

**Million Girls Moonshot  
Program Level Survey  
Distribution Guide  
March 2021**



## About the Program Level Survey

### **Why is the Moonshot fielding a program survey?**

These surveys will collect information about programs' engagement with the Moonshot and current practices in informal STEM, including use of transformative practices and efforts to sustain engagement among girls and youth of color.

The annual program-level practice surveys will be distributed by Statewide Networks to all afterschool and summer programs in their state. This will enable the evaluation team to track shifts in programs' engagement with the Moonshot over time, along with changes in STEM-related practices in afterschool and summer.

The survey is available for distribution beginning Monday, March 1, and will close on April 30.

STEM Next has partnered with Public Profit to evaluate the Moonshot as a whole. They are coordinating the distribution of the program level survey. (See the FAQ for more about the evaluation team.)

## Distribution Toolkit

### **The program survey distribution kit includes:**

[FAQ about the survey](#)

[Outreach Planner](#)

- Communications assets including [sample emails, newsletter posts](#) and [social media images](#)
- [Link and language to embed in other surveys](#)
- [PDF of the Survey](#)

## **FAQ**

### **When will the survey be available?**

The survey is available online beginning Monday, March 1. The survey will be open through April 30, 2021.

We suggest publicizing the program level survey for a four-week period during the survey window. See the Outreach Planner for more information.

### **What happens to the data?**

Each Network with more than 20 program level survey responses will receive a customized report with data from programs in their state. This can be used for planning, fundraising, and outreach purposes. Reports will be released by Public Profit in early summer 2021.

The aggregated survey results will be incorporated into the first annual report for the Million Girls Moonshot and the networks, released by Public Profit in summer 2021.

### **Why should programs take the survey?**

Every program representative who completes the survey will be invited to an exclusive session that features free, high quality engineering activities, and how to adapt them for at-home activities.

In addition, every person who completes the survey will be entered in a drawing for one of ten \$100 gift cards.

### **What role do the networks play?**

Each Statewide Afterschool Network will raise awareness about the survey via its communications channels, including social media, email, newsletters, web site, and announcements at meetings and other gatherings with afterschool and summer programs.

Public Profit will post regular updates about the total number of surveys received by each state, so that networks can stay current with the number of programs-level surveys that have been completed in their state.

Ideally, about 10% of afterschool and summer programs in each state will respond to the survey. So, if a network estimates that there are 2,000 afterschool and summer programs in their state, the goal response rate is 200. Networks should strive for at least 50 responses from programs in their state.

### **What about other surveys we have this spring?**

We appreciate that networks may already have program-level surveys planned for spring 2021. We are aware that the Afterschool Alliance is asking for networks' support in distributing a COVID-specific survey in February and March.

Networks have the following options:

*Sequence surveys at different times in spring* – Networks can distribute the Moonshot program-level survey any time between March and late April. This provides flexibility for networks that want to space out survey “asks” across a few months in spring.

*Include a link to the Moonshot survey* – Networks can incorporate a link to the Moonshot survey into the other surveys they are collecting to provide a (relatively) seamless experience for respondents. There are more instructions for this on [page xx](#).

*Incorporate the Moonshot survey questions into an existing survey* – Public Profit can help you to incorporate the Moonshot survey items into an existing online survey. Contact Priscilla at [priscilla@publicprofit.net](mailto:priscilla@publicprofit.net) to learn more.

### **What resources are available to help networks raise awareness about the survey?**

This toolkit includes the following materials to make it as easy as possible for networks to share the survey:

- Outreach planner – use to decide on a survey distribution window, communications channels, and follow-up nudges to programs
- Survey count update – Public Profit will provide a weekly update on survey returns by state starting in early March.
- Sample email and newsletter text – Use this sample text in outreach to afterschool and summer programs. Feel free to tailor it to suit your state’s unique context!
- Sample social media posts – Images and text to use on Twitter, Facebook, Instagram, and any other channels.
- Link to the survey to embed in other surveys.

