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Dear Siena,

As August comes to a close, we hope that you've taken some time to enjoy these slow months, to recharge your batteries, and to prepare for back-to-school and back to routine.

We are really looking forward to the upcoming events and opportunities that will allow us to connect, co-create and co-conspire as we continue to grow this ecosystem of STEM educators and STEM engagement leaders. We've taken into account the great feedback you've provided about our communities of practice, our annual conference, and our professional development offerings, and we hope that what's coming your way meets your needs and expectations.

Read on for details and to register for our Annual General Meeting, Science Literacy Week, our Canada Night at ASTC event, and much more.

Finally, I want to thank you as always for being here and showing up for our sector and for your colleagues across Canada doing this important work. We know that the voracious news cycle, the unending attack on science and education, and the growing gap in science literacy can make it feel like a constant uphill climb. Please let us remind you that your work is invaluable, your communities need you, and we're always on that hill right alongside you, with a water bottle full of support and encouragement.

Keep up the great work!

Thank you,
Dr. Marianne Mader
CEO, CASC

Register Now! CASC AGM 2025

You're invited to the CASC Annual General Meeting (AGM) — a key moment for our community to reflect, connect, and look ahead. We'll be sharing highlights from the past

year, outlining upcoming initiatives, and hearing from you! Whether you're a long-time member or new to CASC, your voice matters.

 **Thursday, September 25**
 **1 pm ET**

Register now and be part of the conversation!

[Register now](#)



Join us from October 6 - 12 to celebrate Science Literacy Week 2025! This year's theme is ***From Sea to Space***. Spanning the vastness of our oceans to the outer edges of our atmosphere, this national campaign invites Canadians of all ages to discover how science shapes our world.

CASC, along with CASC members, educators and a growing ecosystem of STEM learning leaders from across Canada, will encourage a shared vision of a sustainable, curiosity-driven future.

Come along to learn more, get inspired, and take part.



CASC is thrilled to be hosting our highly anticipated *Canada Night* at the 2025 ASTC conference in San Francisco. The event will take place at **Charmaine's Rooftop Bar** in San Francisco's Proper Hotel.

Join us, along with our Canadian and honorary Canadian colleagues, to celebrate this growing community of game changers in informal science engagement.

Enjoy delicious cocktails, plenty of food, and a panoramic view of San Francisco all while building meaningful connections with your CASC and ASTC colleagues.

Visit our event webpage to purchase tickets.

Buy your tickets

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CASC Communities of Practice

CASC's Communities of Practice (CoP) are a great way to connect with other CASC members, and to dive deeper into topics that matter to our community.

Our Communities of Practice are resuming in September. Below is a brief description of the CoPs we offer. We invite you to join any of the CoPs that are relevant to you and your work. Please send us an email at info@casc-accs.com and let us know which group you'd like to join. If you're not sure which community of practice is best for you, let us know and we'd be happy to help.

> **Ji-misawaabandaaming (positive window shopping for the future) (previously known as the Indigenous CoP)**

Next meeting: Wednesday, September 17 at 2PM (EST)

Ji-misawaabandaaming is facilitated by Dr. Melanie Goodchild, **Anishinaabe systems and complexity thinker and Systems Changer in Residence with CASC**. This community of practice will contain a series of yarns exploring Anishinaabe futures methodologies for transformative change. It will include guest speakers and co-conspirators, who will join us on our journey towards systems change in our STEM engagement ecosystem and beyond.

This community of practice is open to those who identify as First Nations, Metis or Inuit. We welcome new members to this community of practice. Connect with us, and learn more.

I'd like to join

> Educators and Programmers CoP

Next Meeting: Tuesday, September 16 at 3 PM (EST)

Theme: TBD

This community is for programming and education staff across the CASC membership. The CoP is a place for sharing, collaboration, and learning. It offers best practices, guidelines, and strategies that lead to quality educational and outreach programming in our science centres, museums and outreach organizations.

Join the email list

> NELL CoP

Next Meeting: Monday, September 29 at 1-2:30PM (EST)

Leading ongoing conversations and opportunities for our organizations (Canadian Network for Environmental Education and Communication – EECOM) to learn from each other and create a stronger informal environmental education sector.

