DEAR AMBASSADOR:

CONGRATULATIONS ON BEING NAMED AN AAAS IF/THEN® AMBASSADOR! We applaud your innovative work and are delighted that you’re joining us to inspire the next generation of girls to consider careers in science, technology, engineering and math (STEM).

Lyda Hill Philanthropies is committed to funding game-changing advancements in science and nature, and the IF/THEN® initiative was born of this passion. We firmly believe that IF we support a woman in STEM, THEN she can change the world. Lyda Hill Philanthropies has pledged more than $25 million to empower a diverse group of current women innovators to inspire the next generation of STEM pioneers!

In partnership with the American Association for the Advancement of Science (AAAS), Lyda Hill Philanthropies created the AAAS IF/THEN® Ambassador Program – the foundation of the IF/THEN® Initiative. We are thrilled that you’ve been selected as one of more than 100 Ambassadors and know that, together, we can help shift the way our country—and the world—think about women in STEM.

As an AAAS IF/THEN® Ambassador, you’ll have the opportunity to hone your personal story, network with other women STEM leaders, showcase your work on a national platform, and be an inspiring role model for girls (and boys)!

The IF/THEN® Initiative is definitely ambitious, but there is no doubt that we need an aggressive game plan to get girls excited about STEM—and the time is NOW. The IF/THEN® Coalition is already moving forward to create and share inspiring content, and they’re ready to include the Ambassadors in their work! The collective energy of the Coalition and Ambassadors is crucial to help spark a sustainable movement.

We’re delighted that the IF/THEN® Initiative is continually evolving and rapidly becoming the IF/THEN® movement with potential partners expressing interest almost daily - and this is just the starting point!

This Welcome Kit will serve as your starting point for information about IF/THEN® and the Ambassador Program. We hope this document and the additional resources, found on the Ambassador Portal, will help you share your passion and move the needle toward genuine change for women in STEM.

Congratulations again on being named an AAAS IF/THEN® Ambassador! We are honored to stand alongside you and support you in our collective efforts to change the way kids look at STEM careers because we know — if she can see it, then she can be it. Thank you for your commitment to creating a better world, together!
At Lyda Hill Philanthropies, we’re committed to inspiring the next generation of STEM pioneers because we believe that having diverse STEM innovators at the table is key to building a better world!

**THE CHALLENGE**

A gender gap exists in STEM funding and visibility, causing women scientists to systemically receive less credit for their work.1

Girls cite lack of female role models in STEM as a key reason they do not pursue a career in the sector.2

82.7 percent of girls and women think it is important to see girls/women in STEM in film and television, but only 37.1 percent of STEM character portrayals are female.3

**OUR GOAL—CHANGING CULTURE**

The goal of IF/THEN® is to create a culture shift around the perceptions of women in STEM careers and inspire the next generation of STEM pioneers. We’re changing the narratives that permeate our society and implementing strategies to reach young girls and open their eyes to STEM careers.

For more information, visit ifthenshecan.org.

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1. “Research: Junior Female Scientists Aren’t Getting the Credit They Deserve” Lerchenmueller and Sorenson, Harvard Business Review. 2017
3. “Research: Portray Her: Representations of Women STEM Characters in Media” The Geena Davis Institute. 2018

**OUR STRATEGY**

Rooted in the 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 in our society by:

1. **FUNDING** and elevating women in STEM as role models,
2. **CONVENING** cross-sector partners in entertainment, fashion, sports, business and academia to illuminate the importance of STEM everywhere, and
3. **INSPIRING** girls with better portrayals of women in STEM through media and learning experiences to pique their interest in STEM careers.

**ABOUT IF/THEN® AND LYDA HILL PHILANTHROPIES**

IF/THEN® is an initiative of Lyda Hill Philanthropies which encompasses the charitable giving of founder Lyda Hill. Lyda Hill believes that “science is the answer” to life’s most challenging issues and is committed to funding transformational advances in science and nature. Find out more at lydahillphilanthropies.org.
IF/THEN® KEY ELEMENTS

To successfully change the culture and inspire more girls to consider STEM careers, the IF/THEN® Initiative has developed an ambitious game plan with four key elements — crucial to empowering a sustainable movement.

1 **IF/THEN® AMBASSADORS**

IF/THEN® is proud to recognize talented women STEM professionals across a variety of industries as IF/THEN® Ambassadors who will serve as high-profile role models for middle school girls. In partnership with the American Association for the Advancement of Science (AAAS), IF/THEN® created the AAAS IF/THEN® Ambassadors Program that brings together 100+ of these innovators for specialized media and communications training. Using a talent agency model, IF/THEN® will support the Ambassadors and their inspiring work by showcasing them on a national platform.

2 **IF/THEN® COALITION**

The IF/THEN® Coalition is a group of 30+ organizations that span science, media, fashion, education, philanthropy, entertainment, sports and beyond. Each member of this diverse Coalition has committed to actively promote women in STEM with a purposeful effort to reach girls where they consume content most. To learn more about each of our Coalition members and their IF/THEN® initiatives, visit ifthenshecan.org/coalition-members.

3 **IF/THEN® COLLECTION**

Designed to increase the number of accurate and powerful images of real women and girls in STEM and to collectively reach millions of viewers, the IF/THEN® Collection will include a robust digital asset library of photos and videos of women STEM innovators and original programming content created by our IF/THEN® Coalition members — all of which can be accessed by media, educators, non-profit organizations, museums, Coalition members, and the women themselves as they develop and share inspiring content and curriculum.

4 **IF/THEN® GRANTS**

Funding current STEM innovators is a crucial part of the IF/THEN® strategy because, simply put, quality research and results take time and money. Through an invitation-only grant process, IF/THEN® is proud to financially support select organizations, including scientific fellowships at IF/THEN® Coalition members such as National Geographic Society and Howard Hughes Medical Institute as well as grants for women-led research.
COALITION MEMBERS

To learn more about each of our Coalition members and their IF/THEN® initiatives, visit ifthenshecan.org/coalition-members.

