



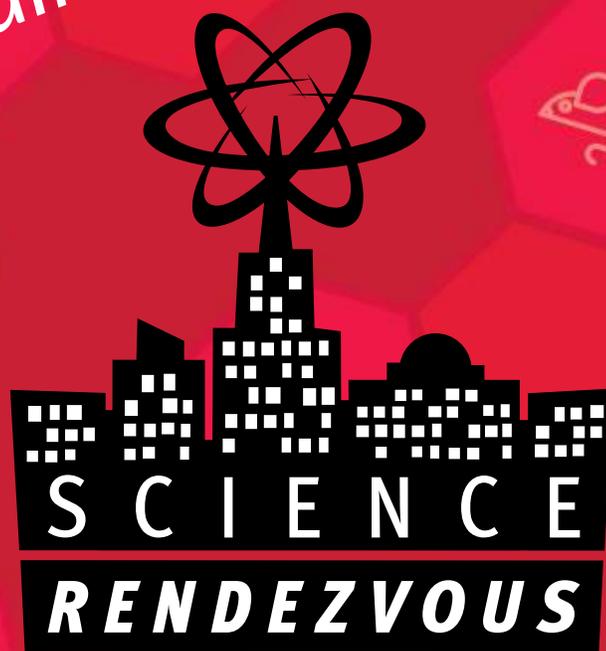
science odyssey | explore science

DISCOVER

# SCIENCE RENDEZVOUS

2017 / 2018 ANNUAL REPORT

Full STEAM Ahead



MAY 12  
2018



# ***SCIENCE RENDEZVOUS 2018***

## ***ANNUAL REPORT***

2018 marked the 11th year for the grassroots event Science Rendezvous (SR). Hosted by 35 of Canada's top research institutions, SR 2018 affiliate event sites were powered by nearly 6,000 volunteers made up of scientists, innovators, and the next generation of science, technology, engineering and math (STEM) graduate and undergraduate students. Together, these volunteers invested nearly 250,000 hours for Science Rendezvous.

SR creates a true science promotion community at our affiliate institutions. Over 285 partners from various college and university departments, as well as community STEM advocates, work in close collaboration to create these incredible events. In 2018, the theme Full STEAM Ahead, additionally challenged event sites to insert Art into the traditional STEM disciplines, and asked all sites to collaborate with art departments, and artists to showcase science in a whole new and exciting way. SR events are a true rendezvous of science promotion!

## ***POWERED BY NSERC***

Science Rendezvous 2018, formally established itself as the marquee, kick-off festival of the Natural Science and Engineering Research Council of Canada's (NSERC) national science and technology week, "Science Odyssey".

Recognizing the value of SR as the large scale event to formally kick off Science Odyssey, NSERC committed partnership to SR, providing administrative, promotional and technical support. This support to SR national was an incredible boost to all affiliate event sites and the not-for-profit organization, and will greatly enhance SR's national impact now and in years to come.

We are so happy to share in the great success of the Science Odyssey, and are looking forward to continuing to grow both events for 2019.



## ***WHO, WHAT, WHERE?***

Science Rendezvous is unique as the only event of its kind to invite the public to the places where innovation and discovery happens, to learn about current Canadian research and achievements directly from the scientists and other STEM professionals themselves.

By partnering with top research institutions and the most passionate STEM advocates, SR provides a platform for the highest impact, one day, STEM event in the country. SR 2018 connected over 215,000 attendees directly to scientists, and innovators, and additionally reached well over 300,000 individuals with online and broadcast programming. That's over half a million people directly impacted by SR, who now have a better understanding of who does science, what science is, and where it happens. These are important considerations when considering any career, and the next generation of great Canadian innovators may be inspired to pursue their STEM based career at Science Rendezvous.



# ***CORE PROGRAMMING***

## ***STUDENT EXECUTIVE TEAM***

Science Rendezvous has developed programming to assist institutions in the development of student executive teams who are capable of working with the national SR organization and within their academic institution to take the lead on the event planning requirements of Science Rendezvous. This relieves the burden on the administration and faculty, and provides the students with valuable project and time management experiences for their career development.