Join the conversation

> Science Connection CoP

In 2024, the Together Against Misinformation Community of Practice (CoP) brought together CASC members and collaborators to build connections and develop skills in preparation for the November Together Against Misinformation campaign. We're thrilled to announce that the CoP is returning this fall with a new name and an expanded vision! Introducing the: **Science Connection Community of Practice**. This refreshed CoP will go beyond the misinformation focus to more broadly support the Canadian science culture and public engagement ecosystem.

Save the Date for Our First Meeting!

- **Date:** Tuesday, September 9, 2025

- **Time Zones:** 11 AM PT/ 12 PM MT/ 1 PM CT/ 2 PM ET/ 3 PM AT/ 3:30 PM NT
- **Topic:** Climate Communication and Culture - How hierarchies deepen divides
- **Presenter:** Dr. Emily Huddart, University of British Columbia

Why do science and climate communicators struggle to reach diverse audiences? Why are some people so resistant to climate policies? Why is climate change politically polarized, anyway? The answers may surprise you.

Dr. Emily Huddart, Professor of sociology from the University of British Columbia, wanted to understand not just how people react to climate change messages, but *why* they react the way they do. Her research led her to develop an “eco-types” framework to explain people’s relationships with the environment.

In nature, a single species can branch into different coexisting eco-types that adapt to diverse physical environments. Similarly, “eco-types” of environmental values are a result of diverse and dynamic social environments. Our lived experiences, moral codes, capital, perceptions, and feelings of efficacy all play a role in shaping our eco-type. These same forces also shape the social status of each eco-type, creating a hierarchy of environmentalism that acts as a major barrier to climate communication.

At the September kick-off to the 2025 - 2026 Science Connection CoP, Dr. Huddart will lead an interactive workshop where we'll reflect on our eco-types and social positions to discuss how they impact our attitudes and communications. We'll learn how different eco-types relate to science and the environment and how best to communicate beyond our own eco-type.

From ScienceUp First, an initiative of CASC

> Freestyle Socials Training Course

The **Freestyle Socials Training Course** is available to CASC members for free until March 2026. Don't forget to register for the course so your staff can deliver Freestyle Socials as part of your organization's programming. You can watch our short explainer video or read our **FAQ document** to learn about Freestyle Socials, the course and the year-long program in under twenty minutes.

Watch the explainer video.

> Measles Resource Page

Measles isn't “just a rash”. It's serious. With Measles cases increasing in 2025, ScienceUpFirst has compiled an **evidence-based resource hub**, including FAQs, myth-busting content, and links to shareable posts and resources.

Members spotlight

> Digital Museums Canada's 2025 Call for Proposals is open.

Interested in an investment from Digital Museums Canada, but need help with your Application?

On September 16, 18, 23, and 25, Digital Museums Canada will be offering free, one-hour virtual info sessions to help interested museums and heritage organizations understand and navigate the funding application process.

REGISTER NOW or scroll through the other types of application assistance offered by Digital Museums Canada.

> SciComm 2026 - Call for Proposals

Get ready to RE:frame, RE:build and RE:ignite how we talk about science.

When: February 19-20, 2026

Where: Oakham House, Toronto Metropolitan University, **55 Gould Street, Toronto**

This conference will bring together experienced, emerging and new science communication practitioners and academics to explore the art, science and strategy of science communication.

Call for proposals now open until September 15, 2025.

Check out the conference themes to guide your proposal. We are accepting many different formats for presentations including performances, storytelling, demonstrations, panels and more!

Registration opens in October 2025.

Opportunities

> Join the Responsible AI Use for Nonprofit Workers Course

The RAISE pilot aims to upskill 500+ nonprofit professionals across Canada on AI literacy and adoption.

The Responsible AI Use for Nonprofit Workers Course is a hands-on course designed for anyone in the nonprofit sector looking to ethically leverage AI.

In this course, you will:

- Explore key AI concepts, different AI types and their relevance in nonprofit operations
- Delve into the critical dos and don'ts concerning AI privacy, laws, and ethics, learning to identify risks and practicing responsible AI use in real-world nonprofit scenarios

- Gain practical insights into various AI applications, enabling you to strategically enhance efficiency, program delivery, and overall impact by selecting and applying an AI tool directly to your work.

Course Dates: November 19, 26, and December 3, 2025

Classes take place virtually from **12–2 p.m. EST.**

Cost: \$150/person, group rate available.

Register today.

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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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