OUR VISION

We envision a future in which more women innovators are empowered to solve our greatest global challenges.
GoldieBlox
GoldieBlox, the wildly-popular children's media company and Coalition member, has created a new YouTube series in collaboration with IF/THEN® called “Fast Forward Girls.” The series features young women meeting STEM mentors and vlogging about their experience. The series launched on July 24, 2019 and future episodes will include AAAS IF/THEN® Ambassadors. In fact, AAAS IF/THEN® Ambassador Rae Wynn Grant already appeared in two of the first six episodes.

Project Runway
On April 18, 2019, Bravo’s Project Runway, produced by Coalition member Magical Elves, featured three women video game developers and five animators – careers at the intersection of STEM, fashion and videogames. Hear Season 17 designers talk firsthand about the importance of STEM in fashion – Clip #1, Clip #2, Clip #3, and Clip #4. Fun fact: Although this predated the Ambassador Program, AAAS IF/THEN® Ambassador Mitu Khandaker starred in the episode!

Mission Unstoppable
Coalition member Litton Entertainment is creating a television show in collaboration with IF/THEN® and the Geena Davis Institute on Gender in Media called “Mission Unstoppable.” The series will showcase women STEM professionals, including AAAS IF/THEN® Ambassadors, being interviewed by correspondents. The 26-episode show, hosted by celebrity Miranda Cosgrove, is in development and will air every Saturday morning on CBS for one year, premiering on September 28, 2019!

Ad Council
The Advertising Council (more commonly known as the “Ad Council”), a Coalition member, is producing a new series of public service announcements (PSAs) that will feature up to 20 AAAS IF/THEN® Ambassadors. The announcements, part of the Ad Council’s existing She Can STEM campaign, will air throughout 2019 and 2020.

Geena Davis Institute on Gender in Media
The Geena Davis Institute on Gender in Media, a Coalition member, produced a research study, Portray Her, in collaboration with IF/THEN®. The study revealed startling yet mostly unsurprising statistics about the lack of representation of women in STEM careers in the media. Since the release of Portray Her, Institute leadership including Geena Davis herself have spoken to numerous screenwriter and showrunner audiences, in public and in private, about how they might incorporate more and better portrayals of women STEM characters in their productions.
SCIENCE & ENTERTAINMENT EXCHANGE, A PROGRAM OF THE NATIONAL ACADEMY OF SCIENCES

The Science and Entertainment Exchange is a program of the National Academy of Sciences that connects entertainment industry professionals with top scientists and engineers to create a synergy between accurate science and engaging storylines in both film and TV programming. In collaboration with IF/THEN®, the Exchange will design and host a Children’s Media Retreat in 2020 to introduce a group of AAAS IF/THEN® Ambassadors to content creators focused on children’s media.

INSPIRING DIVERSE AUDIENCES

U.S. SOCCER

Coalition member U.S. Soccer has launched its aggressive plan to hire more female STEM professionals to fill full-time positions in sports medicine, sports science and data and performance analytics. These women will join U.S. Soccer’s other “STEM stars” including Dawn Scott, Lea Thomann, Ellie Maybury, and Dr. Michelle Rho, - all of whom worked with the recent 2019 FIFA Women’s World Cup Champions, Team USA! Watch and learn about Performance Coach Dawn Scott’s inspiring STEM story on Facebook and Twitter.

MARIE CLAIRE

In its 25th anniversary issue in October 2019, international fashion and beauty magazine Marie Claire will feature a layout about women STEM innovators including AAAS IF/THEN® Ambassadors. The magazine, read by more than 18 million people globally, is committed to celebrating the richness and scope of women’s lives and is a great platform to spread the word about some of our amazing Ambassadors.

NATIONAL GIRLS COLLABORATIVE PROJECT

IF/THEN® is collaborating with Coalition member National Girls Collaborative Project (NGCP) to house the IF/THEN® Collection. NGCP will manage and distribute photos and videos from the IF/THEN® Collection. Content will be free for use by nonprofits and will include photos and videos featuring women in STEM from many IF/THEN® Coalition members as well as assets from the electronic press kits of the AAAS IF/THEN® Ambassadors. Partnerships with Teach for America, Girl Scouts, and the Assoc. of Science-Technology Centers are examples of eventual users of the IF/THEN® Collection who will help distribute the content to students and museum audiences.

GIRL SCOUTS OF THE USA

IF/THEN® is working with Girl Scouts of the USA, a Coalition member, to support the creation of a new STEM Career Exploration Badge for Girl Scouts. The new badge will leverage content from the IF/THEN® Collection and is designed to entice girls to consider careers in STEM. The Girl Scouts will begin piloting the badge at nine councils in 2019, and it will be widely acceptable starting in 2020.
NEPRIS
Coalition member Nepris is a web-based software platform that enables industry experts and organizations to virtually connect with K-12 classrooms. IF/THEN® has collaborated with Nepris to create a “white-label” version of its platform to bring real women STEM role models into classrooms and nonprofit programs. Visit ifthenshecan.nepris.com to learn more.

IF/THEN® GIRLS ADVISORY COUNCIL
The IF/THEN® Girls Advisory Council is made up of hundreds of young women, ages 10-18 from across the country, who serve as a focus group for the IF/THEN® Initiative and Coalition members as they develop captivating programming to better spread the word about STEM careers to girls. Know a girl interested in joining? Please e-mail ifthengirlscouncil@lhholdings.net for more information.