ABOVE / RIGHT: Members of the Student Executive Committee, University of Toronto, St. George Campus

## **SCIENCE CARNIVAL**

The Science Carnival creates an outdoor (or indoor) carnival atmosphere with large-scale demonstrations, stage shows, science buskers and 1,000's of hands on activities. The Science Carnival creates excitement and facilitates direct engagement between scientists and the public for experiential learning.

## **INVENTours**

INVENTours opens the door to over \$5 billion dollars of premier laboratories to the public so they can experience a behind-the-scenes look into the career of a scientist.

Organized by the scientists themselves, this tour allows participants to tour labs and to see and hear about current research directly from the researchers. Scientists can

communicate their research at the appropriate level for all participants directly. These tours are popular among the more mature attendees.

## **INNOVATION SHOWCASE**

The Science Rendezvous Innovation Showcase launched in 2017 in partnership with the NSERC, as an exciting way to showcase current Canadian research and industrial partnerships to the general public. In 2018, Science Rendezvous expanded the program to reach new partners and continue to demonstrate the exciting innovation happening across the country. Showcase stories are shared on SR's website, through social media, and may be included at various Science Rendezvous event sites.



## ***SCIENCE CHASE***

Based on the television series “The Amazing Race”, the Science Chase is a scavenger hunt-style challenge that engages the more athletically motivated participants, and helps direct participants around the event site. Science Chase takes advantage of the recent geocaching and urban adventure racing trends to engage participants in STEM-based challenges while moving through the challenge course.



Science Chase at the Toronto Zoo. Encourages participants to travel to various activity stations throughout the zoo, where individuals learn about various scientific topics and can complete activities in the Science Chase Passport for a chance to win. Science Rendezvous event hosted in partnership with the University of Toronto Scarborough, and organized by their Let’s Talk Science student leaders, 2018.

## ***CANADA WIDE EXPERIMENT and NORTHERN PROGRAM***

In 2017, the Canada Wide Experiment (CWE) was developed in partnership with indigenous community leaders and SR’s Northern Program. It is a water quality assessment kit that travels across Canada throughout the year. The CWE is a self-contained experiment kit that provides an educational experience that is easily transportable to remote communities. Local youth and schools receive the kit with all the necessary materials and equipment to perform water experiments that allow teachers and community leaders to provide hands-on water science activities, and connect these activities with Traditional Knowledge. In 2018, the CWE travelled across the arctic and through remote communities. It was used at the Durham Children’s Watershed Festival, the 2018 National First Nations and Inuit Youth Science camp, along with many other sites in Manitoba and British Columbia. Over 3,500 youth in remote and indigenous communities have participated since the launch of these programs.

## ***VIP EVENT***

The second annual VIP pre-event was hosted by industrial sponsor Autodesk. Guest speakers from government, industry and academia shared their vision of a collaborative approach to innovation and science promotion. The event reached capacity within hours of invitation distribution.



## ***REACHING THE PUBLIC***

Science Rendezvous' goal has always been to garner enough buzz and attention to reach beyond the scientific community to the general public. Therefore, a huge communication campaign is coordinated each year which includes printed promotional materials, outdoor advertising, and connecting to all major media outlets. This year marked the most successful year to date for SR's communications campaign. 249,378,928 impressions were generated for SR in 2018, and are detailed below by category.

### ***PRINTED PROMOTIONAL MATERIALS***

Science Rendezvous designed and localized over 100,000 pieces of printed promotional items including bookmarks, brochures, and posters. This year a teacher package was created for grades K-12 to encourage teachers and schools to promote their local SR events. Affiliate sites were given the opportunity to customize, and place an unlimited print order to help spread awareness of their events in their local communities. Impressions from this is difficult to measure and thus are not included in our totals.