**What will the Moonshot do to publicize the survey?**

The Million Girls Moonshot is coordinating with the Afterschool Alliance to include a link to the survey in their winter COVID survey, starting in mid-February.

The Afterschool Alliance will encourage afterschool and summer programs to complete the survey via a message in their regular newsletter.

The Million Girls Moonshot will publicize the survey via Twitter.

**Who is the evaluation team at Public Profit?**

Public Profit is a woman-owned evaluation company that works with mission-driven organizations across the country to help them use data to make better decisions and improve practice.

The Public Profit team has deep roots in the out-of-school time and informal STEM community, and has worked with the Afterschool STEM Hub, California Afterschool Network, the C.S. Mott Foundation, S.D. Bechtel, Jr. Foundation, and Science Action Club. Learn more about them at [www.publicprofit.net](http://www.publicprofit.net)

The project team includes:

Corey Newhouse – Project Director	<a href="mailto:corey@publicprofit.net">corey@publicprofit.net</a>
Sam Adams – Data Analyst	<a href="mailto:sam@publicprofit.net">sam@publicprofit.net</a>
Ava Elliott – Data Analyst	<a href="mailto:ava@publicprofit.net">ava@publicprofit.net</a>
Priscilla Bustos – Project Coordinator	<a href="mailto:priscilla@publicprofit.net">priscilla@publicprofit.net</a>

## Outreach planner

When will we share the Million Girls Moonshot program survey? \_\_\_\_\_

- *Select a four-week window between March 1 and April 30.*
- *Coordinate outreach for this survey with other “asks” of programs in your state.*

About how many surveys do we want to collect? \_\_\_\_\_

- *10% of the afterschool and summer programs in your state is a **\*\*great\*\*** response rate. At minimum, aim for 50 responses.*

What communications channels will we use?

Channel	Dates and Team Lead
<input type="radio"/> Newsletter	
<input type="radio"/> Email list	Sent to STEM afterschool Listserv on April 5 by Perrin Chick
<input type="radio"/> Facebook	Perrin Chick put this on MMSA’s facebook page on April 5
<input type="radio"/> Instagram	
<input type="radio"/> Other social media	
<input type="radio"/> Website	
<input type="radio"/> Announce at meetings/conferences	
<input type="radio"/> Other: _____	

## Sample email or newsletter text



Let's Show the Nation how **{STATE}** Does STEM in Afterschool!

**[Name of network]** is a part of the Million Girls Moonshot, helping out-of-school time programs as they increase the quality of STEM learning opportunities for all young people, especially for underserved and underrepresented youth. (Learn more at <https://milliongirlsmoonshot.org/>)

The Moonshot seeks to re-imagine who can engineer, who can build, who can make. It will inspire and prepare the next generation of innovators by engaging one million more girls in Science, Technology, Engineering, and Math (STEM) learning opportunities through afterschool and summer programs over the next 5 years.

Every state is asking afterschool and summer programs to share more about how they do STEM. Please join this important effort! Your answers will help us to better understand how we can best support afterschool and summer programs statewide. The survey should take 5-10 minutes to complete.

Everyone who completes the survey will have exclusive access to a webinar on engaging kids in hands-on engineering activities from home. Everyone who responds will be entered into a drawing for a \$100 gift certificate.

**Click [here](#) to take the survey!**

Thank you for your time!

## Sample social media posts

Hey #afterschool! Want to help get more girls into #STEM? Tell us about your practice in this survey and get entered to win a \$100 gift certificate! <https://bit.ly/3rR8meI>

Hey #name of state! Let's show the nation how we do #STEM in #afterschool! Complete this quick survey and get entered to win a \$100 gift certificate. <https://bit.ly/3rR8meI>

The @girlsmoonshot is reimagining who can be an engineer; who can build; who can make. Tell us about your #afterschool program to help set course for the future of #STEM! <https://bit.ly/3rR8meI>

Does your #afterschool or #summer program get kids engaged with Science, Technology, Engineering and Math? The Million Girls Moonshot wants to hear all about it! Complete this quick survey and get entered to win a \$100 gift certificate. <https://bit.ly/3rR8meI>

The @girlsmoonshot is reimagining who can be an engineer; who can build; who can make. Tell us about your #afterschool program to help set course for the future of #STEM!