IF/THEN® GRANTS
Funding current STEM innovators is a crucial part of the IF/THEN® strategy because, simply put, quality research and results take time and money. Through an invitation-only grant process, IF/THEN® is proud to financially support select organizations, including scientific fellowships at IF/THEN® Coalition members such as National Geographic Society and Howard Hughes Medical Institute as well as grants for women-led research.

AND WE’RE JUST GETTING STARTED...

IF WE SUPPORT A WOMAN IN STEM, THEN SHE CAN change the world.
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 100+ women in STEM who are contributing in all of these fields so they can serve as high-profile role models for middle school girls as they consider different and exciting career pathways.

Congratulations on being named an AAAS IF/THEN® Ambassador and kudos on your work that led to your selection! As an Ambassador, you will receive an award of $5,000 and have access to extensive skill-building, media, and engagement opportunities through February 2021. Many of these opportunities will be launched October 20-23, 2019 in Dallas at the IF/THEN® Summit.

To learn more about IF/THEN® or to access the Ambassador Portal, visit www.ifthenshecan.org.
WHAT WILL AAAS IF/THEN® AMBASSADORS DO?

This 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 (October 20-23, 2019) will empower AAAS IF/THEN® Ambassadors to take their outreach to the next level. The IF/THEN® Summit 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. In addition, there will be networking opportunities, inspirational VIP guests, and lots of fun!

Access to an online engagement platform to connect 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.

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 television through shows like a weekly series, “Mission Unstoppable,” highlighting the STEM behind popular culture; and through the IF/THEN® Collection, a digital asset library offering access to photos and videos of Ambassadors for nonprofit and educational use. And that’s just the beginning...

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 and Teach for America programs, and on virtual platforms that will allow AAAS IF/THEN® Ambassadors to have conversations with girls across the United States. A list of available opportunities will be easily accessible on the Ambassador Portal but of course we encourage Ambassadors to find their own opportunities too!

SELECTION CRITERIA

To ensure that the selected candidates represent excellence and diversity in STEM careers, candidates were 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

KEY DATES

Summit Registration Due
September 6, 2019

National Press Announcement of Ambassadors
September 9, 2019 (tentative)

Summit Preparations Due
October 1, 2019

IF/THEN® Summit
October 20-23, 2019 (Dallas, TX)

Opportunity to Participate in AAAS Annual Meetings
February 13-16, 2020 (Seattle, WA)
February 11-14, 2021 (Phoenix, AZ)
After undergoing a rigorous selection process, you have earned the right to be called an AAAS IF/THEN® Ambassador and may use the title (and associated logo) in your biography and other materials in accordance with the guidelines in this welcome kit. In fact, we encourage you to help us spread the word by using your title regularly in conjunction with your STEM activities!

To help support your STEM career and engagement efforts, you will receive a $5,000 award to use at your discretion. (Please note that any taxes based on the award are your responsibility.)

You’re strongly encouraged to attend the IF/THEN® Summit in Dallas, Texas, October 20-23, 2019, to network with fellow Ambassadors and learn how to make the most of your ambassadorship. Travel arrangements will be provided.

You will have the opportunity to work with a personal coach to create a comprehensive and effective electronic press kit to help tell your STEM story. It will include, among other things, your biography, personal statement, professional photos, videos and IF/THEN® materials.

Once your EPK is complete, it will be housed on the IF/THEN® Collection and will have its own unique URL.

At the IF/THEN® Summit, you will have a professional headshot and full-length photo taken, along with a video interview. These, and other assets, will become part of the IF/THEN® Collection accessible by the media, educators, Coalition members and others. Your assets will, of course, be available for your use as well!

You’re strongly encouraged to attend the IF/THEN® Summit in Dallas, Texas, October 20-23, 2019, to network with fellow Ambassadors and learn how to make the most of your ambassadorship. Travel arrangements will be provided.

Throughout your AAAS IF/THEN® ambassadorship, you will have the opportunity to meet other STEM leaders and learn from their experiences, beginning with the IF/THEN® Summit in October 2019.

As an Ambassador, you’ll become part of the larger IF/THEN® talent pool and be offered media and speaking opportunities as they arise.

Inspiring middle school girls to consider STEM careers is at the heart of our mission. You will have the opportunity to work with Coalition members to connect with young people in formal and informal educational spaces, both online and in-person.
AAAS IF/THEN®
AMBASSADOR EXPECTATIONS

- To conduct yourself in a professional and ethical manner at all times.
- To be a positive role model when engaging with young people about the IF/THEN® Initiative.
- To attend the IF/THEN® Summit, October 20-23, 2019 in Dallas and participate fully.
- To complete a personal electronic press kit (EPK) that will be accessed through the IF/THEN® website. Initial submissions are due October 1, 2019.
- To sign and return the “Appearance Release” form and agree to have your images included in the IF/THEN® Collection. The form can be found on the Ambassador Portal.
- To implement a personal communications strategy, as appropriate, that may include announcing your selection as an Ambassador and actively promoting the IF/THEN® Initiative and your ambassadorship through your personal and professional communication channels.
- To adhere to the IF/THEN® Brand Guidelines when using IF/THEN® trademarks and branding materials.
- To participate in AAAS IF/THEN® Ambassador talent pool opportunities, when possible, that will showcase your STEM story through media and speaking opportunities, and share your story with young people.
- To regularly log your AAAS IF/THEN® Ambassador media and engagement activities through the Ambassador Portal and/or email prompts.
- To share ideas and new promotional opportunities about the IF/THEN® Initiative and Ambassadors that may arise at info@ifthenshecan.org. We welcome your suggestions to increase the IF/THEN® reach!
- To celebrate your STEM successes and have fun!
PERSONAL COMMUNICATIONS SUPPORT

As an AAAS IF/THEN® Ambassador, you will have the tremendous opportunity to showcase your work in your chosen field and be a role model for young girls to consider STEM careers. These efforts all begin by developing a comprehensive communications strategy to effectively share your story and expand your outreach.