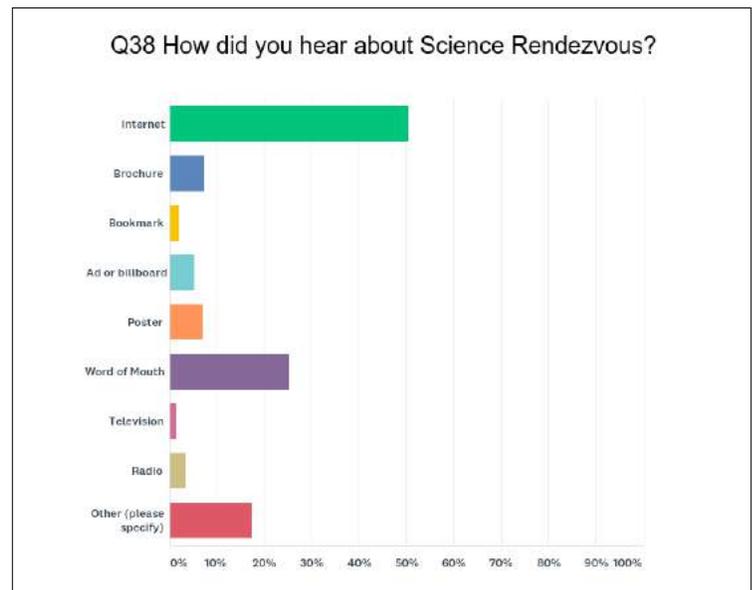


## ***OUTDOOR ADVERTISING***

Science Rendezvous creates an outdoor advertising campaign that includes billboards, transit ads, and paid print advertisements. This year 12 installations with Pattison Outdoor Advertising were distributed across the country, and had third party verified circulation of 26,996,264. An article titled, SLIME BALLS AND FIRE TORNADOES ARE PART OF THE FUN AND LEARNING AT SCIENCE RENDEZVOUS, was included in the April 5, 2018 Globe and Mail, STEAM Education sponsor content section. Circulation for this is verified at 1,318,000. Total outdoor advertising in 2018 reached 28,314,264, a huge increase from 6,500,000 in 2017.

## ***BROADCAST***

Science Rendezvous national worked hard to get broadcast coverage for event sites across the country. The SR team worked closely with event planners and affiliate institutions communications teams to maximize quality broadcast appearances. Breakfast television appearances were booked in nearly all locations, a Daily Planet on-site preview for Discovery was coordinated, spots on TVO Kids and Finding Stuff Out with Zoey were arranged, pre-event and event day News pick-ups (Global News, CTV News, CBC Tonight) at most major event sites, and radio interviews and event plugs went out across the country. Event sites were all well represented and had an opportunity to reach people through broadcast in 2018. Together there were 178 broadcast pick-ups leading up to and on the event day from all major media outlets. This more than doubled the 82 broadcast pick-ups in 2017. Although we are unable to estimate reach numbers for this through Meltwater, we know that the broadcast representation is very valuable in contributing to public awareness of these amazing FREE events.



**Impact survey feedback — indicate most people learn about SR through Internet sources and Word of Mouth.**

## ***TRADITIONAL NEWS SOURCES***

Newspaper articles and online newspaper posts totalled 119 articles in the weeks leading up to and following SR in 2018. This is up from 34 traditional news articles in 2017. Science Rendezvous was represented in most major news sources in Canada, including The Globe and Mail, The Star, The National Post, CBC online, and many local newspaper outlets. The potential circulation for traditional news sources in 2018 was 63,524,346 as indicated by the media monitoring company Meltwater. This is up from 21,645,468 in 2017.

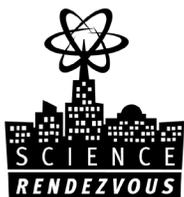


Science Rendezvous Kingston had Canadian Youtubers asapSCIENCE, Mitchell Moffit and Gregory Brown, at the 2018 event.

## ***SOCIAL MEDIA***

Science Rendezvous had its largest social media campaign to date. The conversation about the national festival was overwhelmingly positive across all social media platforms. Affiliate sites, participating partners, bloggers, journalists, and science promoters everywhere got behind Science Rendezvous and helped spread and share the details of the national festival across Canada and throughout the world. In 2018, “Science Rendezvous” and #SciRen were included in 2121 posts on Facebook (and Instagram), YouTube, and Twitter, with a potential reach number of 158,858,318. That is up from 1576 posts with a potential reach of just over 34,000,000 in 2017. Science Odyssey trended for the opening weekend, and during that period there were 1600 posts from the thousands of partners participating in Science Odyssey. Of those 759 posts included both #OdySci and #SciRen, Science Rendezvous or sci\_rendezvous, demonstrating the enormous influence Science Rendezvous affiliates have in promoting both Science Rendezvous and Science Odyssey events.