  
MILLION GIRLS MOONSHOT



We want to hear from you!



MILLION GIRLS MOONSHOT

#MILLIONGIRLSMOONSHOT

Does your **#afterschool** or **#summer program** get kids engaged with Science, Technology, Engineering and Math? Tell the Million Girls Moonshot all about it! Complete this quick survey and get entered to win a **\$100** gift certificate.



THE COUNTDOWN IS ON

**HEY #AFTERSCHOOL! WANT TO GET MORE GIRLS INTO #STEM? TELL US ABOUT YOUR PRACTICE IN THIS SURVEY AND GET ENTERED TO WIN A \$100 GIFT CERTIFICATE!**

MILLION GIRLS MOONSHOT



### **Link to the survey to embed in other surveys**

Add the following text to an existing online survey to route respondents to the Million Girls Moonshot program survey:

We're part of the Million Girls Moonshot, which is reimagining who can be an engineer;  
who can build; who can make.

## Million Girls Moonshot Program Level Survey

<https://www.surveymonkey.com/r/mgm2021>

  
MILLION GIRLS MOONSHOT

**National Afterschool STEM Program Survey**  
Spring 2021

The Million Girls Moonshot is an afterschool equity initiative that seeks to re-imagine who can engineer, who can build, who can make. It will inspire and prepare the next generation of innovators by engaging one million more girls in Science, Technology, Engineering, and Math (STEM) learning opportunities through afterschool and summer programs over the next 5 years. The CS Mott Foundation, Afterschool Alliance, and STEM Next.


The [afterschool network](https://milliongirlsmoonshot.org/) in your state is part of the Moonshot, helping to support out-of-school time programs as they increase the quality of STEM learning opportunities for all young people, especially for underserved and underrepresented youth. (Learn more at <https://milliongirlsmoonshot.org/>)

This survey will help your statewide afterschool network to better understand how we can best support afterschool and summer programs statewide. We appreciate that COVID has affected afterschool and summer programs' ability to operate, and appreciate your honest responses about your programming.

It should take 5-10 minutes to complete.

Everyone who completes the survey will be invited to an exclusive webinar on hands-on engineering activities kids can do at home. Plus, 10 respondents will receive a \$100 gift card!

Thank you for your time!

  
MILLION GIRLS MOONSHOT

**National Afterschool STEM Program Survey**  
Spring 2021

About Your Afterschool and Summer Programs

1. What is your program name?

2. Your Name

3. Your Position

4. Email Address

5. How many afterschool or summer **sites\*** do you represent?

\*Note: A "**site**" generally means a group of youth and staff who normally would gather together in a common location. For remote-only programs, count each distinct programmatic offering as a site. (e.g. one with a common set of youth and staff)

6. What state are you in?

7. Among the afterschool and summer sites you represent, approximately how many youth were served?

In summer 2020

In school year 2020-21  
(estimated)

8. Of the youth served in summer 2020 and school year 2020-21, approximately what percentage: (please use whole numbers and do not include a % sign)

Identified as girls

Identified as boys

Not sure/unknown

9. What grade levels do the programs you represent work with? (e.g. 30% elementary school, 70% middle school, 0% high school - please enter whole numbers that add to 100, do not use the % sign)?

