

Welcome to the NGCP National Webinar

Representation Matters! Highlighting the IF/THEN Collection

Tuesday, May 25, 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 National Girls Collaborative Project **brings together organizations** committed to informing and encouraging girls to pursue careers in science, technology, engineering, and mathematics (STEM).



NGCP Goals

1. **Maximize access** to shared resources within organizations interested in engaging girls in STEM.
2. **Strengthen the capacity** of programs by sharing exemplary practice research and models.
3. **Use the leverage of a network** to achieve gender equity in STEM.



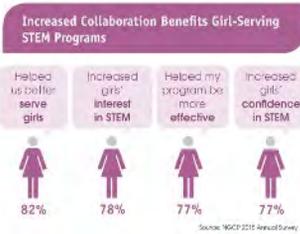
NGCP Activities



Welcome to the
NGCP National Webinar

Reach Across the Stars: Meet Your Female Space & Science Heroes (Virtuality)
Wednesday, January 27, 2016

Event provided by the U.S. Space & Science Teachers' Association
Use the QR code below to register for the event. Registration is free.



National Network of Collaborative Teams



NATIONAL GIRLS COLLABORATIVE PROJECT

IF/THEN Initiative and Collection

IF/THEN[®]
AN INITIATIVE OF LYDA HILL PHILANTHROPIES

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



IF/THEN[®]
Collection

Speakers:



Matthew Crommett

Director, Lyda Hill Philanthropies /
LH Capital, Inc.

Co-Founder, IF/THEN Initiative



IF/THEN®

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® Collection](#).



Why IF/THEN[®] and Why Now

At Lyda Hill Philanthropies, we believe science is the answer to the world's biggest problems, and we know that solutions develop only when we have a diverse set of minds and voices solving for them.

Today, women comprise only 29% of STEM professionals. To increase representation, we must invest in the women STEM innovators of today, and inspire those who will come next.



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.



Women in STEM are
changing the world. It's
time to share their
stories.





Fund and Elevate Women in STEM

In 2019, AAAS worked with IF/THEN® to create the AAAS IF/THEN® Ambassador program. We selected 125 women - out of 600+ applications - as Ambassadors, representing diverse racial, cultural, disciplinary and career backgrounds. They serve as high-profile role models for middle school girls, engaging in opportunities to share their stories via media and educational programming.



Inspire Girls with Better Portrayals of Women in STEM

By using media and learning experiences, we hope to pique young girls' interest in STEM careers. We have produced original media content highlighting women STEM innovators, such as in TV's Mission Unstoppable, and created the IF/THEN® Collection to provide free and accessible digital content of real women in STEM for educators, media, non-profit organization, museums, Coalition members, and more.

Our 3 Pillars of Change



Convene Cross-Sector Partners

Through the IF/THEN® Coalition, we are a community of science, media, fashion, education, philanthropy, entertainment, and sports organizations dedicated to actively promote women in STEM with a purposeful effort to reach girls where they consume content most.



I. Funding & Elevating Women in STEM



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.



Supporting Women- Led Research in Nature and Science

A few examples include...

Women Explorers

Partnering with National Geographic, we have supported 180 Women Explorers from around the world with childcare and other resources to allow for them to be supported holistically while conducting their research.



Coral Reef Restoration

Supporting coral reef restoration led by Dr. Helen Fox through her work with National Geographic, Allen Coral Atlas and now the Coral Reef Alliance.



Ovarian Cancer Research & Treatments

Supporting collaborative research, we have funded ovarian cancer treatment research led by three professors at MIT, Dr. Angela Belcher, Dr. Paula Hammond, and Dr. Sangeeta Bhatia.



II. Convening Cross-Sector Partners

PEROT MUSEUM OF NATURE AND SCIENCE





IF/THEN[®] Coalition Members
are a motivated community of
organizations representing all sectors

Ad Council: She Can STEM



Girls Who Code: Missing Code



US Soccer: Primed for Performance



Nat Geo: Sea to Source





III. Inspire Girls with Better Portrayals of Women in STEM



...Through Media.

62.9% of STEM professionals portrayed in media are men

4 of 5 girls want to see women STEM characters



THIS IS A
PROBLEM

Source: "[Portray Her: Representations of Women STEM Characters in Media](#)" by Geena Davis Institute on Gender in Media and IF/THEN

So, we decided to be part of the solution

Press Attention

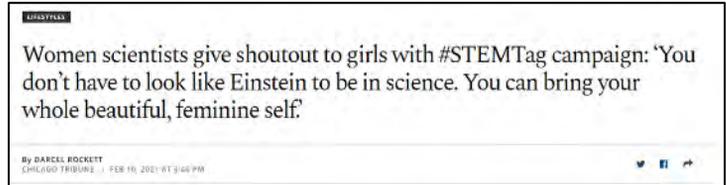
- Our Ambassadors and content were highlighted in publications across the country including the New York Times, Chicago Tribune, Teen Vogue, Bloomberg, and more! We have had almost 4 billion views on content published by news outlets.

