



## Campus Action Project Request for Proposals

AAUW is pleased to announce our 2010–11 [Campus Action Project](#) (CAP) grants on the topic Breaking through Barriers in Science, Technology, Engineering, and Mathematics for Women and Girls. Like last year, this year's CAP program focuses on the issues raised by AAUW's 2010 research report, [Why So Few? Women in Science, Technology, Engineering, and Mathematics](#). The report highlights key findings from recent research on women and girls in STEM in three areas: middle and high schools, colleges and universities, and the workplace. Although women and girls have made significant progress in STEM, they are still underrepresented in certain fields, and barriers to their full participation remain.

The objective of this year's CAP grant is to provide a platform for campus programming that is informed by this research. We anticipate that projects will address some of the barriers that girls and women encounter in STEM fields in school, college, and the workplace and that the outcomes of the projects will help to increase the number of young women entering and pursuing those fields of study. **If your team is applying for a second year, you must specify what improvements you will make to your project.**

AAUW invites proposals for CAP grants from U.S. colleges and universities for campus-based teams composed of students and a campus professional serving as the project adviser. Eligibility for funding is limited to projects that address some of the educational barriers faced by girls and women who want to enter the STEM fields. Each team will be required to work with an AAUW state or branch member serving as the community adviser/liaison. One member of each team will be funded to present the project at the June 2011 AAUW/NASPA [National Conference for College Women Student Leaders](#) in Washington, D.C. Grants typically range from \$1,000 to \$5,000. AAUW expects to disburse approximately \$50,000 in CAP grants in 2010. This program is made possible by contributions to AAUW Leadership Programs.

The CAP program presents a special opportunity for student leaders on campus to engage with girls and women in their community and provides an excellent platform for ongoing leadership training and support of student leaders.

Please review the enclosed request for proposals. AAUW looks forward to your potential partnership on breaking through barriers in STEM for women and girls.

Sincerely,

A handwritten signature in black ink that reads "Linda D. Hallman, CAE". The signature is written in a cursive style.

Linda D. Hallman  
Executive Director, AAUW



## AAUW Campus Action Project: Breaking through Barriers in STEM for Women and Girls

### Introduction

The 2010–11 Campus Action Project grants will focus on projects that address some of the barriers that women and girls face in science, technology, engineering, and mathematics (STEM) fields. Over the last 30 years, women and girls have made tremendous progress in these fields, but they still face challenges to full participation in some STEM areas. The underrepresentation of women and minorities in these fields is a widely recognized problem of national importance.

The United States' position as a leader in technology and innovation is essential to economic growth and national security and depends on having a highly skilled pool of talented STEM professionals. Barriers that still exist in education and the workplace prevent women and underrepresented minorities, who make up an increasing proportion of the workforce, from participating fully in STEM, which limits the available talent pool. Having a diverse pool of STEM professionals is a competitive advantage, since scientific and technological industries benefit from diverse viewpoints and perspectives. Because STEM jobs tend to have high status and high pay and are among the fastest growing occupations, barriers that limit women's participation in these fields need to be removed as a matter of fairness.

Middle school is a critical period for many girls. For a variety of reasons, girls often lose their excitement for science and math at this time, and they are less likely to take the preparatory classes they will need to pursue advanced math and science classes in high school. Although high school girls and boys, on average, complete the same number of high school math and science courses and earn similar grades, girls are less likely to plan to declare a STEM major in college. Once in college, women make up a majority of biology majors and earn nearly half of all mathematics and chemistry bachelor's degrees but earn only one-fifth or fewer of all physics, engineering, and computer science bachelor's degrees. In 2006, women earned two-thirds of associate degrees awarded in biology/life sciences but only 36 percent of math, 28 percent of computer and information sciences, and 14 percent of engineering associate degrees. In some fields, these disparities are even more serious for girls and women from underrepresented minority groups and low-income backgrounds. So, despite women's and girls' significant gains in science, technology, engineering, and math, many disparities remain.

