



Change

Canadian Association
of Science Centres

Annual Conference
Sudbury, Ontario
June 9 to 11, 2011

casc2011.ca



SCIENCE NORTH  SCIENCE NORD
sciencenorth.ca

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Dynamic Earth is a Science North Attraction.

Message from the CASC President

Change is happening! On behalf of the Board of Directors, welcome to our 2011 Annual Conference. We are very excited to return to Sudbury and Science North, where the Association held its first conference of the 'current era' in 2003. Our conference hosts at Science North and our national Program team have again planned a wonderful event that includes inspiring learning sessions, engaging social events and an opportunity to celebrate the cutting-edge work that is happening in science engagement and informal learning today.

Over the past year, our board has been working through a plan to help us grow and sustain the association of over the long term. Over the past year, our partners have endorsed new projects such as the Science Interns Outreach Project in support of that goal. Your board of directors is constantly looking for opportunities and people to help us sustain the association in the face of change.

Thank you so much to all of the organizers, sponsors, exhibitors and delegates who have come together to make this conference our most important national networking and professional development event.

Over the next few days, we look forward to our discussions -- during the keynote and concurrent sessions and over cocktails -- about how we can make the most of Change to serve our mission; To inspire a creative and prosperous Canada through science and technology engagement.

Sincerely,



Dov Bercovici,
President, CASC



CASC Board of Directors 2010-11

President:

Dov Bercovici,
Discovery Centre

Vice-President:

Catherine Paisley,
Ontario Science Centre

Treasurer:

George Smith, TELUS World of
Science – Edmonton

Secretary:

David Desjardins, Science East

Past-President:

Jim Marchbank, Science North

Directors:

Guyline Archambault,
Armand-Frappier Museum,
Biosciences Interpretation Centre.

Thérèse Baribeau, Biosphère,
Environment Museum

Sandra (Sandy) Baumgartner,
Saskatchewan Science Centre

Tracy Calogheros,
The Exploration Place

Pierre Harvey,
Sherbrooke Museum of Nature
and Science

Claude Faubert, Canada Science
and Technology Museum

Claudette Leclerc,
The Manitoba Museum

Message from Science North's CEO

Dear CASC Delegates:

On behalf of our Board, staff and volunteers, I want to welcome you to Science North for the CASC 2011 Conference. I'd also like to welcome you to the City of Greater Sudbury and hope you enjoy your time here.



Science North hosted the very first CASC Conference in 2003. Since then CASC has grown and gone through many exciting changes. Science North has also undergone substantial change having recently completed a multi-year renewal project, the most substantial renewal of our science centre since we opened in 1984. And speaking of "change", that of course is our theme for the CASC 2011 Conference.

Change is a constant in the science centre field whether it relates to science and technology, our audience demographics or our workforce. We are excited to host this year's Conference with sessions focused on how we are meeting these challenges of change across all facets of our organizations. In addition, delegates will have many opportunities to network for informal discussions and a chance to learn from each other.

We hope you enjoy the Conference and your time at Science North. As your host we are eager to make your time here both productive and enjoyable. Please feel free to ask any member of our staff for assistance, including our Conference organizing team who are wearing special nametags. Looking forward to seeing you during the Conference.

Sincerely,

A handwritten signature in black ink that reads "Guy Labine". The signature is written in a cursive, flowing style.

Guy Labine
Chief Executive Officer

CASC 2011 Conference Sponsors and Partners

Lead partners:



Main sponsors:



THE PROFESSIONAL INSTITUTE OF
THE PUBLIC SERVICE OF CANADA
L'INSTITUT PROFESSIONNEL DE LA
FONCTION PUBLIQUE DU CANADA

Key supporters:



Friends of CASC:



Thanks to:

SNOLAB

Eagle Ridge Trading

Program at a glance

(T) *Simultaneous Translation from English to French*

Thursday, June 9

- 6:00 a.m. - 3:00 p.m.** SNOLAB Pre-Conference Tour
- 9:00 a.m. - 4:00 p.m.** CASC Strategic Planning Meeting
(by invitation) - **Location:** Boardroom
- 3:00 p.m. - 6:30 p.m.** Registration
Location: Science North main lobby
- 6:30 p.m. - 9:30 p.m.** Welcome Reception in the science centre
Location: Science North

