

IF/THEN[®] Champions Network Overview

May 22, 2024

IF/THEN[®]

CHAMPIONS NETWORK



Welcome!

**Answer in the chat: Where are you joining
from today?**



Agenda

- Introductions
- IF/THEN® Champions Network Intro & Goals
- State of Girls and Women in STEM
- IF/THEN® Initiative & Collection
- Champions Network Benefits & Commitments
- Champions Network Membership Form
- Questions





Emily Early
Senior Program
Manager



Tara Cox
Senior Manager,
Programs and
Partnerships



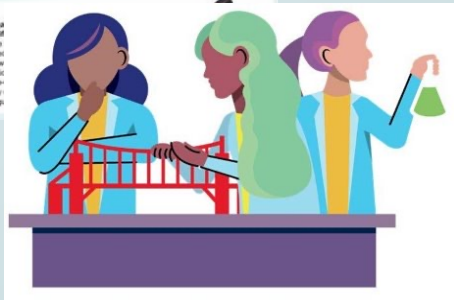
Dr. Brenda Britsch
Director of Research
and Evaluation

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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.**



NGCP Resources:

- National Webinars
- Monthly Newsletter
- Website featuring research and statistics related to girls and women in STEM
- Partner Projects





Shannon Sullivan
Senior Manager of
Programs



Amanda Fisher
Associate Director of
Programs

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ASTC **creates strategic opportunities, develops intellectual capital, and assembles resources** to support our members in realizing their missions and engaging their communities.

CIVIC ENGAGEMENT AND POLICY MAKING

- Funding opportunities
- Annual conference and convenings
- Professional learning & development



The background is a solid teal color. It is decorated with several abstract, light-colored lines (in shades of blue and green) that form various shapes like curves, loops, and straight segments. Small circular dots in matching colors are placed at the ends and intersections of these lines, creating a network-like pattern.

IF/THEN® Champions Network

Goals

Join a growing movement of institutions and individuals **committed to advancing gender equity within STEM fields** via the IF/THEN® Collection.

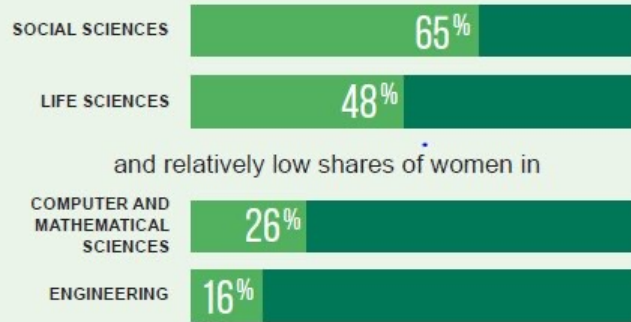
The network goals are to **activate and grow a network** of museums and individual members that will champion gender equity work, support the overall goals of the IF/THEN® initiative, provide mutual support, and act as institutional resources for others.



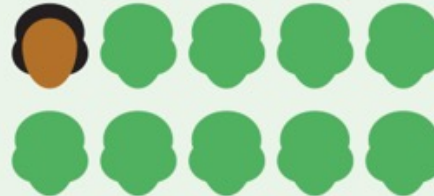
State of Girls and Women in STEM

- Women continue to be underrepresented in the STEM workforce
 - Make up 48% of total workforce, 35% of STEM workforce

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 the STEM workforce.

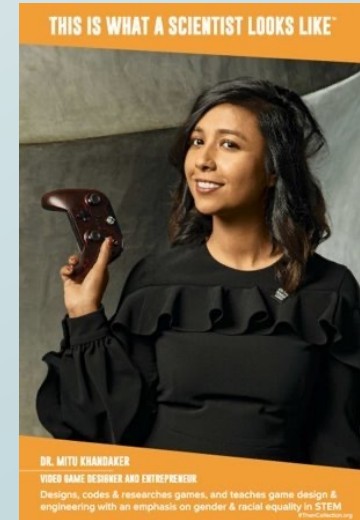
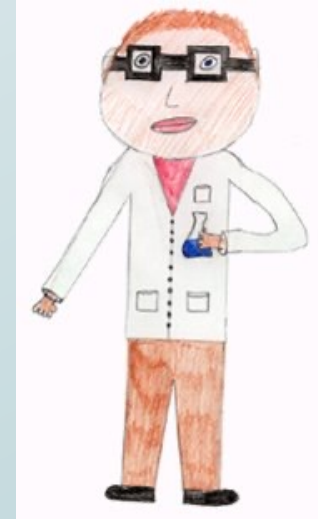