As an Ambassador, you’ll have access to personalized coaching during the IF/THEN® Summit that will provide support and suggestions as you hone your STEM story. We know that each Ambassador’s experience level and story is different, so you will have the opportunity to work with experienced coaches who will tailor advice to your needs.

IF/THEN® will support Ambassadors with a variety of communications resources to give you more opportunities to tell your stories. Most of these resources will be developed in collaboration with each Ambassador and they include:

- Announcement of your Ambassadorship
- Training resources at the IF/THEN® Summit and beyond
- Creation and distribution of photo and video content featuring you in the IF/THEN® Collection
- Ongoing publicity support

ELECTRONIC PRESS KIT

At the IF/THEN® Summit in Dallas, October 20-23, 2019, you will develop your electronic press kit (EPK) and refine your communications strategy.

Your personal electronic press kit (EPK) will become part of the IF/THEN® Collection. It will have its own unique URL (www.ifthenshecan.org/yourname) that will contain a pre-packaged set of promotional materials about your STEM story for your own personal/professional use as well as use by IF/THEN® and our PR partners to help raise your profile.

The press kit will include:

- Profile including biography, social media handles and contact information
- Curriculum Vitae (or resume)
- Personal Statement
- (3-5) photos (including headshot and full-length “power pose” photo)
- (6) edited videos from Ambassador’s video interview
- Segment Pitch Idea(s)
- IF/THEN® Executive Summary
- Copy of Press Release from Employer / Organization [if applicable]
- Links to Recent Media Coverage / Additional Information [if applicable]

You are able to submit initial press kit items through the “Next Steps” tab of the Ambassador Portal by October 1, 2019. Your coach will review your submissions in advance to make the most of your time together at the IF/THEN® Summit. Click here to access the portal.

After working with your coach at the Summit, submit any revised press kit items to the Ambassador Portal by October 31, 2019.
PERSONAL COMMUNICATIONS SUPPORT (Cont.)

One of the critical parts of your personal communications strategy will be to announce your ambassadorship in your local community and through organizations that know you best.

AMBASSADORSHIP ANNOUNCEMENT

The AAAS IF/THEN® Ambassadors will be announced publicly on Sept. 9, 2019, through the IF/THEN® social media sites (and through a press release). Share or retweet this announcement on your professional social media sites, as appropriate, on Sept. 9, 2019.

Sample post – “Honored to be chosen as an AAAS IF/THEN Ambassador! Hoping my #STEM journey will inspire other girls to love [science or insert field] too. [insert IF/THEN® @tags depending on the social media site] #IfThenSheCan #womeninSTEM #shecanSTEM #seeitbeit

We’ve made it easy for your organization/employer to announce your ambassadorship. We encourage you to work with their communications team to distribute a press release announcing your selection as an Ambassador after the public announcement on Sept. 9, 2019.

ANNOUNCEMENT CHECKLIST

1. Determine the best list of recipients for the release and focus on local media. Be sure to include your civic and professional affiliations.
2. Click here for a sample press release template on the Ambassador Portal.
3. The release can be accompanied by the IF/THEN® Executive Summary (found on the Ambassador Portal) and your temporary headshot.
4. If your organization posts the release on its social media sites, share or retweet the post.

Sample post – “Proud to work for a company like [insert company name] that celebrates the accomplishments of its team members and is a champion of IF/THEN’s efforts to get more girls interested in #STEM careers!” [insert IF/THEN® @tags depending on the social media site] #IfThenSheCan #womeninSTEM #shecanSTEM #seeitbeit

5. Consider adding AAAS IF/THEN® Ambassador to your professional social media profiles, such as LinkedIn.

PLEASE ALSO CONSIDER ...

1. Liking and/or following the IF/THEN® Initiative on Twitter, Instagram, Facebook and LinkedIn. Share and retweet posts from these channels as often as you would like.
   a. Twitter: @ifthenshecan
   b. Twitter (AAAS): @meetascientist
   c. Instagram: @ifthenshecan
   d. Facebook: @iftheninitiative
   e. LinkedIn: @if/then

2. Regularly promoting your Ambassador activities through your personal communications vehicles, especially through social media channels. Be sure to include eye-catching photos for your posts, along with the IF/THEN® @tags and hashtags.

3. Using the IF/THEN® Ambassador title, logo, tagline and hashtags on your personal website, social media channels and in your professional work, when appropriate and possible. Brand Guidelines are available at the end of this Welcome Kit.

4. Logging relevant engagement activities and outreach in the Ambassador Activity Log (coming soon). Click here to access the Portal.
Join your fellow Ambassadors for the IF/THEN® Summit — sure to be inspiring, empowering, productive, and fun!

CLICK HERE to register for the Summit by Friday, September 6th.

CLICK HERE for a detailed agenda found on the Ambassador Portal.

Summit Hotel
W Dallas – Victory
2440 Victory Park Lane
Dallas, Texas  75219

Travel Coordinator
ifthentravel@ gmail.com

Summit Contact
iftheninfo@ encorelive.com

Due to the intimate nature of the Summit, guests/spouses are not included. Should childcare /dependent care or other concerns inhibit your attendance, please contact iftheninfo@encorelive.com ASAP.

Once you’ve registered, you’ll receive a personalized agenda with your travel arrangements along with a detailed schedule including your assigned training and coaching sessions.
IF/THEN® SUMMIT
FREQUENTLY ASKED QUESTIONS

How do I register for the IF/THEN® Summit? And by when?
Click here to register for the Summit by September 6, 2019.

What are the days of the Summit?
Sunday, October 20 – Wednesday, October 23, 2019

What will happen at the Summit?
Click here for a complete agenda.