Friday, June 10

- 8:30 a.m. - 4:30 p.m.** Registration
Location: Science North main lobby
- 8:30 a.m. - 5:00 p.m.** Trade Show - **Location:** Vale Cavern
- 8:30 a.m. - 9:00 a.m.** Opening Remarks - **Location:** IMAX Theatre
- Remarks from CASC President
 - Remarks from our Lead Partner: NSERC's commitment to promoting and supporting the sciences
- 9:00 a.m. - 10:00 a.m.** Keynote Speaker - Dr. James P. Delgado
Location: IMAX® Theatre
- 10:00 a.m. - 10:30 a.m.** Health Break - **Location:** Vale Cavern
- 10:30 a.m. - 12:00 p.m.** **CONCURRENT SESSIONS**
- Harnessing Youth Leaders: BC Green Games and Other Stories of Youth Action - **Location:** Great Lakes Object Theatre
 - Game On! Exploring Game-Based Formats to Engage New Audiences (T)
Location: Laamanen Room
 - Exhibit Design: New Trends and Innovations - **Location:** Boardroom
- 12:00 p.m. - 1:30 p.m.** Trade Show Luncheon - **Location:** Vale Cavern
- 1:30 p.m. - 2:45 p.m.** **CONCURRENT SESSIONS**
- Leading Change in an Organization - **Location:** Boardroom
 - Inspire Your Audience by Inspiring Your Staff (T)
Location: Laamanen Room
 - Green Energy at the Science Centre
Location: Great Lakes Object Theatre
- 2:45 p.m. - 3:15 p.m.** Health Break - **Location:** Vale Cavern

3:15 p.m. - 4:30 p.m. CONCURRENT SESSIONS

- Raising More Money with Volunteer Teams
Location: Great Lakes Object Theatre
- Smarter Science: How Science Centres Can Become Involved in an Innovative Education Framework (T) - **Location:** Laamanen Room
- The Toronto Declaration: Assessing the Impact - **Location:** Boardroom

6:00 p.m. Bus to Dynamic Earth
Travelodge Hotel - Delegate pick up
Travelway Hotel - Delegate pick up

6:30 p.m. - 9:00 p.m. Cocktail Reception at Dynamic Earth

9:00 p.m. 1st shuttle back to delegate hotels

9:30 p.m. 2nd shuttle back to delegate hotels

8:00 a.m. - 8:45 a.m. Continental Breakfast
What's New at Your Science Centre?
Location: Vale Cavern

8:50 a.m. - 9:30 a.m. Annual General Meeting
Location: Vale Cavern

9:45 a.m. - 11:00 a.m. CONCURRENT SESSIONS

- Demos: Is Bigger Always Better? - **Location:** Discovery Theatre
- Change on the Horizon: New and Novel Ways of Engaging Planetarium Audiences - **Location:** Planetarium
- The Research is Done... Now What? How to apply Science Centre Research to Your Science Centre Programs (T)
Location: Laamanen Room

11:15 a.m. - 12:30 p.m. CONCURRENT SESSIONS

- Helping Teachers Cope with Changes in Science Centre Curriculum
Location: Boardroom
- Public Engagement With The Health Sciences - A Working Session
Location: Great Lakes Object Theatre
- Master Planning: Aligning Organizations to Meet Community Needs (T)
Location: Laamanen Room

12:30 p.m. - 1:45 p.m. Lunch on your own in Elements food court
OR Cortina Cruise Lunch
(pre-registration required)

1:15 p.m. - 1:35 p.m. Shoreline Tour (Optional)

1:45 p.m. - 3:00 p.m. CONCURRENT SESSIONS

- Older Adults as Science Centre Visitors - **Location:** Boardroom
- Planning For Successful Change By Changing Succession Planning
Location: Great Lakes Object Theatre
- Connecting Into the Classroom: Removing Barriers and Creating Opportunities (T) - **Location:** Laamanen Room

