

Creative ENCOUNTERS

with science

Introduction

Creative Encounters with Science is a not-for-profit organization with the mandate of providing a fun, safe, non-discriminatory, and stimulating environment that inspires young people to explore their fascination with science, technology, engineering and math through hands-on projects and experiences. We accomplish this by offering high quality summer camp programs, in-school workshops and community events for youths 7 to 14 years of age. In 2014, Creative Encounters reached over 3,000 children with our science and technology summer camps, all-girls initiatives, volunteer and leadership programs, community and classroom workshops and initiatives to reach under-represented audiences. Through our partnership with the University of Guelph, our national organization Actua and many local businesses, our programs continue to be successfully delivered and developed by our staff of undergraduate engineering and science students.



"We were very impressed on how well it was organized and how this program was implemented. I felt that the instructors were having fun so the kids had fun too!"

- Parent of CES grade 2-3 camper

Part of a National Network

Creative Encounters is a proud member of Actua.



Actua provides training, resources (funding and equipment) and support to a growing national network of local organizations offering science and technology education programs across Canada. Actua has spent over 20 years successfully helping young Canadians develop awareness, interest and skills in science, engineering and technology.

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Objectives

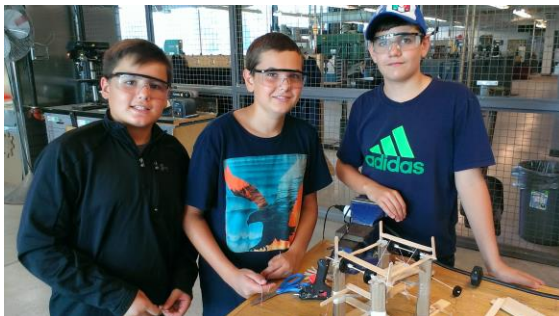
Our dedicated and energetic staff is committed to reaching the following objectives:

- Educate and engage the youth, community of Guelph as well as the surrounding areas about science, technology, engineering, and mathematics;
- Engage youth from isolated and at-risk areas. We strive to providing a fun and safe environment where every child, regardless of background, can learn while having fun;
- Provide positive, bias-free role models for youth and dispel stereotypes about who “does” or “can do” science to help youth build confidence in themselves;
- Present university or college as a non-threatening environment to encourage youth to pursue post-secondary studies after high school, as well as educate students on choices they must make to succeed in their future endeavors;
- Create resources for elementary and middle school science teachers that will help them to be creative and confident when teaching science.



“I liked the councilors a lot, it made the whole thing much better! The activities we did were fun and interesting!”

- Matt, camper



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Summer Camp Programs

Creative Encounters delivers summer day camps for youth age 6-14, providing participants with fun science, technology, engineering, and math demonstrations, hands-on projects and recreational activities. Campers bring several projects home throughout the week.



Creative Encounters: General STEM (Science, technology, engineering and math) - Geared towards students entering grades 2-3 and 4-6, this camp provides younger campers with smaller-scale, innovative learning projects designed by instructors while older campers from grades 4-6 participate in design challenges and more advanced-level projects. This introduces our youngest age group in grades 2-3 to various topics in STEM and continues to nurture the older campers' developing interest in these areas.

P.A.G.E.S. Promoting Awareness: Girls in Engineering and Science – In 1998 the P.A.G.E.S. program was initiated to stimulate enthusiasm and an appreciation for science, engineering, and technology among Canadian female youth. This program is a residential camp geared towards girls, and is designed to bring down the stereotypical barriers that typically prevent girls from exploring their own interests and talents in science related fields. This year again, P.A.G.E.S. invites girls who are entering grades 7 to 9.

TechQuest: Game Design, and LEGO Robotics - TechQuest was introduced to the Creative Encounters program in 2000 and has been met with much success in the years that have followed. Aimed at students entering grades 7-9, this camp provides fun and exciting instruction in web design, electronics, programming and robotics. Game Design and LEGO Robotics take the TechQuest program further in their respective exciting and ever-evolving fields.

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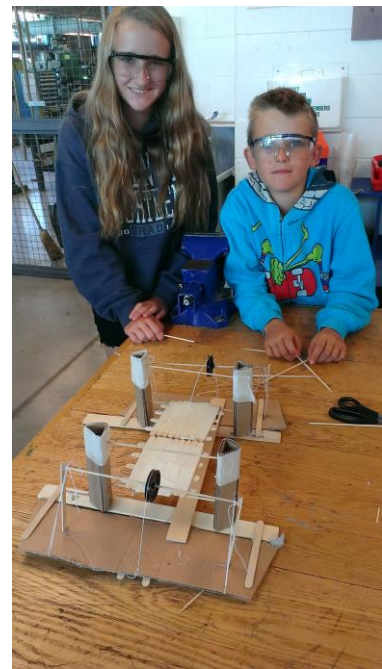
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Future Vets- This is a perfect camp for any camper interested in the fields of veterinary medicine! Campers will get an opportunity to learn about many aspects of animal safety, animal medicine and treatments while spending a week in the life of a veterinarian. Through hands on projects and activities campers will be encouraged to learn about many aspects of veterinary science including anatomy, physiology, pathology, epidemiology, kinesiology and exercise science through hands on projects and demonstrations.