*Reach numbers are third party verified, and links and clippings are available. Connect with the Executive Director at [kathleen.miller@sciencerendezvous.org](mailto:kathleen.miller@sciencerendezvous.org) for more information.*

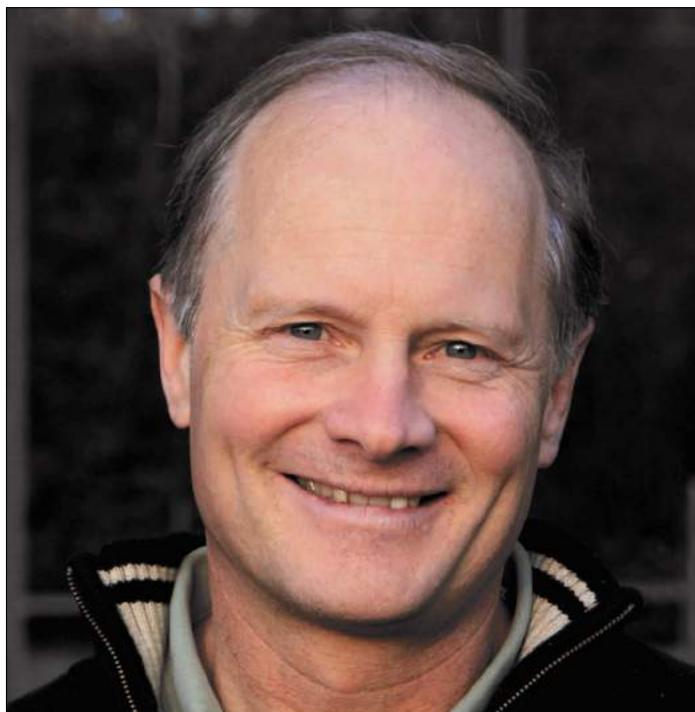


## ***MESSAGE FROM THE CHAIR***

First let me thank all of you who have made Science Rendezvous (SR) possible. This event is your event. It is all about your tremendous enthusiasm and dedication to promoting the importance of science to the general public. We all share the view that science is an essential component to a civil society to ensure the average person critically thinks about the often now confusing flurry of information. Who would ever believe we would live in an era of “alternative facts”.

We need science more than ever to ensure people can properly assess information and make informed decisions. Also, we need to instill in people a lifelong love of science and wonder of the world about us if we wish to truly safeguard our planet. We need to be in awe of its beauty. Science Rendezvous helps make this connection to the average person by bringing them face-to-face with the researchers at the front lines, who are most capable to unveil the wonders of nature to them.

SR’s first event was in 2008, in which we had approximately 15,000 attendees at 4 sites with only marginal support from the institutions involved – until they saw the level of interest of the general public and most important the degree of volunteerism and community spirit SR instilled in the students. We have now grown to over 35 institutions with over 350 events happening all across the country. The whole country is coming together to celebrate science with last year’s event drawing again over 215,000 attendees and nearly 6,000 volunteers.



Science Rendezvous has accomplished its mission and exceeded all expectations once again. In 2018, we had an order of magnitude higher uptake rate by major media outlets covering the event. In the age in which journalism is questioned, we find our voice to explain why facts matter and the fight to get at the truth. I think we will find much more interest in promoting science to the general public by all media sources in the coming years.

By partnering with NSERC, we have greatly extended our impact. Science Rendezvous is now the marquee event kicking off NSERC's Science Odyssey as a national priority to raise scientific literacy. NSERC has been the best possible partner for SR as it now puts more emphasis on all of Canada's research institutions to up their game in promoting the importance of science (re: funding for science) and science literacy to ensure a properly informed society.