3:00 p.m. - 3:30 p.m. Health Break - **Location:** Special Exhibits Hall

3:30 p.m. - 5:00 p.m. CONCURRENT SESSIONS

- The Personal Touch: Animals as Paradigm Education Tools in a Constantly Changing Science Centre - **Location:** Boardroom
- Integrating Programming and Exhibits-Creating a More Interesting Mix (T) - **Location:** Laamanen Room
- Real People, Real Science - **Location:** Great Lakes Object Theatre

5:00 p.m. - 6:15 p.m. Free Time

Shuttle to CASCADES National Awards Gala at Science North

6:15 p.m. Delegate bus pick up at Travelodge Hotel

6:25 p.m. Delegate bus pick up at Travelway Hotel

6:30 p.m. - 10:30 p.m. CASCADES National Awards Gala Dinner
Location: Vale Cavern

10:30 p.m. 1st shuttle back to delegate hotels

10:55 p.m. 2nd shuttle back to delegate hotels

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**CASC Conference
2011 - Program
Committee**

Mia Boiridy, Science North
Jo-Ann Coggan, Science World
Brandi Chuchman, TELUS World of Science Calgary
Josée Duhaime, Montreal Science Centre
Sabrina Greupner, Ontario Science Centre
Ian McLennan, Consultant
Keith Moore, Johnson GEO Centre
Jennifer Pink, Science North
Tracy Ross, CASC
Scott Young, The Manitoba Museum

Helpful Information

CASC Information Desk Delegates who have any questions or require assistance throughout the conference are asked to visit the CASC registration desk in the main lobby of Science North.

Admission to Science North Attractions Delegates interested in visiting Science North attractions must show their delegate namebadge to get a ticket for complimentary admission.

Internet Access Science North offers wireless internet access. Delegates may access computers with internet capability in the FedNor CyberZone, located on the 4th floor of the science centre.

Bussing for Friday and Saturday Evening Social Events Science North will provide bussing for delegates to/from Friday and Saturday social events at specific times as indicated in the “program at glance”. Look for the CASC logo which will be displayed in the front and side windows of Sookram busses. (Note: For the Friday evening reception at Dynamic Earth, delegates are advised to bring comfortable footwear if they wish to participate in the underground tour.)

Lunch on Saturday, June 11

Cortina Cruise Lunch Package - (optional, pre-registration required) Deadline for registration is Fri., June 10 at 1:30 p.m at the CASC registration desk in the main lobby (Visa/Mastercard preferred methods of payment). Delegates who have registered for the Cortina Cruise lunch package are to meet at the Science North dock (outside Elements food court) at 12:30 p.m. on Saturday.

Lunch on your own - Delegates not partaking in the Cortina Cruise may purchase lunch at Science North’s Elements food court. Weather permitting, delegates may take a tour of the Healthy Shoreline Demonstration Site and learn how Science North created an oasis for aquatic wildlife and beautiful gardens at the edge of Ramsey Lake. Shoreline tour starts at 1:15 p.m. Delegates are to meet at the boardwalk outside Elements food court. No registration is required. Delegates may also visit the F. Jean MacLeod Butterfly Gallery on Level 2 of the science centre.

Taxis in Proximity to Science North

Lockerby Taxi – (705) 522-2222 (accessible)

City Taxi – (705) 673-9999

Airport Shuttle Sudbury Airport Shuttle Service offers door-to-door airport transportation at a flat rate. Please call to pre-arrange your airport shuttle service.

1-866-230-3332, local (705) 566-0375

City Highlights

Sudbury Tourism website: sudburytourism.ca

CASC Conference Hotels

Travelway Inn (across the street from Science North)

1-800-461-4883, local (705) 522-1122

Travelodge Hotel (5 minute walk from Science North)

1-800-578-7878, local (705) 522-1100

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CASC Trade Show Exhibitors

Atelier Multiversions
Canadian Museums Association
Canadian Space Agency
Evans & Sutherland
Fisheries & Oceans Canada
Minotaur Mazes
Natural Resources Canada
Niagara River Trading Company
Ontario Science Centre
Science North
Sherbrooke Museum of Nature and Science
Sign City
Zeiss Planetariums, Seiler Instrument & Mfg. Co. Ltd (Science North main lobby)

Program Session Information

Friday, June 10, 2011

NOTE: Schedule starts at 8:30 a.m. on Friday. Check program at a glance for detailed schedule.

