In the literature on initiatives to increase women’s participation in STEM, many studies focus on impact to participants. The service of women faculty leading these initiatives has not been extensively examined. This type of faculty service is similar to race-based service which has been conceptualized both as a cultural tax levied by universities and as a form of critical agency that faculty undertake (Baez, 2000; Padilla, 1994). In this talk, I describe how I have started to see the service of women faculty in gender-based initiatives through this lens of critical agency, as a form of institutional activism. Through an intersectional feminist critical lens, I will present a review of institutionalized forms of activism, including Katzenstein’s (1990; 1998) work on how institutions constrain activist work, Meyerson’s (2001) framework on types of institutional activism, and Kezar and Lester’s (2011) work on grassroots leadership in universities. From that review, I pose a series of reflective questions for participants to consider through this institutional activist lens. My aim is to provide faculty new ways to contextuallyize their own service and provide a sense of effective practices that can be leveraged in gender-based work. (Received September 09, 2020)