

## CASC Newsletter: August 2024



Dear Siena,

The dog days of summer are upon us, and while the CASC team has been enjoying some well-deserved rest, we've also been busy planning for a very exciting fall.

Our beloved Community of Practice (CoP) meetings will resume in September. Please keep an eye on your inbox and calendars. CoP invites will be sent out in the coming weeks.

We are gearing up for Together Against Misinformation week, our nation-wide misinformation campaign taking place from November 12-17. For more information on how you can be part of this exciting and important week, visit the [campaign website](#).

The CASC team also looks forward to seeing many of you at ASTC 2024 in Chicago. We especially look forward to hosting our members and honorary Canadians at our annual Canada Night event. Scroll down for more information and to get your tickets!

Last, but certainly not least, we are preparing for CASC's annual general meeting, and this year we are thrilled to welcome guest speaker Avery Swartz who will deliver a short presentation all about the future of AI and our sector. Read on for more details and to register.

We hope you enjoy the rest of the fleeting summer season. We will see you in September!

Thank you,  
Dr. Marianne Mader  
CEO, CASC

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## CASC Is Growing! Meet the New Team Members

CASC is thrilled to introduce two new members to the Membership and Communications team.

Please welcome **Merrill Matthews, CASC's Membership Engagement Lead**. Prior to joining CASC, Merrill contributed 18 years to the National Film Board of Canada working in the Education division. In his time there, he curated and led hands-on workshops for teachers and educators as well as coordinated conferences and events for the team at large. In his downtime, you can catch Merrill working on a new short film, curled up with a great book, walking his dog Bowie while listening to great tunes, or watching a flick for a third time.

We are also welcoming **Siena Domaradzki-Kim, CASC's Communications Lead**. Siena has worked in the marketing and communications sector for over 7 years. She's a

graduate of Carleton University's Journalism program, where she got her start as a journalist before moving into non-profit communications. She earned her Master's from the University of St Andrews, focusing her dissertation on improving healthcare communication strategies, moving back to Canada to continue her career in the nonprofit realm. In her spare time, you can find her cuddling her orange cat Charlie, playing video games or testing out a new recipe in the kitchen.

Please join us in welcoming Merrill and Siena to the team!

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## Get Ready for GlueUp: The New Home for CASC Members

We are very excited about the launch of our new Association Management System - GlueUp. This new system is how we'll organize our operations, it's how we'll communicate with you, and - most importantly - it will provide an opportunity for CASC members to connect with each other easily and more often.

If you're a CASC member, you should have received an email letting you know that your contact information has been imported and to set up your login information. If you haven't set up your profile yet, here is an FAQ document to guide you through that process. If you are still having a hard time getting onboard, please don't hesitate to reach out to us at [info@casc-accs.com](mailto:info@casc-accs.com).

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## CASC at ASTC: Canada Night Dinner

28  
Sep

Canada Night at ASTC | Nuit du Canada à l'ASTC

Join CASC for Canada Night at ASTC in Chicago on Saturday, September 28, 2024. This year's dinner will take place at VU Rooftop Bar near McCormick Place at 6-9 PM CT.

This highly anticipated annual event provides Canadian CASC members and honorary Canadians with a wonderful opportunity to get together and celebrate the growing success of the CASC network.

*\*Event is pre-paid, payable online. Tickets are limited and available on a first-come, first-served basis. Ticket sales end on Friday, September 13.*

**Get your tickets**

# CASC AGM

25  
Sep

CASC 2024 AGM | AGA ACCS 2024

Mark your calendars for the 2024 CASC AGM where we'll look back on the successes of 2024, review some of our bylaws, welcome new board members, and look ahead to an exciting 2025.

**Date:** Wednesday, September 25, 2024

**Time:** 1 pm ET | 2 pm AT | 10 am PT | 2:30 pm in Newfoundland

**Place:** Zoom

This year's CASC AGM will include special guest speaker Avery Swartz.

Avery is a tech educator, speaker, media contributor, and the founder and CEO of Camp Tech. You may have seen Avery on CTV *Your Morning*, Canada's largest morning television show, or heard her voice on CBC Radio. She hosted the *AI Meets World* podcast from Microsoft, and was listed #5 on the Top 50 Women in Marketing list by Search Engine Journal.