9:00 a.m. - 10:00 a.m. Opening Keynote Speaker

Dr. James P. Delgado, Marine Archaeologist

Location: IMAX® Theatre, Science North

Making Science Relevant: The Human Connection

As the second decade of the 21st century continues unfolding, changing demographics and shrinking education dollars for museums and science centres are a real concern to those in the industry. The public still love learning about science but in today's technically-advanced and fast-paced world, they need to see and hear information on new levels. While they still may enjoy engaging in interactive science games and roaming through myriad displays, what they're really looking for is meaning – a personal connection to what they're learning. Authenticity, realism and trust are key. It's time to start thinking outside the box and breakthrough to people's underused senses. This can be done by developing new ways of involving the audience, such as using innovative animations, evoking emotions with moving music, and offering riveting campfire-style storytelling. By making science real and tangible for an information-overloaded public, both their interest and perceptions and your bottom line can change for the better. Drawing on his 30+ years as a scientist working in the field of maritime archaeology, and as a 15-year maritime museum director, Dr. James Delgado will speak to the trends he's seen in his multi-faceted career working with numerous organizations dedicated to the pursuit of sharing science with the public.

10:30 a.m. - 12:00 p.m. **CONCURRENT SESSIONS**

Harnessing Youth Leaders: BC Green Games and Other Stories of Youth Action

Location: Great Lakes Object Theatre

Science World's BC Green Games is a province-wide annual contest for K-12 students to document and share

environmental action stories online. Now in its third program year, the thoughtful development of BC Green Games by Science World staff and community partners has created strategies that effectively inspire environmental action around British Columbia.

In small groups, participants will:

- explore and contribute to a discussion on the role of science centres in the development of youth leaders
- examine samples of student generated digital content from the BC Green Games on-line gallery
- share, review, and assess methods of digital outreach delivery and gathering student generated content
- learn about BC's Environmental Learning and Experience document and Curriculum Maps

Session Leader/presenter: *Kate Henderson, Teacher Consultant & Project Manager BC Green Games, Science World British Columbia, Vancouver*

Game On! Exploring Game-Based Formats to Engage New Audiences (T)

Location: Laamanen Room

As audiences change, they are looking for new types of experiences at science centres, and innovative science-based games can fill this niche. Join speakers from TELUS World of Science - Calgary, the Ontario Science Centre, and Urban Quest to experience game based programming first-hand while learning about the successes and challenges of this new format! Participants will become players during this session, and move through stations to explore examples of current science centre games (including Decide, EVOLVE! and UrbanQuest), encounter scenarios of diverse audience needs, and overcome challenges to develop game ideas for their own centres!

Session Leader/presenter: *Brandi Chuchman, Public Programs Coordinator, TELUS World of Science - Calgary*
Presenters: *Kevin Von Appen, Director Science Communication, Ontario Science Centre, Toronto*
Anthony Woods, UrbanQuest, Ottawa

Exhibit Design: New Trends and Innovations

Location: Boardroom

This session will showcase recently opened or soon to open global projects that are examples of innovative designs and approaches: BioMuseo (Panama), Science North's Northern Ecosystem Project, and Al Ain Wildlife and Park Resort (United Arab Emirates). Developed with changing audiences and demographics in mind, the panelists will share with the audience the strategies that these facilities have implemented in their design to deal with this challenge. Participants will come away understanding the visitor experience design approaches that make these projects examples of best practices in our industry.

Session Leader/presenter: *Julie Moskalyk, International Sales Manager, Science North, Sudbury*

Presenters: *Darryl Baggley, Director, Museums and Special Projects, Kubik, Toronto*

Jennifer Pink, Science Director, Science North, Sudbury

Phil Aldrich, Principal, AldrichPears Associates, Vancouver

Michael Mercadante, President, Main Street Design, Cambridge, MA

1:30 p.m.-2:45 p.m. **CONCURRENT SESSIONS**

Leading Change in an Organization

Location: Boardroom

Guy Labine, CEO of Science North will moderate a panel discussion on organizational change management. Denise Amyot along with other leaders from various sectors, will address how organizations adjust to market based changes. Panelists will share their knowledge and experience, with successful strategies and how to overcome challenges.