Who will handle the travel arrangements?
All travel arrangements will be handled by our travel partner, Encore Live. Once you have registered, Encore Live can be contacted at ifthentravel@gmail.com.

Will I be able to provide travel preferences and other accommodation needs?
Yes, when you register, you can provide your preferences and needs (e.g. aisle seat, dietary restrictions, accessibility needs, etc.)

What travel expenses will be covered?
Travel arrangements made through Encore Live (including air transportation, W-Dallas hotel accommodations, ground transportation and catered meals) will be provided during the Summit from October 20-23. No additional expenses will be covered nor will a per diem be provided.

May I fly on my preferred airline and will I get loyalty points for the flight and hotel?
Encore Live will make every attempt to use your preferred airline but cannot guarantee that flights will be available. During registration, please provide your airline and hotel loyalty reward numbers to earn reward points as outlined by the provider.

Do I have to stay at the IF/THEN® Summit hotel, W-Dallas?
No, however the IF/THEN® Summit will only provide hotel accommodations at the W-Dallas. Please indicate on your registration if you would like to decline this benefit.

Is it possible to extend my stay before or after the dates of the Summit?
Yes, however any additional hotel room nights or other expenses will not be covered. When you register, please indicate your preferred travel dates. Our travel partner, Encore Live, will help you with your arrangements.

If I have already booked my flight or hotel accommodations, can I be reimbursed for these expenses?
No, all travel arrangements must be made through Encore Live.

Are spouses / guests included?
No; the Summit will be an intimate affair so spouses / guests will not be included. An exception will be made if an Ambassador is under the age of 18. A parent/legal guardian will need to accompany the Ambassador and travel arrangements will be provided gratis through Encore Live.

Will childcare be offered and/or covered during the Summit?
If childcare/dependent care is inhibiting your attendance, please contact iftheninfo@encorelive.com to discuss your options.

Will a quiet / private space be provided during the Summit (for nursing, prayer, etc.)
Please indicate any needs you have on the registration form.

Do I need to attend the entire Summit?
Our hope is that Ambassadors will take full advantage of the skill building and networking opportunities available for the duration of the Summit. Of course, some conflicts may be unavoidable.

What is the attire and what do I need to wear?
Click here for a complete agenda including suggested attire.

Will I have time to check emails and work during the day?
Yes, there will be periods of free time during the Summit each day.

My Summit question is not listed on this page. Who do I contact to answer my questions?
Contact iftheninfo@encorelive.com.
What are the goals of the AAAS IF/THEN® Ambassador Program?

• Highlight 100+ women STEM innovators and increase their visibility to girl audiences so they can become high-profile role models.
• Help the Ambassadors share the stories of their STEM journeys effectively to inspire middle school girls to consider careers in STEM-related fields.
• Serve as a “talent agency” for the Ambassadors and promote their work as media, speaking, and education opportunities arise.

How will I learn about media, speaking and education opportunities?
The IF/THEN® team will share opportunities with Ambassadors. While most of these contacts will come through either Lyda Hill Philanthropies or AAAS, you may be contacted directly by IF/THEN® Coalition partners. If you have any questions about whether an opportunity is connected to IF/THEN®, please contact publicengagement@AAAS.org.

How will I receive my $5,000 award?
You will receive your award through a direct deposit from AAAS. Please complete the appropriate forms found on the “Next Steps” tab of the Ambassador Portal.

What do I do if I’m approached by the media?
If approached by the media, please contact:

Jodi Davis
Goodman Media International, Inc.
212.576.2700
Jdavis@goodmanmedia.com

Liane Ramirez
Goodman Media International, Inc.
212.576.2700
Lramirez@goodmanmedia.com

What if I’m approached with an engagement opportunity/ opportunity to partner with a program for middle school girls?
That’s great and please let us know through the Activity Log (coming soon).

Will there be a way to communicate with other Ambassadors?
Yes, eventually there will be a community posting board on the “Resources” tab of the Ambassador Portal.

Does the program have an end date?
While the IF/THEN® Initiative will end on 2/28/21, we hope that the skills you’ve learned and your passion for the program will last a lifetime.

May I still use the IF/THEN® Ambassador logo and tagline after 2/28/21 on my personal website and/or social media channels?
Yes, you may use the logo and tagline to refer to your participation in the initiative indefinitely, as long as it adheres to the IF/THEN® Brand Guidelines and any other reasonable requests from Lyda Hill Philanthropies.

May I add my AAAS IF/THEN® ambassadorship to my professional bio and CV?
Yes, by all means. Please promote your ambassadorship in your professional materials.

How should I reference IF/THEN®?
IF/THEN® is an initiative of Lyda Hill Philanthropies.

Who is Lyda Hill?
Lyda Hill is a Dallas entrepreneur, philanthropist and one of the few women to make the 2013 Philanthropy list of most generous donors and Forbes’ 2014 list of top 15 entrepreneurs who give back to the community. She leads Lyda Hill Philanthropies and is chairman of LH Capital, Inc., a private investment firm. Through her for-profit and not-for-profit investments, Miss Hill is committed to funding game-changing advances in science and nature, to empowering nonprofit organizations and to improving the local communities of greatest importance to her: North Texas and Colorado Springs. Click here for a complete bio.

What more can I do?
Be on the lookout for ways to promote the IF/THEN® Initiative, your work as an Ambassador, as well as all of the Ambassadors. Then share these opportunities with the IF/THEN® team at info@ifthenshecan.org.

Help extend the reach of the IF/THEN® Initiative as well as the work of all our Coalition members and Ambassadors by posting on your social media platforms about IF/THEN® or sharing from the IF/THEN® social media handles:

Twitter: @ifthenshecan
Facebook: @iftheninitiative
Instagram: @ifthenshecan
LinkedIn: @ifthen

Primary Hashtag: #IfThenSheCan
Secondary Hashtags: #womeninSTEM  #shecanSTEM
#seeitleit  #STEM

My question is not listed on this page. Who do I contact to answer my questions?
Contact Liz Crocker at ecrocker@AAAS.org.
WHO WE ARE

TAGLINE

If we support a woman in STEM, then she can change the world.

