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CASC Newsletter: February 2025

1 message

CASC Info | Info ACCS <info@casc-accs.com>
To: Siena Domaradzki-Kim <siena.d@casc-accs.com>

18 February 2025 at 10:00

If you can't see this email click [here](#).



Dear Siena,

February, although the shortest month of the year, is packed with significance. From the celebration of love on Valentines Day to the acknowledgement of progress and heritage throughout Black History Month, February offers plenty of opportunity for reflection, inspiration and connection.

I'm reminded of a quote by Michelle Obama that says "*History has shown us that courage can be contagious, and hope can take on a life of its own.*"

As we face this moment in history, we want to remind our CASC community of leaders, educators and life long learners that with strength and courage, we will continue to thrive. Our dedication to you, and your dedication to your communities, visitors, and families, will surely ignite a sense of hope that will be felt from coast to coast to coast.

This newsletter offers several ways to celebrate and engage with the important work we all do. Scroll down for more on a **new survey** that will give us the information we need to better advocate on your behalf, as well as information about our **annual conference**, the **CASCADE Awards**, and a **new free learning opportunity** through ScienceUpFirst.

Thank you for being here and for your ongoing support.

Thank you,
Dr. Marianne Mader
CEO, CASC

CASC Housekeeping

> Annual Statistics Survey

CASC is thrilled to be participating in the 2024 Annual Statistics Survey, conducted by our partners at ASTC in partnership with Ecsite, the European network of science engagement organizations.

By taking the time to provide information about your organization's operations over the last fiscal year, you will contribute to a rich dataset that not only helps you benchmark your organization's performance against others, but also provides our entire field with a better understanding of how science engagement organizations are engaging their communities.

The data received through this survey will also provide CASC, ASTC and Ecsite with the information we need to advocate on behalf of the science engagement field and respond to changing conditions with the most complete and accurate information. **If you are the administrator for your CASC membership in your organization**, please look out for an email with more information, including your unique survey access code.

New Member Welcome

We are thrilled to announce our newest CASC member, the **Royal Canadian Institute of Science (RCIScience)**! RCIScience's award-winning programming builds science culture in Canada, providing a platform for public engagement with scientists to foster critical thinking, expand science dialogue and promote informed decision making.

They also provide scientists with hands-on training and opportunities to hone their communication skills on a real platform, with a real audience, so that they can share their cutting-edge research with the public in creative, inspiring and thought-provoking ways.

We are excited to bring RCIScience into our CASC community! Feel free to reach out and welcome them on GlueUp.

Black History Month

February marks **Black History Month (BHM)**, a month where we celebrate the legacy and contributions of Black people across Canada and the USA.

This year's theme is ***Black Legacy and Leadership: Celebrating Canadian History and Uplifting Future Generations***. This theme acknowledges the important legacy of Black leadership, and the path forward that's been carved and is being created for future generations.

As we commemorate this month, we want to support and highlight the work that you, our members, are contributing to BHM. This is also a great opportunity to learn what your peers are doing and how they're engaging with BHM and get inspired! **Please tag us or share your work with us on social media and GlueUp**, and we will share it.



Meet our CEO & Senior Leaders Session Speaker

Drawing the Line: An Interactive Workshop on AI Ethics for Leaders

with Avery Swartz



> Meet the Speaker: CEO's and Senior Leaders Session

Drawing the Line: An Interactive Workshop on AI Ethics for Leaders with Avery Swartz

In this dynamic hands-on workshop, tech educator and best-selling author Avery Swartz guides senior leaders through the **complex landscape of ethical AI implementation** with clarity and practical wisdom. **No technical background required** - just bring your curiosity and commitment to responsible innovation.

Through guided activities and collaborative discussions, you'll work alongside peers to **develop practical frameworks for responsible AI adoption in your organization**. You'll evaluate real AI tools, craft policies aligned with your institutional values, and tackle pressing challenges like bias, hallucinations, and the critical role of human oversight.

Take the opportunity to move beyond theoretical discussions into actionable planning by creating guidelines for transparent AI communication and build governance strategies that work for your organization. **You'll leave this workshop equipped with concrete tools** for ethical AI decision-making and a clear roadmap for implementation.

Note: This session is intended for CEO's, senior leaders and/or decision makers across the CASC network.

> 1 Month Left for Early Bird Registration

Join us in St. John's, Newfoundland for CASC 2025, hosted by Johnson Geo Centre. This year's conference theme is *From Sea to Space: Sustainable Innovation in Action*. At the heart of this year's conference is the recognition that relationships—between disciplines, industries, ecosystems, and communities—are crucial to fostering sustainable innovation.

Early bird rates are available until March 14, 2025. For more information and to register, **visit our website.**



We are still looking for CASCADE Award Nominations!

Nominations are open for the 2025 CASCADE awards! They will take place at this year's CASC Conference in St John's Newfoundland, on June 10-12, 2025. Make sure to **submit your nominations by March 31, 2025.**

To learn more about this year's qualifying categories and how to nominate your institution or one of your CASC colleagues, **visit our website.** If you have questions, please reach out to **info@casc-accs.com.**

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.**

> Indigenous Practitioners CoP

Next meeting: The Indigenous CoP will break for March to accommodate March Break and resume in April.

The Indigenous Community of Practice 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: This CoP will break for March to accommodate March Break and resume in April.