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State of Girls and Women in STEM

- All youth are capable in STEM, but experience STEM differently due to:
 - Access (or lack of) to high-quality STEM opportunities
 - Stereotypes
 - STEM experiences that are/are not personally relevant
 - Access (or lack of) to relatable role models
- These factors impact interest, confidence, and sense of belonging in STEM





IF/THEN® Initiative and Collection

The **IF/THEN® Collection** is the largest free resource of its kind dedicated to increasing access to authentic and relatable images of real women in STEM.

The Collection is part of the [IF/THEN®](#) Initiative, a national effort sponsored by [Lyda Hill Philanthropies®](#) to inspire young girls to pursue STEM careers while creating a culture shift in how the world perceives women in STEM.



Using the IF/THEM[®] Collection

- Photos
- Videos
- Activities
- Posters
- And more!



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Navigating the IF/THEN® Collection

ifthencollection.org/search

The screenshot shows the search page of the IF/THEN Collection website. At the top left is the IF/THEN Collection logo. To the right are navigation links for 'ABOUT', 'FAQ', and 'FULL COLLECTION', with a search icon in a purple box. Below the navigation is a 'Search' heading and a sub-heading: 'Use the search box and filters below to narrow your results'. There is a search input field with a magnifying glass icon. Below the search field are four filter dropdown menus: 'Type', 'Discipline', 'Location', and 'Ambassador Name'. The main content area displays a grid of search results. Each result card features a video thumbnail, a title starting with 'Mission Unstoppable: [Activity]', and a share icon. The visible titles are: 'Mission Unstoppable: DIY...', 'Mission Unstoppable: Usin...', 'Mission Unstoppable: Com...', 'Mission Unstoppable: Pres...', and 'Mission Unstoppable: Trac...'. The grid shows two rows of five cards each.

- **Keyword**
(demographic info, topic, theme, etc.)
- **Type** *(photo, video, activity sheet, etc.)*
- **Discipline**
(aerospace, earth science, zoology, etc.)
- **Location**
- **Ambassador Name**



IF/THEN® Project Library

- Library of printable exhibit panels, banners, digital media, activities, and other content
- Developed using assets from the IF/THEN® Collection by ASTC-member museums and science centers
- Museums and other educational organizations can adapt and replicate these projects for use in their own institutions



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The background is a solid teal color. It features several abstract, light-colored lines (in shades of blue and green) that form a network-like pattern. These lines include straight segments, curves, and small circular nodes at various points, suggesting a digital or interconnected theme.

IF/THEN[®] Champions Network

Membership Levels,
Benefits and Commitments

Membership Levels – Free to Join!

Individual



For **educators, exhibit developers, and others** who support the IF/THEN® initiative but may not be housed within an organization or who have not yet obtained an organizational commitment.

Individual members do not need to belong to an ASTC member organization or be in the United States to join.

Organizational



For **ASTC member organizations** in the US, including museums, science centers, and allied members.

Organizational members are required to complete the organizational commitment form. This is a high-level commitment that acknowledges the specific requirements that accompany organizational membership.

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Benefits for All Members



- Invitations to quarterly educational webinars
- Regular communications highlighting IF/THEN® Collection resources, network updates, etc.
- Access to a suite of resources, including a social media toolkit, talking points for advancing gender equity in STEM, and other communications support to develop publicity materials to increase visitorship and impact related to network efforts
- Opportunities to serve as guest network speakers and writers for blogposts, social media, and other forums

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Benefits for Organizational Members



- Personalized guidance through a planning session to examine organizational strengths and areas for growth in advancing gender equity in STEM
- Welcome Kit featuring IF/THEN® tote bags, stickers, and more



Benefits for Organizational Members



Exclusive funding opportunities including:

- Scholarships to attend ASTC's Annual Conference

APPLY IN JUNE!