Television and Social Media

- Through a partnership with Litton Entertainment and Geena Davis Institute, we produced the weekly CBS television series, Mission Unstoppable. The show makes science fun, relatable and exciting by interviewing AAAS IF/THEN® Ambassadors along with other inspiring women in STEM. So far, the show has garnered over 72 million views!
- Between Mission Unstoppable's social media accounts and our @ifthenshecan account, we are reaching girls where they are...on their phones!

YouTube

- Through a partnership with GoldieBlox, we created two different YouTube series, Fast Forward Girls and Curiosity Camp. The series were featured on YouTubeKid's homepage and gained over 4 million views.



Over 150 Million Views of
IF/THEN® Content

Over 3.5 Billion Social
Impressions

Over 2 Billion Social
Media Engagements

Over 3.8 Billion Unique
Monthly Press Views

Spotlight: Mission Unstoppable

In partnership with Litton Entertainment and the Geena Davis Institute, we created Mission Unstoppable with the goal of recognizing women rock-stars in the world of STEM, break stereotypes, simplify the science, and communicate to a broad, diverse audience that the sciences are relevant and fun and through their stories, inspire young girls to follow their dreams. After the success of Season 1, we launched Season 2 and are seeing more engagement than ever before!



1,700 teen girls view MU social content every hour

72 Million Views

Nominated for
2 Emmy Awards

Engaging with Billions
on Social Media

Gracie Award
Winner

245 hours of content
watched per day

...Through free educational assets.



IF/THEN[®] Collection

The IF/THEN[®] Collection is the largest, free resource of its kind, with thousands of photos and videos of diverse and powerful images of contemporary women in STEM. The Collection is a critical component of IF/THEN[®]'s mission to inspire young girls to pursue STEM careers as well as create a culture shift in how the world perceives women in STEM.

- **Thousands of assets**—and growing—already in the IF/THEN[®] Collection
- In the first few months, reached **177k+ students** in classrooms
- ASTC Mini-Grant program reaching **1 million+ museum audience members**
- Plan to reach an **audience of 6 million over the next year**



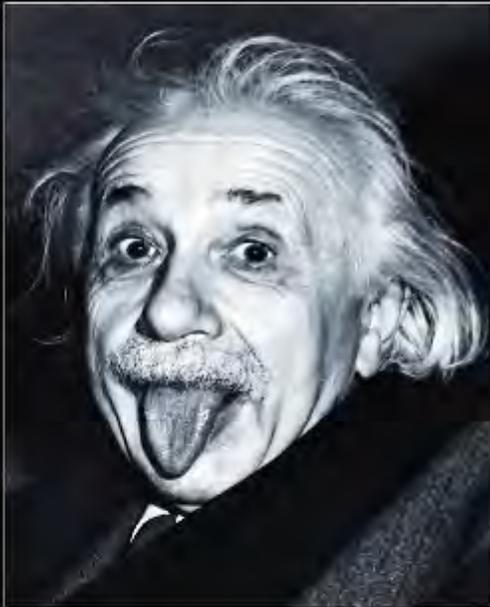
How will we reach 6 million people?



THE PLENARY



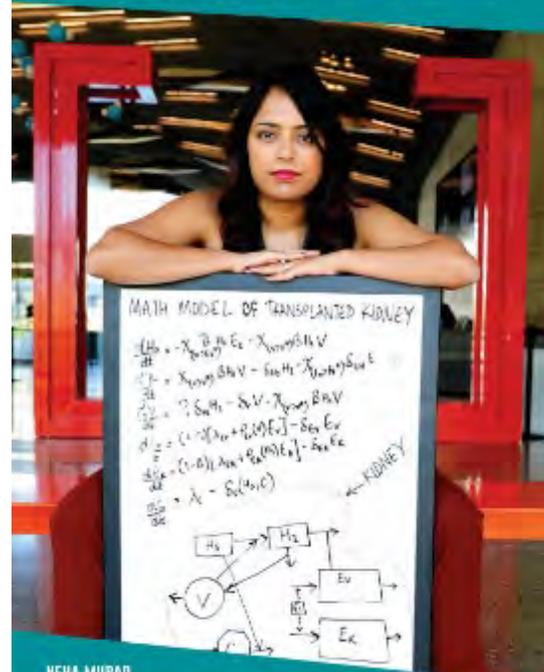
ALBERT EINSTEIN



"He who joyfully marches to beat in rank and file has already earned my contempt. He has been given a large brain by mistake; one for him to apply to the problems of his profession, but by never bothering to use it, he wastes it. The joy of this life process is to put to the test every cell of your brain, to discover what it is capable of, to push it to the uttermost limits, to expand its general capacity, to ceaselessly enlarge its resources. In that way you will realize that it is not the quantity of your intellect that is important, but the quality. It is my conviction that killing under the desk of your intellect is no sign of intelligence; it is only a sign of cowardice."

IF/THEN®
Collection
content
are changing
the walls of
museums and
classrooms and
are creating a
new set of
iconic images of
STEM role
models.