Moderator: *Guy Labine, Science North, Sudbury*

Presenters: *Denise Amyot Canada Science and Technology Museums Corporation, Ottawa*

Adele Poynter, Executive Director, Johnson GEO Centre, St. John's

Ian Wilson, Director, University of Waterloo Stratford Initiatives, Waterloo

Inspire Your Audience by Inspiring Your Staff (T)

Location: Laamanen Room

Train frontline staff to engage and captivate your audience by engaging and captivating the imagination of your staff. This session will feature different training tools science centres are using to train frontline staff and volunteers in live programming, science communication and exhibit interpretation. We will examine a science conference for frontline staff to develop new skills and explore new avenues of science communication. We will also look at how theatre, improv, and comedy techniques are used in training live show presenters. The panelists will lead participants through some examples of the different training techniques. These creative strategies boost team morale and help motivate staff and volunteers to discover science, share in their personal and professional development, and become experts in their craft.

Session Leader/presenter: *Amy Henson, Staff Scientist - Lakes and Rivers Ecosystem, Science North, Sudbury*

Presenter: *Kate Henderson, Science World British Columbia, Vancouver*

Green Energy at the Science Centre

Location: Great Lakes Object Theatre

Education is more than just lecturing - it also includes leading by example. When it comes to green energies, do visitors and schools expect science centres to be the leaders in this topic? Whether it is using green energy sources, exhibiting green technologies, or both, what are science centres offering currently? While science centres in North America have tried green roofs and even fuel cells, are there further opportunities for developing new programs (or exhibits)? From solar panels to biofuels, how can a science centre lead by example? While playing with fuel cells and solar panels, let's have a panel discussion to review what science centres have to offer, and brainstorm ideas for the future.

Session Leader/presenter: *Rocio Navarro, Science Educator, Ontario Science Centre, Toronto*

Presenter: *Andre Zandstra, Vice-President Development, Science World British Columbia, Vancouver*

3:15 p.m.-4:30 p.m. **CONCURRENT SESSIONS**

Raising More Money with Volunteer Teams

Location: [Great Lakes Object Theatre](#)

Change the way your organization fundraises and leverages volunteer teams. This engaging session will share current practices (the good, bad and ugly) of volunteer engagement for the direct purpose of raising more funds for your organization. Practical examples of integrated volunteer fundraising teams will be presented. Risks and rewards will be shared in this no holds barred discussion. Examinations of Return on Investment (ROI), in theory and practice, will provide delegates with what it takes (leadership, staffing, and resources) to engage volunteers in focused fundraising activities. Share and debate the merits, and take away practical models for volunteer leveraged fundraising activities. Case models will include activity related to capital campaigns, operating funds, and endowments. This session is intended for leadership teams, fund development professionals, and those involved in membership, customer service, exhibit development, and others.

Session Leader/presenter: [Andre Zandstra](#), *VP Development, Science World British Columbia, Vancouver*

Presenter: [Jacqueline Savoie](#), *Director of Development, Science North, Sudbury*

Smarter Science: How Science Centres Can Become Involved in an Innovative Educational Framework (T)

Location: [Laamanen Room](#)

Smarter Science is part of Youth Science Canada's countrywide effort to engage youth in science by collaborating with the education community in each province. We coach teachers on techniques for teaching the processes of inquiry and technological problem solving from Grades 1 through 12. We also work with the informal education community to make the teacher-student experience richer through the design of pre-visit and post-visit resources. During our interactive and engaging session, we will be describing current efforts with Science North and the Ontario Science Centre and outline how other science centres can become involved. At the end of the session we will be encouraging

participants to take part in a Question and Answer session. All of our activities and resources are posted online to our open-source website – smartsience.ca

Session Leader/Presenter: *Michael Newnham, Program Director, Smarter Science, Youth Science Canada*