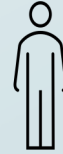
- Free IF/THEN® displays delivered to you
 - Customizable Project Library content
 - Kits for hands-on interactive displays
- Funding to support
 - IF/THEN® programming and events
 - Installation of IF/THEN® displays
 - Designing your own IF/THEN content



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Commitments for All Members



- Amplify Champions Network activities
- Attend the IF/THEN® webinars
- Contribute to stories and blogs
- Participate in annual data collection activities to help inform and grow the Champions Network
- Encourage organizational membership (if you're an individual member)!



Commitments for Organizational Members

- Use and display the IF/THEN® Collection such as the items from the free Welcome Kit.
- Attend an individualized planning session to set organizational goals
- Share IF/THEN® Champions Network membership and learning opportunities with staff; advocate to other eligible organizations to join





IF/THEN®
Champions Network
Membership Form

Join Today!

Individual



- Complete the membership form [here](#)

Organizational



- [Join ASTC](#), if you are not already a member!
- Complete the membership form [here](#)
- Have an authorized official complete the organizational commitment form



Memberships will be processed every two weeks.



IF/THEN® Champions Network Membership Form

The Association of Science and Technology Centers (ASTC), in partnership with the National Girls Collaborative Project (NGCP) and through the support of IF/THEN initiative of Lyda Hill Philanthropies, announces the launch of the new IF/THEN® Champions Network, a community of ASTC museums, science centers, and individuals committed to advancing gender equity in their institutions via [Collection](#). To learn more about the network, [visit the webpage](#).

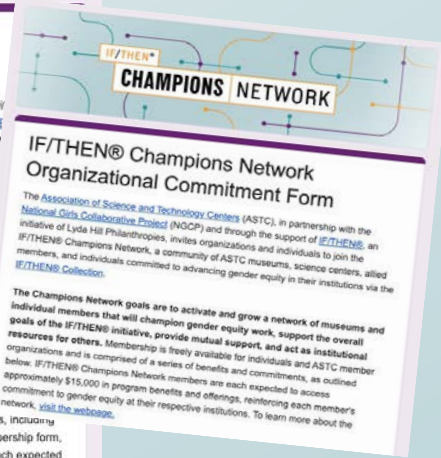
Organizations and individuals committed to advancing gender equity in their the IF/THEN® Collection should complete the network membership form. **There are three free levels of membership:**

Individual Members

This membership level is for educators, exhibit developers, and others who are part of the IF/THEN® initiative but may not be housed within an organization, or who have obtained an organizational commitment. *Individuals do not need to belong to a member organization or be in the United States to join.*

Organizational Members

This membership level is for ASTC-member organizations in the United States, including museums, science centers, and allied members, and, in addition to this membership form, requires an organizational commitment. Champions Network members are each expected



IF/THEN® Champions Network Organizational Commitment Form

The Association of Science and Technology Centers (ASTC), in partnership with the National Girls Collaborative Project (NGCP) and through the support of IF/THEN initiative of Lyda Hill Philanthropies, invites organizations and individuals to join the IF/THEN® Champions Network, a community of ASTC museums, science centers, and individuals committed to advancing gender equity in their institutions via the IF/THEN® Collection.

The Champions Network goals are to activate and grow a network of museums and individuals who will champion gender equity work, support the overall goals of the IF/THEN® initiative, provide mutual support, and act as institutional resources for others. Membership is freely available for individuals and ASTC member organizations and is comprised of a series of benefits and commitments, as outlined below. IF/THEN® Champions Network members are each expected to access approximately \$15,000 in program benefits and offerings, reinforcing each member's commitment to gender equity at their respective institutions. To learn more about the network, [visit the webpage](#).



Questions?

You can also email questions to
Emily Early at early@ngcproject.org