Avery will deliver a short presentation on the future of AI Adoption and its impact on our sector.

For more information including the meeting agenda and to register, click the button below.

[Register today](#)

## CASC Communities of Practice

CASC's Communities of Practice are a great way to connect with other CASC members to learn about topics that matter to our community. We invite you to join those that are relevant to you and your work. If you're not sure which community of practice is best for you, reach out to us at [info@casc-accs.com](mailto:info@casc-accs.com).

### > Indigenous Practitioners CoP

**Next meeting: Monday, September 23, 2024**

The Indigenous Community of Practice will resume on Monday, September 23 with Dr. Melanie Goodchild. This CoP is open to all CASC colleagues who self-identify as First Nations, Inuit and Metis. To register, please fill out the form below.

## Register today

### > Educators and Programmers CoP

**Next Meeting: Thursday, September 17, 2024**

**Topic: Programming for visitors age 50+**

Welcome back Educators and Programmers! We look forward to seeing everyone on September 17 where we will welcome you back from a busy summer. We will also be joined by our colleagues at Science North, who will share some insights and experience in programming for visitors age 50+.

If you'd like to join this CoP, join the email list to receive monthly meeting invitations, and access to shared resources.

## Join the email list

### > GenAction CoP

**Next Meeting: Thursday, September 5, 2024**

**Topic: The Future of GenAction**

GenAction CoP meetings will resume on Thursday, September 5. We can't wait to hear what our GenAction partners have been up to all summer. During this first meeting back we will catch up on the success of your programs, and brainstorm what the future of GenAction could look like. If you're interested in attending GenAction meetings, please email [info@casc-accs.com](mailto:info@casc-accs.com).

## Ask about attending

### > Together Against Misinformation CoP

**Next Meeting: Tuesday, September 10, 2024**

**Workshop: Difficult Conversations**

This month we'll hear from the team at Ingenium who will share their insights and advice for difficult conversations about science topics while protecting your mental health. With group discussion, role play and practical tips this 90-minute interactive workshop will give participants the tools they need to navigate challenging conversations.

The Together Against Misinformation Community of Practice is a network of CASC members, industry professionals and science champions meeting on a monthly basis in preparation for our November 2024 Together Against Misinformation campaign. Meetings are 90 minutes in length dedicated to professional development while also providing a networking and sharing opportunity. To join the CoP complete the form

below to join the email list, receive monthly meeting invitations, and access to shared resources.

## Complete the form

# From ScienceUp First, an initiative of CASC

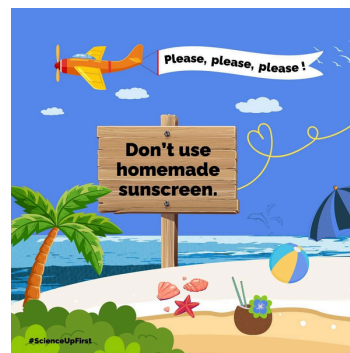
### > Join ScienceUpFirst's Expert Brainstorm Sessions

Every month ScienceUpFirst hosts brainstorming sessions with collaborators and our network of experts. We have introduced a new format and each month we focus on a specific theme. The theme of our upcoming session on September 3, 3:00 PM ET, will be **nutrition**.

Want to join? Reach out to Rachel Salt, Manager of Communications for the ScienceUpFirst initiative - [rachel@scienceupfirst.com](mailto:rachel@scienceupfirst.com)

### > The Best Available Science - Perfect for Sharing

Check out some of our latest posts, perfect for sharing on your social media channels.



## From Across our Network

> **Don't miss NASA's 2024 Space Apps Challenge!** This year, participants from all over the world are invited to tackle science, design, and public communication challenges! For more information, [visit their website](#).

[Visit our website](#)

[Make a donation](#)

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**OUR MISSION**

CASC empowers a national network of organizations who champion Science and Innovation by making science approachable, relevant, and accessible.

**OUR VISION**

Canada has a thriving science and innovation culture of engaged citizens.

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The Canadian Association of Science Centres is a registered charity.  
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