Science Rendezvous is the only festival of its kind to provide a platform for public engagement directly with scientists through hands-on activities, interactive demonstrations, and explosive experiments that create a lasting interest and enthusiasm for science – on a scale that the message is heard.

Science Rendezvous gets youth excited about pursuing careers in science as part of recruiting the next generation of brilliant scientists and kindles the spark of curiosity to make all ages hold a lifelong interest in science. Simply put, Science Rendezvous is where people and science meet. We owe all this success to you – the very people who make SR possible!

***R. J. DWAYNE MILLER***, FRSC (Fellow of the Royal Society of Canada)

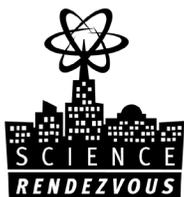
Director of Atomically Resolved Dynamics

The Max Planck Institute for the Structure and Dynamics of Matter/Hamburg

Professor Chemistry and Physics

University Professor/University of Toronto

**Chair Science Rendezvous**



# ***BOARD OF DIRECTORS***

## ***PROF. R. J. DWAYNE MILLER, FRSC, FCIC***

### **Chair of Science Rendezvous**

Director of Atomically Resolved Dynamics, The Max Planck Institute for the Structure and Dynamics of Matter and Professor of Chemistry and Physics, Distinguished Faculty Research Chair  
University of Toronto

## ***DR. JOANNA YU, PHD***

Senior Project Manager  
BrainHealth Databank Initiative,  
Krembil Centre for Neuroinformatics, CAMH

## ***PROF. TABITHA WOOD***

Associate Dean of Science,  
Associate Professor Department of Chemistry  
University of Winnipeg

## ***DON ALDRIDGE***

Executive Director, Centre for Advanced Computing  
Senior Advisor Advanced Computing and Data  
Analytics, Office of the VP (Research)  
Queen's University

## ***DR. ELISSA M. STROME***

**Vice Chair of Science Rendezvous**  
Executive Director, Pan-Canadian AI Strategy  
CIFAR

## ***MATTHEW MACKENZIE***

Government Relations Officer  
University of Ontario Institute of Technology (UOIT)

## ***ANGEL MORALES***

Founder  
SalesMaven.ca

## ***DR. IMOGEN COE***

Dean, Faculty of Science  
Ryerson University

## ***JULIE ANN MAY***

President  
The Reddington Communications Company



# ***EXECUTIVE LEADERSHIP***

## ***KATIE MILLER***

Executive Director

[kathleen.miller@sciencerendezvous.org](mailto:kathleen.miller@sciencerendezvous.org)

## ***DANIEL SZULC***

Director of Community Engagement and Strategic Initiatives

[daniel.szulc@sciencerendezvous.org](mailto:daniel.szulc@sciencerendezvous.org)

## ***LAURA MORRIS***

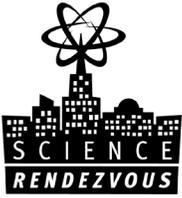
Media Relations

[laura.morris@sciencerendezvous.org](mailto:laura.morris@sciencerendezvous.org)

## ***JUANITA BAWAGAN***

Media Officer

[info@sciencerendezvous.org](mailto:info@sciencerendezvous.org)

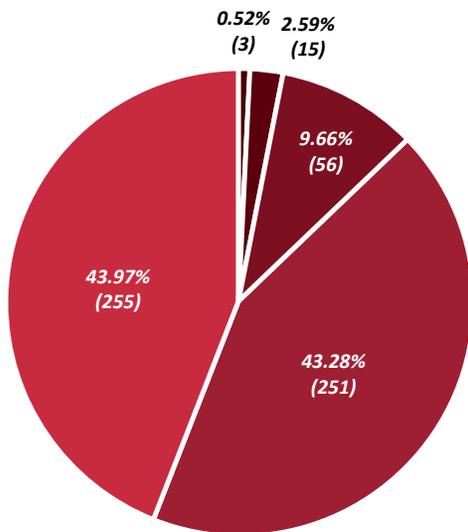


# IMPACT: SURVEY RESULTS

Science Rendezvous has utilized an online survey at all event sites since 2012. The information gathered through this survey provides valuable information about how to improve SR's reach in the communities around event sites, the individuals who come to SR events, what events are doing well, and how SR can improve each year. In 2018, nearly 600 individuals took the time to fill out the Impact Survey, and there was representation from nearly all event sites. Below we review some of the important findings from the 2018 Impact survey.

