

## **Science In Vivo: Go Where the People Are**

The Science In Vivo project is a multi-year exploration of the integration of in-person science engagement into the normal course of people's lives.

The project includes financial support for a total of 24 sites in the United States that will create science experiences that reach people where they already are. This activity may take place at special occasions (such as a concert or sporting event), or in the routine of daily life (such as a busy outdoor market). The project will support the widest possible range of activity, with a common thread being that audiences will find themselves participating without having to significantly alter their existing plans for their day. These sites will be selected via the competitive application process described here.

Science In Vivo is a project of the [Science Festival Alliance](#), a network managed by staff at the MIT Museum. Science In Vivo builds on the [Just Add Science program](#), which fostered similar activity at more than a dozen sites across the US. The Science In Vivo project is supported by [Science Sandbox](#), a Simons Foundation initiative dedicated to engaging everyone with the process of science.

Before completing this application, please take the time to consider the context provided by additional materials available at <https://sciencefestivals.org/toolkit/vivo/>.

### **Science In Vivo funding categories**

The Science Festival Alliance is currently seeking applications for new or substantially expanded activity that integrates science experiences into existing public events. Applications will fall into one of two funding categories:

#### Experimental Sites (18 sponsorships starting at \$5,000)

Applications to this category will describe activity that is substantially new for the team involved. The applying organization may already have experience with activity that “goes where the people are,” but successful applications will describe how participation in the Science In Vivo project will push the team to try something outside of their usual comfort zone. The primary goal of this funding category is to learn more about the range of what is possible from such activity. A secondary goal is to directly provide as many people as possible with high quality science experiences.

#### Digging Deeper Sites (6 sponsorships starting at \$10,000)

Applications to this category will describe an initiative that builds on ongoing activity to develop more robust relationships with a community or audience. Successful applications will describe how participation in the Science In Vivo project will push the team to explore ways to use their ongoing activity as a basis for moving beyond only superficial interactions with audiences. The primary goal of this funding category is to learn more about models and processes that extend the potential of going where the people are. A secondary goal is to generate programming that effectively connects the specific science institutions and communities involved in enduring relationships of trust.

## **Science In Vivo obligations and benefits**

By the end of 2019 awardees will be expected to:

1. Produce the activity described in your original application, or as modified and agreed upon with Science Festival Alliance staff;
2. Participate in program communications, including two webinars, three additional conference calls for Digging Deeper awardees, and informal check-ins with Science Festival Alliance staff;
3. Provide basic written final report information about activity, and participate in a post-event recorded phone interview with Science Festival Alliance staff; and
4. Recognize Science Sandbox appropriately for its financial support.

Awardees will receive:

1. Experimental Sites will receive a base sponsorship of \$5,000. Digging Deeper Sites will receive a base sponsorship of \$10,000.
2. Communications support for sharing your Science In Vivo story with interested professionals, and special recognition in Science Festival Alliance materials.
3. Networking support from Science Festival Alliance staff and other project sites.

Additional potential benefits:

4. Potential additional financial award in support of your activity drawn from a discretionary funding pool totaling \$60,000. Only some awardees will receive supplementary awards, which may include agreed upon stipulations on how such funds can be spent.
5. Nine awardees will host observing professionals. Observers will be present during Science In Vivo activity, with all associated costs covered by the Science Festival Alliance. Observers may help to raise the profile of an awardee's efforts, and will provide awardees with honest feedback.
6. Nine awardees will receive financial compensation to present at regional professional conferences.
7. Six awardees will be invited to a final project convening, with travel expenses paid by the Science Festival Alliance.

## **Application instructions and administrative information**

Applications are due by the end of the day: March 5, 2018.

To apply please provide answers to the questions on the next page. Save the completed document as a PDF file, and email this to [connect@sciencefestivals.org](mailto:connect@sciencefestivals.org) by the deadline. You might not receive immediate confirmation of receipt of the application.

Awardees from this first Call for Applications will be named by March 19, 2018.

It is unlikely that all 24 sites will be selected in March, 2018. In this case there will be another Call for Applications issued in the future. Organizations are welcome to apply to each Call for Applications, and are welcome to submit multiple applications at a time.

It is expected that application answers will reflect the fact that you are in the early planning stages for new activity. Bulleted answers are fine, and succinct answers are preferred (applications will not be discarded for exceeding suggested word limits). You might be asked for more details later in the application process.

Applications will be judged as to whether proposed activities are feasible, appropriate to the audience served, and a good fit for the goals of the Science In Vivo project. Among other criteria, the project is seeking to round out a portfolio of activity that represents a wide range of audiences, formats, settings, calendar dates, and geography (within the US).

Applicants do not need to be members of the Science Festival Alliance or involved in a science festival to be eligible to apply.

You will not be paid until after work is complete. Applicants must be affiliated with a non-profit organization capable of administering financial awards, which will be arranged as work-for-hire. Completed applications will constitute an initial proposal. Payment of awards will be issued within 30 days upon receipt of an invoice satisfying the work described in the initial proposal (or as modified in agreement with Science Festival Alliance staff).

Science In Vivo funding must be used to directly support proposed work. Beyond this stipulation, there are no restrictions on what types of expenses are allowable, and a final expense report will not be required. Indirect or overhead costs should not apply to this work-for-hire arrangement, but Science Festival Alliance staff will try to make individual arrangements as necessary.

The non-profit organization named in the application is responsible for carrying out any proposed work. The products of this work will be informed by participation in the Science In Vivo project, but will remain the property of the named non-profit organization. However, the Science In Vivo project may publicize case studies, photographs, recordings, and other documentation related to the proposed work.

Please contact Science Festival Alliance staff at [connect@sciencefestivals.org](mailto:connect@sciencefestivals.org) with any questions: we want to help you craft the best application possible.

## **Application Questions:**

Working title for activity:

Point of contact for application

Name:

Title:

Organization:

Email:

Phone:

Please name, and provide a relevant web address for, the non-profit that will act as fiscal agent for the proposed activity:

1. Is this application for an Experimental Site or a Digging Deeper Site?

2. What do you want to do?

Outline your overall vision, and describe the proposed activity. To the extent possible, mention any existing events or venues you expect to work with, note whether you expect to work with collaborators, and include any known dates, locations, or other specifics (suggested 250 word limit):

3. Who are you doing this for?

Describe audiences (primary and secondary if applicable) expected to be involved in the proposed activity, including anticipated number served, any potential demographic characteristics, and expected extent of audience participation in the proposed activity (suggested 250 word limit):

4. What might we learn?

For Experimental Sites, explain what about this will be new, different, and exciting for your team. For Digging Deeper Sites, explain what models, processes, and/or approaches you expect to use to build upon your ongoing activity. For either category, share thoughts about what professional lessons might be learned from the proposed activity (suggested 250 word limit):

5. What resources will this take?

List any of the major costs expected, and note significant in-kind resources expected to support the activity (if any). Briefly describe the qualifications of staff and/or other team members expected to be directly involved (suggested 125 word limit):

6. What are your motives?

Why is the proposed activity of potential benefit for your organization? Briefly describe how the proposed activity is connected to or aligned with your organization's other plans, initiatives, and/or programming (suggested 125 word limit):

7. What did we miss?

Is there anything else you would like to share that has not been covered in previous answers? (suggested 125 word limit):