Presenters: *Reni Barlow, Executive Director, Youth Science Canada*

Danielle Waltenbury, Senior Scientist- Education and Northern Programs, Science North, Sudbury

The Toronto Declaration: Assessing the Impact

Location: Boardroom

Every three years science centre leaders meet to discuss shared challenges and increasing public engagement with science. World Congresses have occurred in Finland, India, Australia, Brazil, Canada and soon SouthAfrica. The 2008 Toronto Declaration, released at the 5th Science Centre World Congress (SCWC), established a new benchmark when the global science centre community made a collective statement of belief and commitment. At the 2011 6SCWC, participants will consider the extent to which we have as individual institutions and collectively moved forward on the goals of the Toronto Declaration. In this session the prime author of the Declaration will reflect on its content and resulting global activities. Participants will be asked to identify how or if the Declaration has influenced their own work. This is part of a larger exercise soliciting input from regional networks and gives CASC, a national network, the opportunity to contribute to the report back to the 6SCWC.

Session Leader/presenter: *Lesley Lewis, CEO, Ontario Science Centre, Toronto*

9:45 a.m.-11:00 a.m. **CONCURRENT SESSIONS**

Demos: Is Bigger Always Better?

Location: Discovery Theatre

Many science centres offer demonstrations as part of their regular programming. Join us as we explore the differences between large-scale and small-scale demos! What topics are most engaging? What concepts work better at a large demo, or a small demo? How can you adapt a large-scale demo to a smaller scale, or vice versa? How can you adapt your demo for different audiences? Can you make a large-scale demo interactive? We'll show you some of our demo experiences and ideas with live examples of our own, but we invite you to share yours as well! Join us as we discuss how to keep things fresh and new on the Demo Stage!

Session Leader/presenter: *Sarah Chisnell, Staff Scientist, Science North, Sudbury*

Presenter: *Michael Edwards - Director of Programming, Science East, Fredericton*

Change on the Horizon: New and Novel Ways of Engaging Planetarium Audiences

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Location: Planetarium

As our audiences become more and more culturally diverse, are our interpretations of the night sky keeping pace? How can planetarium shows be tailored to fit both teens and toddlers? What can live music and theatre add to a planetarium experience? Explore these and other questions as our panel examines new ways of bringing the night sky to changing audiences.

Moderator: *Ian. C. McLennan, Principal, Ian McLennan Consulting, Vancouver*

Presenters: *Nicole Chiasson, Director, Education and Northern Programs, Science North, Sudbury*

Rob Appleton, Human Resource, H.R. MacMillan Space Centre, Vancouver

Sara Porier, Researcher/Programmer, Astronomy Space Sciences, Ontario Science Centre, Toronto

Scott Young, Manager-Science Communications & Visitor Experiences, The Manitoba Museum, Winnipeg

The Research is Done... Now What? How to Apply Science Centre Research to Your Science Centre Programs (T)

Location: Laamanen Room

Research conducted within science centres can give insight on how to enhance programs that will utilize learning. The challenge becomes connecting the research to programming. This session will discuss how to overcome these challenges. Brandi Chuchman from TELUS World of Science - Calgary will discuss the importance of assessing new programs early and often by using results from research conducted in Calgary. Julie Fisowich from the Saskatchewan Science Centre will present research conducted on Day Camps and discuss how programming can be developed to be both educational and interactive. Chantal Barriault from Science North will explain how research can be utilized in more than one area of a science centre, by examining research conducted on an Object Theatre and how it can be used to inform accompanying programs. Finally Tracy Ross from the CASC will facilitate a short discussion on what, if any, role should CASC play in helping to facilitate the transfer of science centre research.

Session Leader/presenter: *Julie Fisowich, Go! Science Outreach Coordinator, Saskatchewan Science Centre, Regina*

Session Participants: *Brandi Chuchman, Public Programs Coordinator, TELUS World of Science – Calgary*

Chantal Barriault, Co-Director Science Communication, Senior Scientist - Research and Evaluation, Science North, Sudbury

Tracy Ross, Executive Director, Canadian Association of Science Centres, Ottawa

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11:15 a.m. - 12:30 p.m. **CONCURRENT SESSIONS**

Helping Teachers Cope with Changes in Science Curriculum (T)

Location: Boardroom

Many of us have developed highly engaging and informative workshops designed to give teachers the confidence and resources needed to investigate, explore and teach science concepts found in new and changing science curriculum. This workshop is an opportunity to share workshop techniques and

development processes involving hands-on approaches that have been used successfully in helping teachers feel comfortable teaching new science curriculum in their classrooms.