MISSION

If/Then® seeks to further women in science, technology, engineering and math (STEM) through empowering current innovators and inspiring the next generation of pioneers.

VISION

We envision a future in which more women innovators are empowered to solve our greatest global challenges.

GOAL

The goal of If/Then® is to create a culture shift around the perceptions of women in STEM careers and inspire the next generation of STEM pioneers. We’re changing the narratives that permeate our society and implementing strategies to reach young girls and open their eyes to STEM careers.

VALUES

**COLLABORATION** / supporting partnerships to achieve a more diverse and united world

**COURAGE** / harnessing our tenacity and unexpected partnerships to solve world problems and push beyond expectations and limitations

**CURIOSITY** / inspiring the next generation to explore their thirst for knowledge

**DIVERSITY** / ensuring inclusivity and a broad spectrum of perspectives and ideas

**INNOVATION** / advancing world change for good through STEM

PERSONALITY

Inspiring / Empowering / Uplifting / Momentous / Collaborative / World-Changing

SOCIAL MEDIA HANDLES

Twitter: @IfThenSheCan
Instagram: @IfThenSheCan
Facebook: @IfThenInitiative
LinkedIn: @IfThen

Primary Hashtag: #IfThenSheCan
Secondary Hashtags: #womeninSTEM #shecanSTEM #seeltbeit #STEM
AN INITIATIVE OF LYDA HILL PHILANTHROPIES

BRAND GUIDELINES

PRIMARY LOGO

IF/THEN
AN INITIATIVE OF LYDA HILL PHILANTHROPIES

AMBASSADOR LOGO

IF/THEN
Ambassador

SECONDARY LOGOS

ONE COLOR

IF/THEN
AN INITIATIVE OF LYDA HILL PHILANTHROPIES

TYPEFACES

FOR HEADLINES

GOBOLD

ABCDE

FOR TEXT

Proxima Nova

abcde

FOR SPECIAL USE

Stay Red

abcde

PRIMARY COLOR PALETTE

C 70 M 100 Y 20 K 10
R 104 G 38 B 114
HEX 682672

C 0 M 42 Y 88 K 3
R 247 G 143 B 30
HEX F78F1E

C 100 M 80 Y 30 K 0
R 25 G 78 B 131
HEX 194E83

NOTE: Complete Brand Guidelines can be found on the Ambassador Portal. IF/THEN®, the IF/THEN® logo, and the IF/THEN®
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TAGLINE

IF we support a woman in STEM, THEN she can change the world.

PRIMARY MESSAGING

1. IF/THEN® is an initiative focused on empowering women in science, technology, engineering and math (STEM) and inspiring young girls to pursue their passions in STEM.

2. We believe that science is the answer to solving many of our world’s most pressing problems.
   - It is essential to support women in STEM as we need their minds and unique points of view at the table.

3. The goal of IF/THEN® is to activate a culture shift among young girls with three strategies:
   - FUNDING and elevating women in STEM as role models,
   - CONVENCING cross-sector partners in entertainment, fashion, sports, business and academia to illuminate the importance of STEM everywhere, and
   - INSPIRING girls with better portrayals of women in STEM through media and learning experiences to pique their interest in STEM careers.

4. IF/THEN® is an initiative of Lyda Hill Philanthropies.
1. The IF/THEN® Initiative consists of **four key elements**:

- **IF/THEN® AMBASSADORS** – 100+ current women STEM innovators selected to share their powerful stories and serve as role models for young girls. They will receive training on how to tell their stories in a compelling manner and be showcased on a national platform.

- **IF/THEN® COALITION** – 30+ organizations across a variety of industries committed to actively promote women in STEM, especially by shifting the portrayal of women in the media. These organizations share our passion for inspiring the next generation by creating positive imagery, targeted where girls access content most.

- **IF/THEN® COLLECTION** – Designed to increase the number of accurate and powerful images of real women and girls in STEM, the Collection includes a robust digital asset library of photos and videos and other custom content — all of which can be accessed by media, educators, non-profit organizations, museums, Coalition members and the Ambassadors themselves.

- **IF/THEN® GRANTS** – Through an invitation-only grant process, IF/THEN® is proud to financially support select organizations, including scientific fellowships at IF/THEN® Coalition members such as National Geographic Society and Howard Hughes Medical Institute as well as grants for women-led research.

2. **Research** tells us that young girls are negatively impacted by the lack of female STEM role models in the media and this needs to be reversed.

- **STATISTICS**
  - Women constitute half (48%) of the college-educated workforce in the U.S. but hold only a quarter (24%) of jobs in STEM.¹ Girls are conditioned to stop pursuing STEM as they move through the education system.
  - Of all STEM characters in film and television, men outnumbered women nearly two-to-one (62.9% compared to 37.1%).² STEM is not messaged as a female interest or field by the entertainment media, schools or their families.
  - A gender gap exists in STEM funding and visibility, causing women scientists to systemically receive less credit for their work.³
  - Girls cite lack of female role models in STEM as a key reason they do not pursue a career in the sector.⁴
  - 82.7% of girls and women think it is important to see girls/women in STEM in film and television, but only 37.1% of STEM character portrayals are female.⁵

- The **IF/THEN® Girls Advisory Council** is made up of young women, ages 10-18 from across the country, who serve as a focus group for the IF/THEN® Initiative and Coalition members as they develop captivating programming to better spread the word about STEM careers to girls.