This year's Campus Action Project, Breaking through Barriers in STEM for Women and Girls, will provide a platform for addressing some of the issues raised in [AAUW's research report](#) via campus programming. The report has [garnered widespread media attention](#), and selected CAP teams can continue the momentum by implementing the report's recommendations on their campuses. This initiative aims to extend awareness of the barriers girls and women face in entering STEM fields, to implement exceptional projects on campus that can serve as models for change, and to provide avenues for ongoing leadership training and support of student leaders on campus. AAUW encourages proposals for Campus Action Projects that take innovative and creative approaches and test out new ideas. For a list of practices, curricula, and assessments that can help increase the effectiveness of girl-serving STEM programs, please visit our partners, the [National Girls Collaborative Project](#).

### Project Overview

We expect to fund approximately 10 projects with grants that typically range from \$1,000 to \$5,000 each. Recipients will form a CAP team composed of at least two undergraduate students and a campus professional serving as the project adviser. Projects must be developed and implemented during the 2010–11 school year. AAUW staff will provide programmatic technical support and [online examples of](#)

[past projects and materials](#) to CAP teams. Each team will be required to work with an AAUW local branch or state member, who will serve as a community adviser and liaison. AAUW will also sponsor one representative from each CAP team to present on the team's project at AAUW's National Conference for College Women Student Leaders in Washington, D.C., in June 2011.

## Eligibility

- Applicants must be accredited, degree-granting, nonprofit institutions in the United States. **Special consideration will be given to AAUW college/university partnership member institutions.** See the list of C/U program members at [https://svc.aauw.org/join/value/aauw\\_cu.cfm](https://svc.aauw.org/join/value/aauw_cu.cfm). Learn about the benefits of becoming a C/U program member, including free e-memberships for all undergraduate students, at <http://aauw.org/about/join/colleges>.
- The CAP team must be composed of at least two undergraduate students and a campus professional as the project adviser. Additional campus professional, graduate student, and undergraduate student team members are encouraged.
- The project adviser must be a campus faculty member or staff professional, who will take programmatic and fiscal responsibility for the project. The project adviser must obtain the requisite institutional approval and identify the contracting authority to submit and receive the grant.
- An AAUW state or branch representative must be identified to serve as a community liaison to the CAP team. Visit <https://svc.aauw.org/about/branches.cfm> to find and contact a branch near you.
- Former CAP grantees may propose new projects but may not receive funding to support either ongoing or previous CAP projects.

## Application Instructions

Please read the following application guidelines carefully. Failure to comply with these instructions may disqualify your application.

- Adhere to the stated word limit for each section; proposals that exceed the word limit will not be considered.
- Only proposals submitted electronically to [cap@aauw.org](mailto:cap@aauw.org) by **Friday, October 22, by 11:59 p.m. EST** will be accepted. Applicants will be notified of the grant award decisions by Friday, December 3, 2010.

## Application Components

### *Section I—CAP Team*

- The project adviser will be the contact person for award notification, reporting, publicity, and other grant-related activities. We strongly advise listing an additional project adviser, who will be a member of the team and assume leadership of the project should the primary project adviser be unable to continue.
- Some colleges/universities require external grant funds to be administered by a central office to which grant funds should be disbursed. Please check with the appropriate office on your campus to learn about your school's policy **before** submitting this application. If no alternative campus contact is designated on the application, grant funds will be made payable to the campus and disbursed to the primary project adviser.
- Please list all student participants with their demographic background (optional), e-mail addresses, and phone numbers.
- Provide information about your institution. AAUW is interested in supporting projects at various types of institutions, and AAUW college/university partner members receive special consideration in the selection process.

- Indicate whether your campus has an AAUW student affiliate chapter (your branch liaison will know). No special consideration is given to applicants with a chapter on campus.

### ***Section II—Project Description***

- Please adhere to the stated word limit for each section.
- All projects should be closely related to the topic: Breaking through Barriers in Science, Technology, Engineering, and Mathematics for Women and Girls. It is anticipated that projects will address some of the barriers that women face entering and staying in STEM fields, particularly physics, engineering, and computer science, areas where women are the most underrepresented:
  1. *STEM Literacy and Awareness.* Create programs designed to raise awareness and increase understanding of STEM fields and careers. Students often do not understand how science and technology connect to issues in their lives or how these subjects contribute to society, and they may be unaware of the many career options in those fields. Projects will focus on improving STEM literacy and awareness by providing information to better educate girls and women about the important role of STEM and STEM professionals in society. Projects can target girls in middle and high school, women in college, or women returning to school.
  2. *Mentoring.* Develop programs that facilitate relationships among students or between students and professionals in STEM fields. Mentoring is an effective practice in science and engineering, for both male and female students, yet women often report that they receive less mentoring compared with their male peers. Mentors can help students gain a more complete understanding of academic and career pathways in STEM; provide support, information, and guidance; and act as successful female models in STEM. Mentoring projects can target girls in middle and high school, women in college, or women returning to school or about to enter the workforce.
  3. *Campus Department Culture.* Design and implement initiatives that will improve the culture in STEM departments on campus. Departmental culture is an important factor that influences the retention and recruitment of all students, especially female and underrepresented minority students. Initiatives should focus on fostering positive relationships among students and between students and faculty and may include events to recruit new majors, social and academic activities including major-related clubs, presentations by faculty and students about their disciplines to high school students and undecided students, and the creation of student lounges or major-related clubs.