Elementary School

Middle School

High School

Other

10. Among youth enrolled in the programs you represent, approximately what percentage of children/youth would describe themselves as: (list all that apply, use numbers and do not include the %)

Asian

Black

Latino/a

Native American/Native  
Alaskan

Pacific Islander

11. Among youth enrolled in the programs you represent, approximately what percentage live in lower-income households? (e.g. youth who are eligible for free/reduced price lunches at school)



MILLION GIRLS MOONSHOT

**National Afterschool STEM Program Survey**  
Spring 2021

Engagement with the Million Girls Moonshot

12. Between Summer 2020 and today, which of the following Million Girls Moonshot-related activities have you or members of your team participated in? (Check all that apply)

	Yes	No	Not Sure	Would Like to Know More
Read an article or brief on STEM shared by my <u>Statewide Afterschool Network</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visited the <u>Million Girls Moonshot</u> website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attended a training on STEM offered by my <u>Statewide Afterschool Network</u> at a statewide or regional afterschool conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attended a STEM round table or other awareness-building activity offered by my <u>Statewide Afterschool Network</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attended a virtual training on STEM topics offered by the <u>Million Girls Moonshot</u> (e.g. Equity & Inclusion in Afterschool, Engineering Mindsets)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Implemented curriculum offered by a Moonshot partner (e.g. Techbridge Girls @ Home, Technovation, Televisa Foundation & TCLift, Jobs for the Future)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Something Else*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\*Something else (please specify):

13. In what ways have the Million Girls Moonshot-related materials and activities helped the programs you represent? (check all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> Introduced our staff to new STEM-related concepts          | <input type="checkbox"/> Helped to make our STEM activities more culturally responsive                       |
| <input type="checkbox"/> Helped to improve the quality of our STEM activities       | <input type="checkbox"/> Helped our staff to engage with families around STEM                                |
| <input type="checkbox"/> Helped to expand the STEM topics our activities address    | <input type="checkbox"/> Not sure  |
| <input type="checkbox"/> Helped to make our STEM activities more appealing to girls | <input type="checkbox"/> Doesn't apply; we haven't used <u>Million Girls Moonshot</u> -related materials yet |
| <input type="checkbox"/> Some other way:  |  |



**National Afterschool STEM Program Survey**  
Spring 2021

**STEM Activities in Afterschool and Summer**

14. Between summer 2020 and today, about how often do the programs you represent provide science, technology, engineering or math (STEM) activities, such as designing and building things, doing science experiments, building robots, or math games and puzzles? (select one):

- ☐ Often
- ☐ Sometimes
- ☐ Never



## National Afterschool STEM Program Survey Spring 2021

### STEM Activities in Afterschool and Summer

15. Approximately what percentage of youth participated in STEM enrichment activities (exclusive of homework help) in the programs you represent?

During Summer 2020

During School Year 2020-21

\* 16. On average, how many hours of STEM enrichment activities (exclusive of homework help) did youth in the programs you represent experience each week between summer 2020 and today?

Hours per week (Approximately)

Summer 2020

School Year  
2020-2021

17. About how often do the STEM activities in the programs you represent emphasize the following?

	Frequently	Sometimes	Rarely	Never
Science	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engineering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Math	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. How often do the following transformative practices take place in the STEM activities in the programs you represent?

	Frequently	Sometimes	Not Yet, Would like to know more	Not yet, Not Interested
Girl-friendly programs, topics, and marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
STEM activities with youth voice & reflection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help from volunteer mentors & Role Models	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engagement with families	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applying STEM topics to community issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Continuous STEM learning pathways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culturally responsive STEM practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify):

19. How can your Statewide Afterschool Network best support the STEM-related activities in the programs you represent? (Check all that apply)

- ☐ Webinars on STEM topics for program staff
- ☐ Curricula/lesson plans in STEM
- ☐ Professional learning community in STEM
- ☐ Supplies for STEM activities
- ☐ Access to STEM Volunteers and Role Models
- ☐ Connections to other STEM stakeholders (e.g. expanded learning, programs, K-12 educators)
- ☐ Other (please specify):