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² “Representations of Women STEM Characters in Media” Geena Davis Institute on Gender in Media. 2018

³ “Research: Junior Female Scientists Aren’t Getting the Credit They Deserve” Lerchenmueller and Sorenson, Harvard Business Review. 2017


⁵ “Research: Portray Her: Representations of Women STEM Characters in Media” The Geena Davis Institute. 2018
FOR SUMMIT QUESTIONS:
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STAY CONNECTED!
Twitter
twitter.com/IfThenSheCan

Instagram
instagram.com/IfThenSheCan

Facebook
facebook.com/IfThenInitiative

LinkedIn
linkedin.com/company/if-then-she-can

Primary Hashtag
#IfThenSheCan

KEY DATES
Summit Registration Due
September 6, 2019

National Press Announcement of Ambassadors
September 9, 2019 (tentative)

Summit Preparations Due
October 1, 2019

IF/THEN® Summit
October 20 – 23, 2019 (Dallas, TX)

Opportunity to Participate in AAAS Annual Meetings
February 13-16, 2020 (Seattle, WA)
February 11-14, 2021 (Phoenix, AZ)
APPENDIX
APPEARANCE RELEASE

Whereas, Lyda Hill Philanthropies believes that STEM innovators will build a better future and that having diverse opinions at the table is key to realizing an inclusive economy; and

Whereas, the IF/THEN® initiative 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 in entertainment, fashion, sports, business and academia to illuminate the importance of STEM everywhere, and 3) inspiring girls with better portrayals of women in STEM through media and learning experiences to pique their interest in STEM careers; and

Whereas, Orange Capital Media, LLC (“Producer”) is assisting with the IF/THEN® initiative; and

Whereas, as part of the IF/THEN® initiative’s commitment to improving the portrayal of women in STEM fields, Producer will endeavor to create an asset library (the “Library”) of images, videos and other content that authentically represent women in these important and varied fields and effectively convey the specifics of their work. The content is intended to be used not only for each woman’s promotion of herself and her work, but also for wide distribution through a series of strategically identified channels, meeting young women – potential future STEM leaders – where they are; and

Whereas I, the undersigned, am signing this Appearance Release (“Agreement”) to allow Producer, itself or through its production partners, to film and otherwise record me in various contexts – including, without limitation, my participation and appearance before, during and after an interview about my STEM career and related personal and professional activities — and use the footage and recordings that are taken of me, including without limitation my name, voice, likeness, biographical information and other attributes (collectively, the “Appearance”) in videos and other audio-visual works related to STEM (collectively, the “Programs”).

For good and valuable consideration, the receipt and legal sufficiency of which is hereby acknowledged, I hereby agree as follows:

1. **Grant of Rights.** I hereby grant Producer a royalty-free right and license to publicly display, publicly perform, distribute and otherwise use the Appearance, in whole or in part, in the Programs and in advertising, marketing, promotional, publicity and other materials related to the Programs in any and all media, now known or hereafter devised, throughout the universe in perpetuity. I agree that my Appearance will be deemed a work-made-for-hire for Producer, and therefore, Producer will own the copyright in the footage and other recordings of my Appearance and I expressly waive any and all moral rights I may have, if any, in connection with the Appearance and any right of inspection or approval of my Appearance. If under applicable law the foregoing is not effective to place authorship and ownership of the Appearance in Producer, then by way of assignment and transfer of present and future copyright and otherwise, I hereby irrevocably grant, transfer, sell and assign to Producer all right, title and interest therein, throughout the universe and in perpetuity. I acknowledge and agree that the Appearance is not being produced under, and is not otherwise subject to the terms of, any guild, union or other collective bargaining agreement.

2. **License Back.** I will retain the non-exclusive right to use my Appearance for non-commercial purposes in order to promote or illustrate my STEM activities in all media in perpetuity, but I agree not to use my Appearance to depict, describe, present or portray the “Production Entities” (as defined below) in a manner that a reasonable person would view as disparaging.

3. **Release.** I agree that I will make no claim of any kind against Producer as a result of any of the uses described above, and I irrevocably and unconditionally waive and release Producer and its parent, subsidiary and affiliated companies, and each of their respective officers, directors, employees, members, successors, assigns and licensees (collectively, the “Production Entities”) from any and all claims, demands, and liabilities arising out of or in connection with such use including, without limitation, any and all claims, demands, or liabilities for invasion of privacy, infringement of my right of publicity, defamation (including libel and slander) and any other personal and/or property rights (collectively, the “Released Matters”). In connection with this release, I acknowledge that I may hereafter discover claims presently unknown or unsuspected, or facts in addition to or different from those which I now know or believe to be true, with respect my Appearance. Nevertheless, I intend by this Agreement to fully, finally
and forever release the Production Entities from all Released Matters. In furtherance of such intention, the releases set forth in this Agreement shall be and shall remain in effect as full and complete releases notwithstanding the discovery or existence of any such additional or different claims or facts relevant thereto. I agree that no payments, residuals, reuse fees or other compensation shall be made to me or any third party in connection with the exploitation of the rights granted herein. I acknowledge that Producer is not obligated to include the Appearance in the Programs or in any program, and is not obligated to produce the Programs. Finally, I agree to bear and assume all risk of any personal injury or loss that I may suffer, due in whole or in part, directly or indirectly, as a result of my participation in any activity or behavior during the process of creating the Appearance.

