

Earth Science for Society (ESfS) – October 2018 Update!

March 17-19, 2019

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Attendance

Registration for Earth Science for Society (ESfS) opened on October 1st. Invitations were sent out to teachers and youth groups. As of October 10 we already have 18 school groups signed up to bring 1503 students and 181 chaperones. 10 of the schools have attended before while 5 new schools have applied. An additional 367 young people aged 7-15 and 65 chaperones have signed up from 18 Sparks, Brownies, Girl Guide, Pathfinders, Cubs, and Scouts groups.

The event runs March 17-19, 2018 at Stampede Park in Calgary. If your school or youth group would like to attend, please register through our [School and Youth Group Sign-up page](#).

Sponsorship

The sponsorship team is excited to announce a number of returning sponsors for ESfS 2019. Sponsorship opportunities for ESfS 2019 were emailed and mailed out in September.

Parex is sponsoring schools on both Monday and Tuesday for \$10,000. Brian and Elaine Russell are sponsoring the Monday volunteer lunch for \$1,200. GLJ is sponsoring the Sunday volunteer lunch for \$1,200. Tourmaline Oil Corporation is sponsoring the ESfS Fossil Station on Sunday and Monday for \$1,000 and providing in-kind storage for the Yukon Dan station. Repsol is the in-kind pen sponsor (2,500 pens). Inter Pipeline Ltd is sponsoring the Canadian Geographic Floor Map for \$1,000. Pulse Seismic Inc. is sponsoring the water station on Monday for \$850. Petrel Robertson is donating \$250. SeisWare International Inc. is donating \$200. In-kind educator resources will be donated by Women in Science and Engineering (WISE), AirTerra Inc., Geoscientists Canada, and Engineers and Geoscientists BC. A door prize donation will be provided by AirTerra Inc. Thank you very much to all donors!

Information about sponsoring can be found on the ESfS website at esfscanada.com/sponsors.

Exhibits

The Exhibits committee is excited to announce our many new and returning exhibitors including Yukon Dan gold panning, Women in Science and Engineering (WISE), CSEG Foundation Outreach, the Energy Production & Transmission Canadian Geographic Giant Floor Map, AirTerra, Roots 2 STEM, Natural Resources Canada - Geological Survey of Canada, the Department of Geoscience, University of Calgary, Journey 2050, CSPG Foundation, Canmore Museum & Geoscience Centre, WHERE Challenge and ESfS' own Trilobite Fossil Station and Geoscience Activity tables.

We have received a lot of interest and positive feedback from another 15 potential exhibitors! We are on track to have another full exhibition floor with lots of exciting exhibitors presenting on a wide range of fascinating earth science topics! If you were hoping to exhibit this year, or are one of the 15 organizations that expressed interest in exhibiting, please send us your completed application! Keep an eye on your Inbox for more follow-up communication from your ESfS Exhibits rep soon!

We continue to take applications until space fills up. If you would like to be a part of this great exhibition, you are encouraged to send in your Exhibitor application soon as the space did fill up last year. We don't want to turn anyone away!

Information about exhibiting can be found on the ESfS website at esfscanada.com/exhibit.

Speakers

The organizing committee has selected two Speaker candidates for Sunday March 17 and the evening of Monday March 18. Stay tuned for details!

Volunteers

The Volunteers Committee opened volunteer registration on September 1st. Visit the ESfS website for more information: esfscanada.com/volunteers/

Marketing

The Marketing committee is working hard to bring attention to the ESfS event in March 2019. We are still working towards placing ads in multiple community newsletters around the city and on monitors on the University of Calgary campus. We are also excited to announce that we are now in the CSEG Recorder!

Our current Social Media numbers are: Facebook – 238 Likes & 242 Followers, Twitter – 658 Followers, and LinkedIn – 1276 Connections & 97 Members.

ESfS In Motion

Science Literacy Week (SLW) is an annual event held across Canada each year. This year is the first year that we have participated. We created a new station this year called Explore Space in honour of the Canadian astronaut David Saint Jacques who is travelling to the International Space Station in December for a six month stay.

Thanks to our volunteers who energetically questioned, challenged and inspired the young and old. We had great attendance and interest at both of our events; Saturday September 22 at Fish Creek Library and Sunday September 23 at Shane Homes YMCA at Rocky Ridge. See below for a brief summary of attendance and some feedback:

Sept 22 Fish Creek Library

- Attendance: 172
- 21 feedback surveys completed

Sept 23 Shane Homes YMCA at Rocky Ridge

- Great venue!
- Attendance: 320
- 15 feedback surveys completed

Feedback surveys from both venues returned responses:

100% Good or Very Good: "How would you rate your group's overall experience at the Science Literacy Week exhibits?"

100% Agree or Strongly Agree: "People in my group learned something new about the Earth Sciences."