

CASCA Education and Public Outreach Committee Report

Jan – June, 2019

Submitted by Phil Langill, Chair

1. Committee Members

The current committee members are;

- Julie Bolduc-Duval (2010-19), Discover the Universe / À la découverte de l'Univers
- Kelly Lepo (2017-20), McGill University
- Mike Reid (2014-19), University of Toronto
- Pierre Chastenay (2017-20), Université du Québec à Montréal / 2017 Qilak Award Recipient
- Robert Cockcroft (2014-19), University of Western Ontario
- Paul Delaney (2016-19), York University
- Sharon Morsink (2016-19), University of Alberta
- Lorne Nelson (2016-19), Bishop's University
- Magdalen Normandeau (2016-19), University of New Brunswick / Co-Editor of Cassiopeia

The EPO Committee's ex officio and Board Representative are Leslie Sage and Erik Rosolowsky, University of Alberta, respectively.

The CASCA Westar Lecture subcommittee is headed by Julie, with members Robert, Paul, Lorne, and myself (at arm's length). Kelly is our Social Media lead.

Our last committee meeting via Zoom was Friday, June 7, 2019.

2. Membership

As you can see from the list above, a large number of EPO committee members finish out their terms this year (this month, after the AGM in McGill, if I recall correctly the protocol). If some members elect to not continue and space become available, Nathalie Ouellette (Université de Montréal) has expressed interest in joining this committee. I would also like to recommend Terry Bridges (Okanagan College) be approached to join. We also expect that a member of CASCA's Graduate Student committee to join the EPO committee after the AGM.

I would like to thank very much all the members of the committee for the time and energy they have put into EPO for the duration of their terms. For those moving on, I hope they will consider rejoining the EPO committee again in the future.

3. CWL update

The 2019 CWL's to The Pas MB (Christian Marois), and Igloolik NU (Stan Metchev), were very successful. If the CASCA treasurer could let us know the final costs, it would be appreciated (we have only estimates, not actuals).

The next 2019 CWL being planned is to Tuktoyaktuk. Paul is the sub-committee member overseeing the organization of this CWL. He learned that the CWL lecturer that the Tuk community was requesting had to bow out due to health concerns. Paul was going to communicate with the community to try and arrange a replacement. Paul was not at the zoom meeting Friday, and has been out of communication recently (sabbatical in Australia) so we do not know the status of this CWL. And just to remind, the "Tuktoyaktuk" CWL actually involves two remote communities only ~50 km apart in NWT, who submitted excellent applications.

CWL sub-committee membership is also facing revision. Some current members are at the end of their terms including Julie. She has requested to step down. I hope she will remain on the committee despite no longer holding the leadership role. As soon as the sub-committee membership gets sorted, the first tasks will be to solicit the CASCA membership for anyone interested in being added to the CWL Lecturer list, and to put out the next call for CWL applications from underserved communities for 2020.

I would like to thank the Board for the clarification on the question of budget for CWL's. The sub-committee will endeavour to work within this amount each calendar year.

4. Discover the Universe Update

Thanks to the Board for better clarifying the association of DU to the CWL effort. Should a CWL lecturer elect only to deliver a public lecture, DU can send in an assistant to deliver teacher training workshop(s) and other public teaching exercises, but this will come out of DUs budget.

Given this model, going forward, we will require those CASCA members who wish to be included on the CWL list of lecturers, to conduct a teacher training workshop and a student interaction component. This is currently not a requirement for someone to get accepted to the list of CWL lecturers.

Also, DU does organize and deliver Educators workshops during CASCA Annual General Meetings. This has been highly successful over the past 5 years. The workshops coming up at McGill will be the 6th workshop and the first one offered in French. Despite the bad timing of the workshop for teachers (very last week of school in Quebec), it's the first time we reached capacity and we had to close registrations more than a week in advance. Many members of the EPO committee are involved in the organization of the workshop, and we have extra speakers from the CASCA community (mostly Francophones this time).

5. EPO Committee contribution to the LRP2020 process

I am sad to report that very little progress has been made on the request of the LRP2020 Chairs to provide a report from this committee. Our goal is to use the coming week, the week prior to the AGM in Montreal, to complete and submit our first draft. Assuming we keep to this timeframe, our submission will be late by 2 weeks. The final deadline for this exercise is Sept. which we will meet.

However, as a committee, we did succeed in creating the set of pptx slides for the LRP2020 Information session set for Thursday morning, June 20. A pptx template was provided, and working as a team we prepared our draft (went over the slide count because we felt we had to add a few slides with some good EPO in Canada images, but we will still be able to meet the 15 min time limit).

This draft was submitted to Pauline Barmby yesterday, and we are expecting feedback tomorrow. A copy of this presentation will be included in the next report to the Board.

6. Utilizing Social Media

No news on this front. As was reported last time, we know that the CASCA Facebook page is underused, and Instagram is probably the more popular platform today. The one platform that is being used, although not to peak potential, is the @AstroCanada-CASCA Twitter account. Kelly is championing these tweets following best-practice protocol (discussed in the last report, but is yet to be officially approved by the Board).

It is the hope of this committee that serious resources be put into CASCA's social media presence. This is one of the few aspects of this committee that truly has national reach. And as we are Canada's national Astronomical Society, this committee needs to be frequently reaching the public on a national scale.