Session Leader/presenter: *Danielle Waltenbury, Senior Scientist - Education & Northern Programs, Science North, Sudbury*
Presenter: *Mike Newnham, Program Director, Smarter Science, Youth Science Canada*

Public Engagement with the Health Sciences - A Working Session

Location: Great Lakes Object Theatre

Hear from representatives of science centres that have established programs that involve researchers in the health sciences, and then hear about a proposal for a national program to support public engagement with the health sciences. Bring your own programs that involve researchers in the health sciences, both existing and planned, and join the conversation!

Session Leader/presenter: *Tracy Ross, Executive Director, CASC*
Presenters: *Guylaine Archambault, Executive Director, Armand-Frappier Biosciences Interpretation Centre, Laval*
Sara Poirier, Researcher/Programmer, Ontario Science Centre, Toronto

Master Planning: Aligning Organizations to Meet Community Needs (T)

Location: Laamanen Room

Museums and science centres are starting to depart from the “we know what is good for the visitor” mindset and are now attempting to listen more, creating exhibitions and experiences that align with the needs and expectations of the community.

What happens when you translate this same community-driven approach to Master Planning? How do you align organizational strengths with community needs? How do you translate those needs to the entire building and staff functions? And how does this consultative approach affect current operations?

In this session, we'll profile three Master Planning initiatives that have used an inclusive, community-driven approach to plan for the future: The Liberty Science Center in New Jersey, The TELUS World of Science in Edmonton and The Manitoba

Museum in Winnipeg. The impact of those consultations on the way those organizations operate will also be discussed.

Session Leader/presenter: *Javier Schwersensky, Director of Marketing, Sales and Programs, The Manitoba Museum, Winnipeg*
Presenters: *Wayne Labar, Principal in Charge, LSC Experience Services and Vice President, Featured Exhibitions at Liberty Science Center, Jersey City*
Ian C. McLennan, Principal, Ian McLennan Consulting, Vancouver

1:45 p.m.-3:00 p.m. **CONCURRENT SESSIONS**

Older Adults as Science Centre Visitors

Location: Boardroom

One thing in the universe is definite... a year from today we will all be a little older! As the boomer generation ages, their needs and preferences affect our centres and attendance. What are their motivations? Learning styles? Interests? This session will review current practices in the field of adult education and look at different approaches to boomers across the country - from volunteer opportunities to physical design. Bring your coffee with you and be prepared to share what your institution is doing to attract new audiences that no longer have to worry about chasing toddlers or teenagers.

Session Leader/Presenter: *Cathy Stadder Wise, Senior Scientist, Science North, Sudbury*

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Succession Planning Trends in the Science Centre Community

Location: Great Lakes Object Theatre

Succession planning is a major factor in current and future workforce planning within our industry. Organizational development options exist but require planning, investment, and change management to ensure business continuity, and a workforce that meets current and future organizational performance objectives. Many science centres are staffed with individuals who are close to retirement, have highly specialized skill needs that are difficult to replace, and face a changing labour market.

This session brings together a panel of leaders from diverse science centre and workforce sizes, communities, and labour markets

to discuss succession planning within a “cafe scientifique” style format. Experts will talk for 10 to 15 minutes each, followed by a facilitated roundtable discussion on the topic.

Participants will walk away with a broader perspective on the topic, challenges and opportunities to deal with succession planning, an ability to articulate and identify risk that inaction presents to promote dialogue within our specific science centre and our science centre community, and an opportunity to ask questions and listen to other peoples perspectives on the topic.