Proposed projects may combine these areas or fall outside these areas but should still focus on addressing barriers women and girls face entering and staying STEM fields. Teams should not be afraid of taking risks in proposing creative approaches. Past projects include mentoring programs, weekend conferences, workshop and speaker series, documentaries, websites, and other multimedia-based projects.

Please visit [www.aauw.org/connect/cap/projectmodel](http://www.aauw.org/connect/cap/projectmodel) to learn more about previous CAP projects. In particular, you can read about [CAP teams from 2009–10 that addressed STEM](#) and two CAP teams that addressed STEM in their programs in previous years: Bradley University in [Girls CAN!](#) (2008–09), and Dakota State University in [Careers for Women in Science and Technology](#) (2007–08).

Responses to the project overview must be in narrative form and should include the following points:

- What is the main objective or purpose of your project?
- Who is your target audience(s), and how do you propose to engage them?
- What is the need for your project on your campus, and what is your capacity to successfully implement your proposed project?

- Describe/list major project activities and a timeframe for your project.
- What are the major outcomes/impact you hope to achieve, and how will you measure those outcomes/impact?

### ***Section III—AAUW Liaison***

An AAUW state or branch representative must be identified to serve as a community liaison. This person's involvement could include attending team meetings, hosting a presentation on campus, reviewing plans or preliminary reports of project activities, providing AAUW materials for distribution at meetings or events, supporting advocacy by CAP teams on campus, assisting with the implementation of the project, and so on. Please visit <https://svc.aauw.org/about/branches.cfm> to find and contact an AAUW branch near you.

### ***Section IV—Budget***

An itemized budget for the project and a brief budget narrative must be included with the application. Please follow the five-column format provided in the sample budget of the application.

## **Selection Criteria**

CAP proposals will be evaluated on the following criteria:

- Relevance of the proposed project activities to the topic Breaking through Barriers in Science, Technology, Engineering, and Mathematics for Women and Girls.
- Strength of the project description and implementation plan: The project has clear goals and objectives; the project activities will logically lead to desired outcomes in the specified timeframe; there are clear opportunities for student leadership development; and the team has the capacity to carry out the project.
- Visibility: There is a clear and realistic plan to promote the project to target audience(s) and gain local visibility (wider campus, local community, media, etc).
- Impact of the project: The project reaches the identified target audience(s), makes an impact on the campus/local community, and can likely be replicated elsewhere.
- Evaluation plan: There is a plan to document, describe, and/or measure the changes/gains brought about by the project.
- AAUW liaison: The project should identify an AAUW state or local branch representative to serve as a community adviser/partner and have a clear role for that person.
- Overall quality of the proposal: The proposal is clear, coherent, and convincing.
- Special consideration will be given to institutions that are AAUW college/university partner members. For more information, visit <http://aauw.org/about/join/colleges> and [https://svc.aauw.org/join/value/aauw\\_cu.cfm](https://svc.aauw.org/join/value/aauw_cu.cfm).

## **Expectations & Procedures**

- In the **planning stage** (September–October 2010), the CAP team will create an action plan and develop a project proposal that includes goals, timeline, tasks, and evaluation strategies. The AAUW *Community Coalitions Manual* is a comprehensive guide for establishing and sustaining effective coalition-based programs, with lessons learned from the Girls Can! Project, and is a great starting point for program planning. [www.aauw.org/learn/research/upload/communityCoalitionsManual.pdf](http://www.aauw.org/learn/research/upload/communityCoalitionsManual.pdf).
- In the **implementation stage** (December 2010–May 2011), the CAP team will concentrate on the coordination of project tasks, develop mechanisms to monitor progress, and prepare to make adjustments or seize emerging opportunities as the project unfolds. Consider how to measure the

impact of the project and how the changes brought about by the project may be sustained and enhanced.