7. IAU100

As mentioned in the last report, this committee has struggled bringing the IAU100's international outreach initiatives into Canada on the National scale. This is simple a function of available time and energy of the members of this committee, which is already stretched to the max.

However, the most recent initiative, NameExoWorlds described here <http://www.nameexoworlds.iau.org/> is getting some traction. Sharon has put up her hand and is making strides to organize a national campaign to excite the public and build a voting tool. Members of the Board have already gotten involved in the conversation with Sharon, and by extension this committee. How this unfolds will be described in the next report to the Board.

8. The National EPO Activity reporting form

Results for the 2018 year are shown below. The EPO reporting form allows members to report an entire year's worth of outreach data, and entire month, or just one individual event. There was a total of 72 data submissions pertaining to 2018, 35 of the full year variety and 33 of the individual event variety. Only 4 submissions were of the monthly variety.

In total, ~71,000 members of the general public experienced some form of engaging astronomical learning due to the hard work of ~550 CASCA members and their helpers. Here's to those 550!!

2018 stats

Affiliation	Event day	Month	Year	Visitors	Volunteers
McGill University - Dept. Physics			1/1/2018	1000	35
U of Calgary, RAO / RASC			1/1/2018	8525	50
University of Calgary			1/1/2018	400	10
Queen's University			1/1/2018	66	3
University of Waterloo			1/1/2018	1400	2
Bishop's University			1/1/2018	650	5
University of Alberta			1/1/2018	160	7
Thompson Rivers University			1/1/2018	225	1
Mount Allison University			1/1/2018	140	2
McMaster University			1/1/2018	88	10
McMaster University			1/1/2018	75	5
University of Victoria			1/1/2018	1050	9
NRC Herzberg			1/1/2018	4200	15
Trent University			1/1/2018	250	1
Institute for Research on Exoplanets			1/1/2018	400	3
Institute for Research on Exoplanets			1/1/2018	250	0
Institute for Research on Exoplanets			1/1/2018	510	5
University of Western Ontario			1/1/2018	150	3
iREx - Université de Montréal			1/1/2018	320	10
iREx - Université de Montréal			1/1/2018	600	5
iREx - Université de Montréal			1/1/2018	990	7
iREx - Université de Montréal			1/1/2018	3200	15
iREx - Université de Montréal			1/1/2018	5000	15
Université de Montréal			1/1/2018	1000	15
Université de Montréal			1/1/2018	1000	3
Université de Montréal			1/1/2018	700	10
CRAQ (U. de Montréal)			1/1/2018	3250	3
CRAQ (U. de Montréal)			1/1/2017	2000	3
UWindsor/ Windsor RASC			1/1/2018	2896	55
Collège de Bois-de-Boulogne			1/1/2018	10	1
Collège de Bois-de-Boulogne			1/1/2018	20	4
Cosmodôme			1/1/2018	8400	40
University of Alberta/Observatory			1/1/2018	1780	5
University of Alberta/Observatory			1/1/2018	2270	10
University of Alberta/Observatory			1/1/2018	170	3
Canada-France-Hawaii Telescope			1/1/2018	8000	40
Western University			1/1/2018	4783	40
				65928	
iREx - Université de Montréal		7/1/2018		2376	10
Physics Dept, University of Alberta		8/1/2018		25	1
Physics Dept., University of Alberta		7/1/2018		20	1
Physics Dept., University of Alberta		5/1/2018		15	1
				2436	
University of Toronto	2/6/2018			68	1
University of Toronto	2/7/2018			25	1

University of Toronto	3/7/2018	20	1
University of Toronto	4/12/2018	35	1
University of Toronto - Astronomy	4/13/2018	100	1
University of Toronto	4/18/2018	25	1
University of Toronto	4/20/2018	20	1
University of Toronto	4/26/2018	275	1
University of Toronto	5/8/2018	19	1
Thompson Rivers University	5/11/2018	21	1
Thompson Rivers University	3/27/2018	33	2
Thompson Rivers University	2/27/2018	35	2
Thompson Rivers University	1/1/2018	65	1
University of Toronto	5/12/2018	40	1
University of Toronto	5/14/2018	100	1
University of Toronto	5/25/2018	10	1
University of Toronto	6/12/2018	30	1
NRC HAA DAO	6/18/2018	18	1
University of Toronto	7/15/2018	35	1
University of Toronto	9/17/2018	2	1
University of Toronto	10/16/2018	55	1
Saint Mary's University	10/28/2018	45	2
University of Toronto	11/13/2018	50	1
University of Toronto	11/22/2018	28	1
University of Toronto	11/23/2018	20	1
FLL Robotics Coach	12/8/2018	32	3
Victoria DAO/HAA/NRC and RASC	11/16/2018	300	1
McMaster University	12/8/2018	150	1
McMaster University	8/3/2018	60	6
iREx - Université de Montréal	8/11/2018	500	20
iREx - Université de Montréal	11/8/2018	100	5
iREx - Université de Montréal	7/6/2018	4	2
Université de Montréal	11/2/2018	200	20
		2520	
totals		70884	549

Finally, the Activity reporting form is being hosted by the University of Calgary's Physics and Astronomy Dept.'s servers. The PHAS IT folks are requesting that this be moved to a CASCA platform in future.

For CASCA's EPO Committee; Phil Langill, University of Calgary / Rothney Astrophysical Observatory