THIS IS WHAT A SCIENTIST LOOKS LIKE™



NEHA MURAD

BIOMATHEMATICIAN

Builds mathematical models to understand the complex inner workings of the human body

©The College Board



...Did we mention that we also made life-sized statues of more than 120 contemporary women in STEM?

STEM
ervation and
believing
fully pursuing
is more
herself...

EARVA
MUDGE
1920-2012
PhD Graduate, Neuroscience
PhD Graduate, Neuroscience

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IF/THEN®

AN INITIATIVE OF LYDA HILL PHILANTHROPIES

Speakers:



Laahiri Chalasani

Senior Manager of Programs,
National Girls Collaborative Project





MARCH 2021

The State of Girls and Women in STEM

K-12 Education

Girls/young women and boys/young men do not significantly differ in their abilities in mathematics and science, but do differ in their interest, confidence, and sense of belonging in science, technology, engineering, and mathematics (STEM).

Girls and young women's achievement in mathematics and science is on par with that of boys and young men.



YOUNG WOMEN PARTICIPATE IN HIGH LEVEL MATHEMATICS AND SCIENCE COURSES AT SIMILAR RATES AS YOUNG MEN.

EXCEPT FOR COMPUTER SCIENCE, ENGINEERING, AND PHYSICS.

For girls/young women of color and girls/young women from lower socioeconomic status, the impacts of the intersectional inequalities of gender, race, ethnicity, and class can hinder identification with and long-term participation in STEM.



Higher Education

The rates of science and engineering (S&E) coursework for women shift at the undergraduate level and gender disparities begin to emerge.



Women earn a majority of bachelor's degrees in psychology, biological sciences, and social sciences, but they earn only



Women of color continue to be underrepresented in S&E, but are gradually increasing their share of STEM degrees.

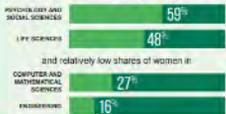


STEM Workforce

Women remain underrepresented in the science and engineering workforce, with the greatest disparities occurring in engineering and computer sciences.



Women STEM professionals are concentrated in different fields than men, with relatively high shares of women in



Latina, Black, and indigenous women represent less than 10% of women in the STEM workforce.



What is Representation and Why Does it Matter?



IF/THEN
Collection

Women in the STEM Workforce



Women constitute 47% of the total workforce.



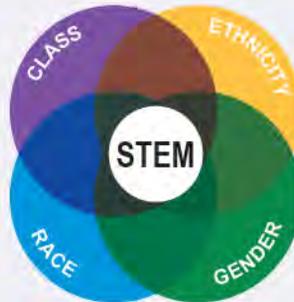
Women constitute 29% of the STEM workforce.

Latinx, Black, and Indigenous women represent less than 10% of women in the STEM workforce



Intersectional Inequalities

For girls/young women of color and girls/young women from lower socioeconomic status, **the impacts of the intersectional inequalities of gender, race, ethnicity, and class** can hinder identification with and long-term participation in STEM.



Speakers:



Dr. Jessica Esquivel

Postdoctoral Research
Associate at Fermi National
Accelerator Laboratory



Dr. Ciara Sivels

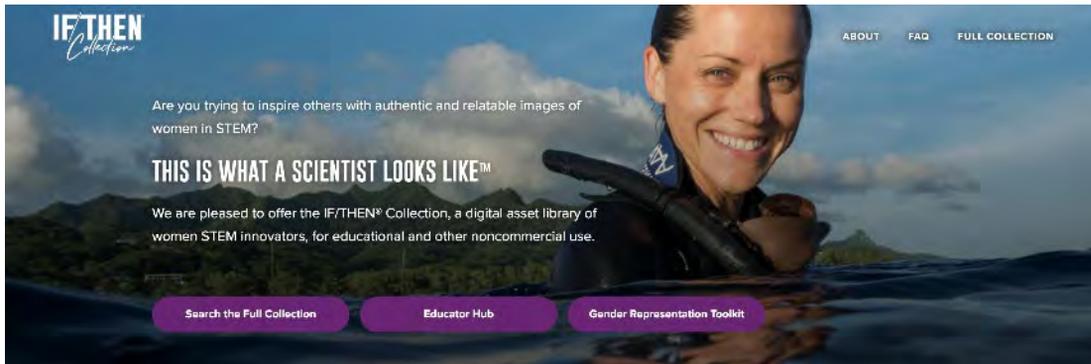
Senior Professional Staff and
Nuclear Engineer at Johns
Hopkins University Applied
Physics Laboratory



Panel Q&A



IF/THEN Collection



Resources:

- www.ifthencollection.org
- www.ifthenshecan.org

Jessica Hay

Marketing and Partnerships Manager

jhay@ngcproject.org

IF/THEN Collection Access Code:

- NGCP2021

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Upcoming NGCP Events



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

June 22, 2021

Act Locally! with NGCP Local Collaboratives

June 16, 2021