- In the **evaluation stage** (this may be ongoing, depending on the project), the CAP team will assess the program impact from the team's perspective (individually and as a group) on those involved in the project (co-sponsors, university/college, etc.) and on the participants/beneficiaries.

## Grant Requirements

In addition to meeting the goals stated in your grant proposal and adhering to the expectations and procedures described above, all of the following requirements must be fulfilled to be a successful grantee partner:

- All grant recipients are required to sign a contract and complete additional documentation to accept the award.
- Project activity must take place from January to May 2011.
- The primary project leader must participate in monthly conference calls with AAUW staff between January and May 2011. Additional team members are encouraged to attend these calls. A call schedule will be set up to accommodate participant schedules as much as possible. Project leaders can schedule individual calls with the AAUW staff during the project implementation.
- All teams are asked to participate in AAUW's national activities on Equal Pay Day in April 2011 to draw attention to the gender wage gap in STEM fields. AAUW will provide additional details closer to the date.
- One (or more) representative(s) from each team must attend the [National Conference for College Women Student Leaders](#) in Washington, D.C., in June 2011 to present the team's project. AAUW will cover travel and conference costs for one representative. **Please consider choosing a student team member as the representative who attends.** The overall conference is geared toward students, and it will be a great opportunity for them to learn, network, and gain experience giving a conference presentation. The team will be responsible for covering the costs of additional representatives. Teams will work with AAUW staff to determine and coordinate attendance at the conference.

## Grant Monies

Each CAP team will receive a grant of \$1,000 to \$5,000 to implement the team project (see the sample budget in the application form for guidelines on appropriate expenses and exclusions). The monetary grant will be payable to the participating campus and mailed to the project adviser (unless otherwise indicated) and delivered in two payments. CAP teams will receive half the grant money in December 2010, after AAUW receives the signed contract and additional documentation confirming award acceptance. The receipt of the second payment will be based on a "project benchmark" date in March 2011. Each CAP team will select a project benchmark in consultation with AAUW staff, appropriate to its project work, by which to submit a preliminary report to AAUW; final grant monies will be mailed approximately two weeks after the preliminary report is received. A final report and program materials, along with receipts, must be submitted to AAUW at the conclusion of the project. **Any unexpended grant monies must be returned at the close of the project.**

## Campus Action Project Timeline

The following timeline provides an outline of major project dates/deadlines, events, and activities. Exact dates for conference calls will be established after teams have been selected. However, we hope this will give teams a good idea of the scope of the project and necessary time commitment.

Friday, October 22, 2010

Proposals are due by 11:59 p.m. EST. Please submit your proposal to [cap@auw.org](mailto:cap@auw.org).

Friday, December 3, 2010	Applicants will be notified of award decisions by e-mail.
Monday, December 13, 2010	Signed contracts are due to AAUW by mail. A second signed copy may also be faxed or scanned and e-mailed. After receiving the signed contract confirming the award acceptance, AAUW will mail the first half of the project grant funds to the project adviser.
November–December 2010	CAP teams should be meeting regularly to plan their projects.
January–May 2011	Period of major project activity for CAP teams. All project activity must be completed by May 2010.
January–May 2011	Monthly conference calls with AAUW staff and all CAP teams.
March 18, 2011	Project benchmark. CAP teams submit preliminary reports detailing the implementation plan and actions to date to AAUW. AAUW will mail final grant monies approximately two weeks after receiving the preliminary report.
Tuesday, April 12, 2011	Equal Pay Day. CAP teams will participate in an activity recognizing Equal Pay Day.
June 2–4, 2011	A representative from each CAP team is expected to present on the team’s project at the National Conference for College Women Student Leaders in Washington, D.C.
Friday, June 17, 2011	CAP teams submit final reports, evaluation materials, and portfolio to AAUW. Final budget and receipts due to AAUW.

**Thank your for your interest in AAUW’s leadership programs. If you have questions about the Campus Action Project program, contact [cap@aauw.org](mailto:cap@aauw.org) or 202/785-7719.**