

IF/THEN

AN INITIATIVE OF LYDA HILL PHILANTHROPIES



AMERICAN ASSOCIATION FOR
THE ADVANCEMENT OF SCIENCE

WHAT IS THE AAAS IF/THEN AMBASSADORS PROGRAM?

What do Olympic gold medalists, Grammy award-winning performances, marine biologists, cancer researchers, and tech CEOs all have in common? STEM! STEM professionals use their skills in many fields – including entertainment, fashion, gaming, manufacturing, music, research and development, architecture, retail and technology.

The AAAS IF/THEN Ambassadors program highlights women in STEM who are contributing in all these fields and more, showing girls the different career pathways they can pursue and how STEM impacts their lives every day.

The AAAS IF/THEN Ambassadors program brings together 100 women from a variety of science, technology, engineering, and mathematics (STEM) careers to serve as high-profile role models for middle school girls. AAAS IF/THEN Ambassadors will receive an award of \$5,000 and will have access to skill-building, media, and engagement opportunities through February 2021.

To learn more about IF/THEN, visit www.ifthenshecan.org.

To apply to the AAAS IF/THEN Ambassadors program, visit www.aaas.org/ifthen.



WHAT WILL AAAS IF/THEN AMBASSADORS DO?

The once-in-a-lifetime opportunity provides AAAS IF/THEN Ambassadors with a national platform to tell their stories and inspire the next generation of STEM pioneers. As high-profile role models, AAAS IF/THEN Ambassadors will share stories of their STEM journeys and the many ways in which they use science, technology, engineering, and math to solve problems and create new possibilities for the future.



An in-person summit will empower AAAS IF/THEN Ambassadors to take their outreach to the next level. Summits will include personal press kit development including photo shoots and videography, as well as coaching and support from specialists in science communication, public engagement, media, diversity and inclusion, and STEM education. Inspirational VIP guests will also participate in the summit.



Online engagement with each other and with a wider network of experts will build on the in-person summit, strengthening AAAS IF/THEN Ambassadors' skills and supporting development of a community of dynamic women in STEM careers. The National Girls Collaborative Project will host a digital asset library to provide access to photos and videos of Ambassadors for nonprofit and educational use.



Opportunity to participate in a wide variety of media opportunities including original media content featuring women STEM professionals that will reach girls where they access content the most: on YouTube through partnerships with popular channels like GoldieBlox; on cable television shows; and on network television through a weekly series highlighting the STEM behind popular culture.



Opportunity to connect directly with middle school girls in their classrooms, and in informal science education settings such as AAAS Family Science Days, museum exhibits about women in STEM professions, Girl Scouts of the USA programs, and on virtual platforms that will allow AAAS IF/THEN Ambassadors to have conversations with girls across the United States.

To ensure that the selected candidates represent excellence and diversity in STEM careers, candidates are evaluated for overall excellence with a focus on:

- Contributions to their STEM-related field, commensurate with their career stage
- Demonstrated experience and abilities in STEM communication and public engagement via media, classroom, and public programs
- Commitment to inspiring middle school girls to be the next generation of STEM pioneers

Selected Ambassadors will represent an array of career fields, career stages, and pathways in STEM.

Applications Open
April 1 - July 21, 2019

AAAS IF/THEN Ambassadors Summit
October 21-25, 2019
in Dallas, TX

Opportunity to Participate in AAAS Annual Meetings
in February 2020 and 2021

Optional Ambassadors Reunion and Celebration
in 2020 in Dallas, TX