4. **Miscellaneous.** This Agreement is the complete and binding agreement of the parties with respect to the subject matter hereof, and it cannot be terminated, rescinded, or amended hereafter, except by mutual written agreement, and in no event shall I have any right to seek or obtain injunctive or other equitable relief with respect to the Programs. In the event of a dispute arising from or in connection with this Agreement, I agree that the internal laws of the State of Texas shall govern (without giving effect to Texas’s choice of law principles that would result in the application of any other state’s laws) and that venue for the resolution of any dispute shall be Dallas County, Texas. I acknowledge that third parties that are unaffiliated with the Production Entities will be permitted to access my Appearance in the Library and use my Appearance in their own Programs, and the Production Entities are not responsible for any use of my Appearance that exceeds the scope of the rights granted herein or any other unauthorized use of my Appearance by such third parties. Producer may assign, transfer, license, delegate and/or grant all or any part of the Library or its rights, privileges, and/or obligations hereunder to any person or entity, and this Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns. The rights granted herein are in addition to any fair use or other rights the Production Entities would enjoy in my Appearance if this Agreement were not in effect. If any provision of this Agreement is held to be illegal, unenforceable or invalid by any court of competent jurisdiction, the remaining terms and conditions or provisions shall remain in full force and effect. This Agreement may be signed electronically and may be delivered by any means, including without limitation by electronic means via a website or online portal or email or by electronic imaging. My electronic signature should be given the same effect as a handwritten signature.

By physically or electronically signing this Agreement, I hereby acknowledge and agree to the foregoing.

SIGNATURE

DATE

NAME

PHONE NUMBER

IF THE PERSON SIGNING ABOVE IS UNDER THE AGE OF 18, THEN THE PARENT OF, OR LEGAL GUARDIAN FOR, SUCH PERSON MUST ALSO SIGN BELOW.

I hereby warrant that I am the parent of and/or the legal guardian for the person who signed above, that I have read and understood the foregoing, and I agree to cause said person to adhere to all of the terms above.

(Signature)  Date:

Name:  (Please print)
PHOTO OR FILM FOOTAGE
LICENSE AGREEMENT

This Photo or Film Footage License Agreement ("Agreement") is being entered into as of __________, 20__ (the "Effective Date") between ____________________ ("Licensor") and Orange Capital Media, LLC ("OCM") in connection with the following materials (collectively, the "Materials") (describe, e.g., the photos attached to this Agreement).

___________________________________________________________________________________________

Licensor and OCM are each referred to herein as a "Party" and are collectively referred to herein as the "Parties".

Whereas, the IF/THEN® initiative is designed to activate a culture shift among young girls to open their eyes to STEM careers; and

Whereas, OCM is assisting with the IF/THEN® initiative.

Whereas, as part of the IF/THEN® initiative's commitment to improving the portrayal of women in STEM fields, OCM will endeavor to create an asset library (the "Library") of images, and videos and other content that authentically represent women in these important and varied fields.

Now, therefore, for good and valuable consideration, the receipt and legal sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

1. **Grant of Rights.** Licensor hereby irrevocably grants OCM and its parent, subsidiary and affiliated companies, non-profit partners and other licensees a worldwide, royalty-free, sublicensable right and license to copy, publish, adapt, distribute, edit, modify, reproduce, publicly display, publicly perform and otherwise use the Materials, in whole or in part, in combination with any other materials and for any and all purposes related to STEM or otherwise supported by or through the Library, in any and all media now known or hereafter devised, including, but not limited to, on any blog, website, social media channel or mobile application during the Term. Licensor hereby waives any so-called "moral rights of authors" and "droit moral" rights (and any similar or analogous rights under the applicable laws of any country of the world) which Licensor may have in the Materials.

2. **Term.** Use in perpetuity (the "Term").

3. **Representations and Warranties.** Licensor represents and warrants that: (a) he or she has the power and authority to execute this Agreement and to grant the rights granted hereunder; and (b) he or she owns and controls the copyright in the Materials.

4. **Indemnity.** Licensor agrees to indemnify and hold OCM and OCM’s parent, subsidiary and affiliated companies and the directors, officers, employees, agents, successors, licensees, and assigns of each (individually and collectively, "OCM Entities") harmless from and against any and all third party claims, damages, liabilities, costs and expenses, including but not limited to reasonable attorney’s fees and expenses ("Claims") arising from or relating to any breach of Licensor’s representations, warranties, covenants or obligations hereunder. Except to the extent a Claim is covered by Licensor’s indemnification obligations, OCM will indemnify and hold Licensor harmless from and against any and all Claims arising from or relating to its use of the Materials. The representations, warranties and indemnities of the Parties hereunder shall survive the expiration or earlier termination of this Agreement.

5. **Miscellaneous.** This Agreement shall be construed and interpreted in accordance with the laws of the State of Texas. This Agreement contains the entire understanding of the Parties with respect to the
matters addressed herein and shall replace and supersede any prior or other agreements with respect to the matters addressed herein. If any provision of this Agreement is held to be illegal, unenforceable or invalid by any court of competent jurisdiction, the remaining terms and conditions or provisions shall remain in full force and effect. OCM may assign, transfer, license, delegate and/or grant all or any part of the Library or its rights, privileges, and/or obligations hereunder to any person or entity, and this Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns. This Agreement cannot be terminated, rescinded, or amended hereafter except by a written agreement, signed by all Parties, and in no event shall Licensor have any right to seek or obtain injunctive or other equitable relief with respect to the Materials. This Agreement may be signed electronically and may be delivered by any means, including without limitation by electronic means via a website or online portal or email or by electronic imaging. Execution of a facsimile or electronic copy of this Agreement shall have the same force and effect as execution of an original, and a facsimile or electronic signature (including a signature in an Adobe PDF or similar copy of this Agreement) shall be deemed an original and valid signature.

ACCEPTED AND AGREED:

INDIVIDUAL LICENSOR:
(TO BE USED IF LICENSOR IS AN INDIVIDUAL)

Signature

Print Name

Address

Date

ENTITY LICENSOR:
(TO BE USED IF LICENSOR IS AN ENTITY)

Print Legal Name of Entity

By: ______________________

Signature

Print Name

Print Title

Address

Date