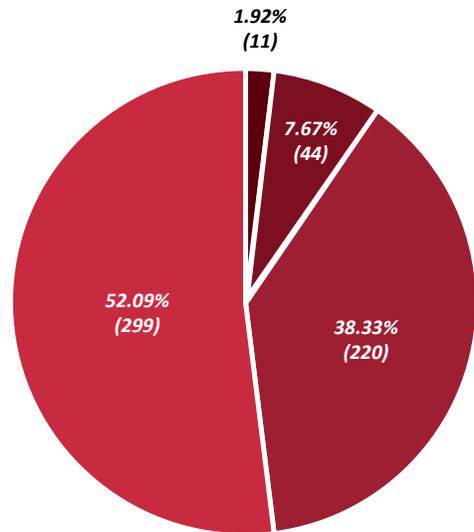
**Over 87% of attendees found Science Rendezvous to be quite or very educational and over 90% of attendees reported that their children found SR to be quite or very enjoyable.**

**Q. Overall, how educational do you think Science Rendezvous was for you and/or the child or children that you brought?**



- Very Educational
- Quite Educational
- Somewhat Educational
- Slightly Educational
- Not Education at all

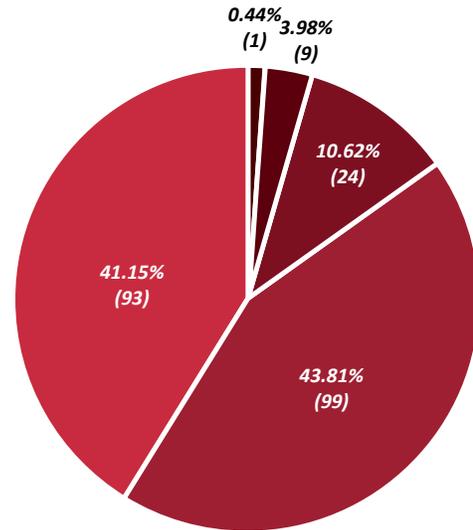
**Q. To what extent did you and the child or children you brought find Science Rendezvous enjoyable?**



- Very Enjoyable
- Quite Enjoyable
- Somewhat Enjoyable
- Slightly Enjoyable
- Not Enjoyable at all

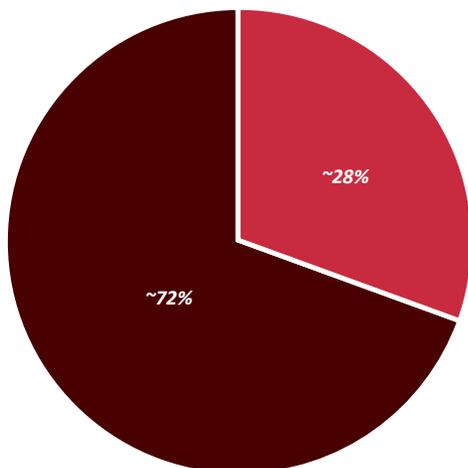
**95% of student participants were happy with their institutions' Science Rendezvous event, and we know many students who attend an SR event, volunteer in the following year's event.**

Q. If you are a post-secondary student, how happy are you with your institution's Science Rendezvous event?

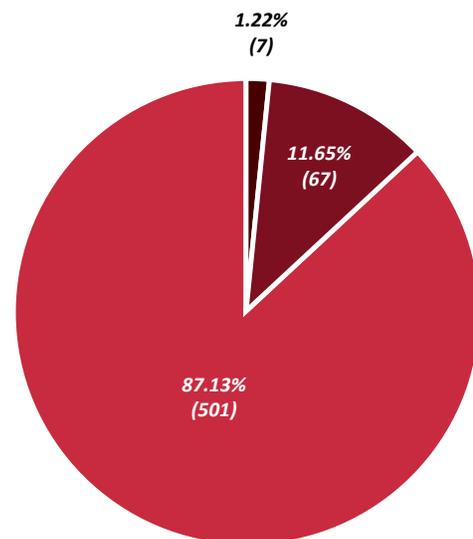


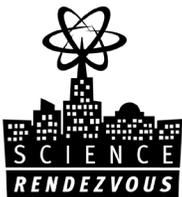
**Over 70% of attendees did not attend the event the previous year, and over 87% plan to return to the next event again the following year, showing great promise for SR events to continue to grow each year.**