If you'd like to join this CoP, click [here](#) to join the email list, receive monthly meeting invitations, and access shared resources.

Join the email list

> Together Against Misinformation CoP

Next Meeting: Monday, February 24

Theme: Together Against Misinformation Roundtable & Freestyle Socials Kickoff

A huge thank you to everyone who participated in our Together Against Misinformation campaign! With your dedication and support, we reached millions of Canadians from coast to coast to coast. But while the campaign has ended, the fight against misinformation is far from over—our work is more critical than ever.



Join us for an engaging debrief and panel discussion, where we'll:

- ✔ Share key outcomes from the campaign
- ✔ Discuss best practices and lessons learned
- ✔ Explore next steps for tackling misinformation together

We're also launching a new training course in collaboration with Science Everywhere. See below for more details.

I want to join

From ScienceUp First, an initiative of CASC

 CASC's ScienceUpFirst initiative, in partnership with Science Everywhere, is thrilled to announce the **launch of the Freestyle Socials Training Course** – and it's **FREE for CASC members** for up to one year! 

This **self-paced course** is your one-stop resource for hosting engaging and impactful Freestyle Socials with your audiences. You'll get:

- ✓ Video and written guides explaining the game's philosophy and science
- ✓ Step-by-step instructions for running your own sessions
- ✓ Pre-packaged game materials for easy setup
- ✓ Support from the Science Everywhere team.

 Beta Launch: **February 24, 2025**

Want a sneak peek? Join us during our Together Against Misinformation Roundtable & FreeStyle Socials kickoff on **February 24th from 2:00–3:30 PM EST** to learn more!

Members spotlight

> TakingITGlobal's *Connected North* program is featured in *HundrED's 2025 Wellbeing in Schools Spotlight*

TakingITGlobal's **Connected North** program has been selected as one of the 15 leading innovations featured in HundrED's January 2025 **Wellbeing in Schools Spotlight**, a global initiative highlighting impactful and scalable solutions that support student wellbeing. This recognition underscores Connected North's vital role in fostering social-emotional learning and community connection among Indigenous students in remote Canadian communities. For more details about Connected North, visit [their website](#). You can also **download the full HundrED Wellbeing in Schools report**.

> From Corn Flakes to Dino Digs — A Children's Museum Transformed

Since 2019, the London Children's Museum has been working hard to bring a bold new vision to life. **The Museum has now opened its doors** at [100 Kellogg Lane](#) in London, Ontario, offering an exciting and reimagined space designed to **spark curiosity, creativity, and hands-on learning for children of all ages**. The key objective was to create a museum that was child-centred, place-based, play-based, immersive and interdisciplinary.

Visit [London Children's Museum](#) to learn more about the exhibits, programming, and opening events.

Opportunities

> **Augmented reality for limitless museology**

Maritimes Instructional Design Studio (MIDS) is a bilingual start-up based in Nova Scotia, who dedicate instructional design experience and cutting-edge technologies to provide an **innovative and cost-effective augmented reality experience** for visitors to museums and tourist sites.

MIDS is offering customized themed itineraries to CASC members. Each itinerary offers a transversal view of your exhibition tailored to the specific interests of your visitors. By utilizing digitalization, you can provide more resources than your physical space allows, enabling visitors to choose how deeply they want to explore any topic.

Visit the "Museology" tab on [MIDS website](#) to learn more about the product and team.

> Science is a Drag Performer Recruitment

Applications are now open to perform in this year's flagship **Science is a Drag** show taking place in Toronto this June. *Science is a Drag* is an award-winning, community-led, science-themed drag show, communicating science through the powerful art of drag.

Visit their website for more. **The deadline to apply is February 21, 2025.**

> Greenhouse comedy & climate change short video competition

Humor is a tool underutilized in the area of climate change; yet comedy has power to effectively connect people, information, ideas, and new ways of thinking/acting.

Inside the Greenhouse is seeking people to harness the powers of climate comedy through compelling, resonant and meaningful **videos – up to 2 minutes in length –** to meet people where they are, and open them up to new and creative engagement. Winners will be awarded up to \$750 USD*.

Learn more about the application requirements.

The deadline to submit your entries is February 24, 2025. Please send all submissions to itgcomedy@colorado.edu.

> Join the Canadian Attractions Network – Free Membership for Canadian Attractions!

As a CASC Member with public spaces, you play an essential role in Canadian tourism by offering visitors memorable STE(a)M educational experiences. Your institution significantly contributes to the tourism sector's cultural and economic resilience.

Recognizing your importance, the **Canadian Attractions Network (CAN)** invites CASC members to join a broader coalition of Canadian attractions to amplify your collective voice in advocacy and policy discussions. This connection could improve the industry's response to challenges (such as pandemics) and strengthen science centres' and museums' roles in promoting Canadian tourism.

By joining this **free membership** with CAN, CASC members receive a listing on our website, expand nationwide visibility, and create opportunities for collaboration. Together, we're building a unified voice for the attractions sector, advocating for greater recognition and support at the national level. Join us in shaping the future of Canadian attractions and showcasing your vital role in our country's tourism landscape **by filling out this form.**

The Canadian Association of Science
Centres is a registered charity.
(# 87543 9861 RR001)

Make a donation

Visit our website

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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