Session Moderator: *Dana Murchison, Staff Scientist, Science North, Sudbury*

Session participants: *David Desjardins, CEO, Science East, Fredericton*

Nadim Kara, Director, Organizational Development, Science North, Sudbury

Tammy Browes-Bugden, Director Human Resources, Ontario Science Centre, Toronto



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Connecting into the classroom: Removing Barriers and Creating Opportunities (T)

Location: [Laamanen Room](#)

The opportunity for students to interact with museum educators who have a deep knowledge and passion for teaching and the unique resources of a science centre is one that classroom-based teachers cannot replicate. Teachers, however, are faced with a growing number of issues, procedures and costs when considering a field trip to enhance their students’ learning. As these issues become increasingly complex teachers and museum educators are contemplating new ways to create learning experiences. This presentation will describe different types of technologies including video Skype as well as full video conferencing systems that science centres are using to connect live into the classroom. Presenters will demonstrate and discuss some of the challenges and benefits to their choice of technology including ease of use, reliability and educational impact as we re-think the traditional “field trip”. The session will conclude with a Q. & A. discussion period.

Session Leader/presenter: *Rob Appleton, Executive Director, H.R. MacMillan Space Centre, Vancouver*

Presenters: *Stephen Smith, Staff Scientist, Science North, Sudbury*
Kevin von Appen, Director Science Communication, Ontario Science Centre, Toronto

3:30 p.m.-5:00 p.m. **CONCURRENT SESSIONS**

The Personal Touch: Animals as Paradigm Education Tools in a Constantly Changing Science Centre

Location: Boardroom

Animals are a big attraction at science centres. How can we best use them to educate our visitors? How do we balance their welfare with public education? How can their use be adapted to the constant changes in technology, exhibit design, display trends, science and science education?

In this round table discussion we will start with an actual example of animal-visitor interactions. Different centres from across the country will briefly present their experience with animals. We will then open this up for a “lively” small group discussion where we can share our experiences, opinions and questions.

Session Leader/presenter: *Sheila Beaubien, Biology and Environmental Science Coordinator, Saskatchewan Science Centre, Regina*

Presenters: *Bruce Doran, Staff Scientist – Wetlands Lab, Science North, Sudbury*

Tim Cooley, Biologist, Visitor Engagement, Ontario Science Centre, Toronto

Integrating Programming and Exhibits – Creating a More Interesting Mix (T)

Location: Laamanen Room

The two main interpretive vehicles at science centres – exhibits and programs – often seem to work independently of each other despite having the same goals of science education. Often they have staff members that have limited interaction with each other and have no idea what is happening in the other’s department. Is this a good thing or a bad thing?

We take four centres, and look at how they have tried to:

- separate these departments
- more fully integrate these departments (emphasizing the Zoo Approach)
- and start all over

Come hear their successes and pitfalls, give us your ideas, and tell us what you think is working at your centre.

Session Leader/presenter: *John Snell, Manager of Exhibits, Royal Saskatchewan Museum, Regina, Saskatchewan*

Presenters: *Scott D. Young, Manager, Science Communications & Visitor Experiences, The Manitoba Museum, Winnipeg*

Brandi Chuchman, Public Programs Coordinator, TELUS World of Science – Calgary

Nicole Chiasson, Director Education and Northern Programs, Science North, Sudbury

Real People, Real Science.

Location: Great Lakes Object Theatre

A science centre's goal is to make science accessible to the masses. The challenge in staying current and relevant is in the accurate translation and bridge between the research in the academic world and the public world. This session will profile two different initiatives: *Real People, Real Science* at TELUS World of Science – Edmonton, encourages junior high and high school students to come to the centre and learn about the science and innovation that is happening in our community and in our world; *Forum of Young Citizens* at the Montreal Science Centre allows students to discuss specific issues and develop an informed action plan through their interaction with university researchers, people in the industry, lobbyists and scientists.

The session will draw from participants' experiences and explore opportunities to integrate existing programs with local and regional scientists, industries and resources. A discussion of what works and what to avoid will also be included.

Session Leader/presenter: *Maura Armstrong, School Programs Specialist, TELUS World of Science, Edmonton*

Presenter: *Josée Duhaime, Director, Cultural and Educational Activities, Montreal Science Centre, Montreal*



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