Q. Did you attend Science Rendezvous last year?



Q. Do you think that you will come back to Science Rendezvous next year?





## AFFILIATE SITES

Science Rendezvous supports the efforts of 35 affiliate sites made up of Canada's top research institutions, industry and community partners. These affiliates share the belief that our voice is strongest together. The collaborative effort of sharing best practices, logistical coordination, marketing efforts and program development ensures that Science Rendezvous events continue to improve and reach farther into the general public each year. Together we are a true Science Rendezvous!

University of Toronto — St. George	University of Windsor	Main Street Markham
University of Toronto — Scarborough	University of Winnipeg	OCAD University
University of Toronto — Mississauga	York University	Ocean Tracking Network
University of Ontario Institute of Technology	CAN-BIND	STEM Minds
Durham College	Kwantlen Polytechnic University	SuperNOVA at Dalhousie University
Let's Talk Science	Memorial University	The Toronto Zoo
Queen's University	Simon Fraser University	The University of British Columbia
Southern Alberta Institute of Technology — Applied Research and Innovation Services	University of Guelph Humber	Bridgepoint Active Healthcare
University of Manitoba	Ottawa University	Aurora Research Institute
Ryerson University	Carleton University	University of Saskatchewan
	Western University	Guelph University
	College of the North Atlantic	Mississauga Central Library
	George Brown College	First Nations University

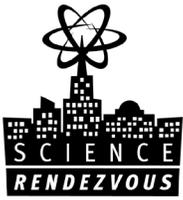


***“IF YOU SEE HER, YOU CAN BE HER.”***

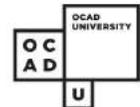
 ***(@KirstyDuncanMP, JUNE 19, 2018, 5:25 PM)***

The Honourable Kristy Duncan,  
Minister of Science and Sport, got her hands on  
science with the next generation of innovators at the University of  
Guelph-Humber’s Science Rendezvous event.

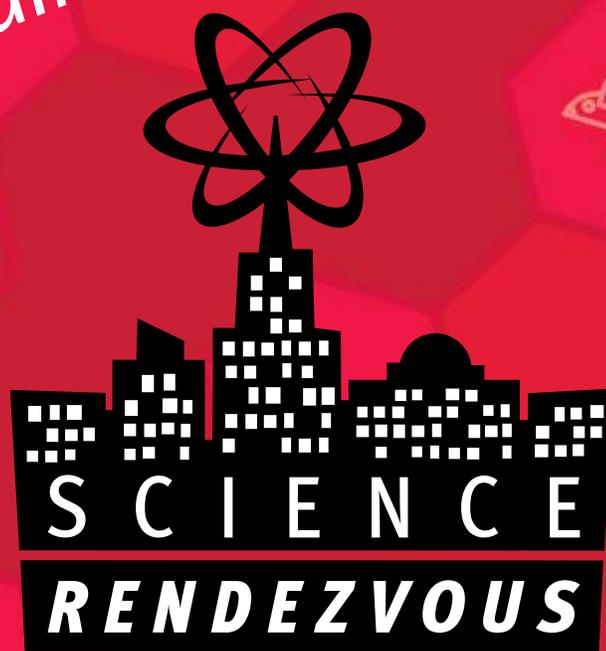




# SPONSORS



Full STEAM Ahead



MAY 12  
2018



***WHERE PEOPLE & SCIENCE MEET***

***TOGETHER WE ARE INSPIRING  
THE NEXT GENERATION OF GREAT CANADIAN INNOVATORS  
AT SCIENCE RENDEZVOUS.***

***SCIENCERENDEZVOUS.CA***

