pole and its 14 poles near the south geographic pole. A compass is just a magnet that points in a direction that lies along the magnetic field.

**Activity:** Make Your Own Compass

**FUN FACT!**  
Engineers use the engineering design process to perfect everything from prosthetics, finding better and better ways to communicate!

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[Click here to download assets](#)

## Camp GoldieBlox: Previous Seasons | Existing Content

Previous season content will be woven throughout the new season as shoulder content and asynchronous learning.



### DO

27 downloadables from coloring sheets to DIY Dino Digs.

### WATC

### H

21 episodes featuring amazing women with super-cool jobs in STEM.

[Check them out here!](#)

Camp GoldieBlox

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JOIN THE ADVENTURE!

© GoldieBlox 2021

Watch Sam Wynns in a Camp

GoldieBlox video:

<https://www.youtube.com/watch?v=FttB9UslhuY>



Watch Sydney Hamilton in a  
Camp GoldieBlox video:  
[https://www.youtube.com/watch?  
v=u-gbHjodz64](https://www.youtube.com/watch?v=u-gbHjodz64)

# Speakers:



## **Sam Wynns**

Conservation Biologist,  
National Park Service at Cabrillo  
National Monument  
AAAS IF/THEN® Ambassador



## **Sydney Hamilton**

Aerospace Structures Stress  
Manager, Boeing  
AAAS IF/THEN® Ambassador



# Panel Q&A



**IF/THEN**<sup>®</sup>  
*Collection*

# IF/THEN Collection



## Resources:

- [www.ifthencollection.org](http://www.ifthencollection.org)
- [www.ifthenshecan.org](http://www.ifthenshecan.org)

Jessica Hay

Marketing and Partnerships Manager

[jhay@ngcproject.org](mailto:jhay@ngcproject.org)

IF/THEN Collection Access Code:

- NGCP2021

IF WE SUPPORT A WOMAN IN STEM, THEN SHE CAN *change the world.*





# Upcoming NGCP Events



**Resources for Afterschool Programs: Using the IF/THEN® Collection to Support Programming**

September 14, 2021, 11:00am Pacific



**Celebrate Coastal Clean-Up Day**

September 7, 2021, 2:00pm Pacific

**Addressing STEM Stereotypes and Biases:  
Facilitating Challenging Conversations with Youth**

September 15, 2021, 1:00pm Pacific