Engineering FUN-damentals – This camp had been getting more and more popular since its inauguration in 2011. The campers will be given design projects to work on with varying amounts of time and materials. Campers will work together to plan and build the most optimal solutions to the given design problem. There will be a special focus on the business aspect of engineering which will help campers recognize future opportunities in STEM that lie beyond a research lab.

“Enthusiastic presenters, [they] rolled with the punches and made it lots of fun for the kids!”

-Teacher (referring to an Exciting Engineering workshop)





Other Programs

Aboriginal Initiative - Since 1994, Creative Encounters has been reaching out to various First Nations communities to share their approach to science education with the students, adults, and educators in the area. One such community is Parry Sound (ON) where our group delivers camps and workshops twice during the spring and summer. We also deliver programming to Aboriginal students around the Guelph region, whether it is on campus or in neighboring communities such as Ohsweken. All of our Aboriginal programming is delivered free of cost.

It is our hope that through a hands-on learning experience, campers will develop or awaken an interest in science, technology, engineering and math. Creative Encounters also aims to show these youth that science, engineering, technology and math are not distant concepts, but rather integral aspects of their everyday lives.

Kincardine Satellite Camp - Creative Encounters offers a week long Satellite Day Camp in Kincardine, Ontario, run out of the local high school. Projects from our STEM programming are combined into an exciting camp for kids entering grades 4-8. This year will be our eleventh annual trip to Kincardine!

Classroom Workshops - Creative Encounters delivers hands-on, dynamic STEM-based workshops for students in schools in the Guelph and surrounding area. A wide variety of topics are available that compliment the provincial science and technology curriculum. Workshops are very effective in raising awareness of and enthusiasm for participation in upcoming camp opportunities. Creative Encounters staff works closely with teachers and school administration to ensure successful workshop outcomes, and teachers are provided with packages containing material that compliments the presentation to aid in continuing with the lessons.

Club Programs – With 4 different clubs that run from September-June, club members are assured to find one in their range of interest! S.T.E.M. Club, P.A.G.E.S. All Girls Club, Robotics Club and Technology club all provide the environment of a camp setting once a month! These programs allows young students in grades 4-8 to continue their enjoyment of science and engineering throughout the school year.

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Community Involvement

Each year, Creative Encounters participates in a variety of community events in order to share the wonders of science, technology, engineering and math with adults, children and educators who would otherwise not be able to attend our programs. These events include local science fairs, Big Brothers Big Sisters events, interactive displays at the College Royal Open House, presentations to local Girl Guides to help them earn badges, interactive displays in Stone Road Mall and hands-on booths in local events. Through these events, Creative Encounters is able to show the commitment and pride it takes in educating youth in science and technology.

"We did lots of fun stuff!"

- Devin, camper



Program Evaluation and Impact

Post-camp surveys are conducted at the end of each week of camp at Creative Encounters for both campers and parents. In-school workshops delivered by Creative Encounters are evaluated by participating teachers. Results of all surveys are made available to Instructors and Co-Directors in order to continuously improve programs offered by Creative Encounters.

Creative Encounters, as a member of Actua, has participated in a national research project to formally evaluate the impact of our camps on the attitudes and future intentions of our participants. The research involved thousands of youths across Canada and provides strong evidence that Actua is creating positive change in attitudes and behaviors toward science.



"This is a great program which seems to get better each year"

- Parent of CES grade 2-3 camper

Some key findings from this survey of camp participants include:

- 87% felt that they were more confident in their ability to do STEM
- 85% stated that their enjoyment of STEM had increased
- 84% stated that their knowledge of engineering had increased

Complete research results can be found at www.actua.ca.

Creative Encounters will continue to participate in Actua's ongoing evaluation of our programs.

Our Commitment to Partners

Creative Encounters is committed to finding innovative ways to reach our audience. By reviewing the feedback given to us by our participants and by our partners, we have been able to build on our existing programs and launch new initiatives. Our promise is to maintain the quality of programs as we grow. Our future development depends greatly upon the support of the universities and colleges, the involvement of industry and the enthusiasm of the students who staff the program. We are determined to strengthen this foundation in order to have an even greater impact on the region's youth for many years to come.

Partnership Package

Platinum Sponsorship – Title Sponsor
\$5000 +

Platinum Branding Package

- Sponsor acknowledgement on all online and offline marketing/PR promotions. This includes a large company logo on our sponsor page at www.creativeencounters.info. Additionally a large logo will appear on the pre-camp package that goes out to every parent prior to the start of camp, the weekly newsletter as well as a large logo on the back of every camp t-shirt given out to each camper.
- At the end of each camp week, we have a parent-camper party that demonstrates what kids have accomplished all week in a PowerPoint format. A full slide will be dedicated to your company at the end of each slideshow. Verbal acknowledgement of each Platinum Sponsor at these parties as well.



- A large logo will be advertised on every camper's certificate that they receive every week.
- Acknowledgement on our Creative Encounters with Science Promotional Video on our website homepage

Speaking Opportunity

- A member of your company may come into the camp and act as a mentor by discussing your company and its importance to science.

Gold Sponsorship

\$2500 - \$4999

Gold Branding Package

- Sponsor acknowledgement on all online and offline marketing/PR promotions. This includes a medium sized company logo on our sponsor page at www.creativeencounters.info. To go along with that, a medium sized logo will appear on the pre-camp package that goes out to every parent prior to the start of camp, the weekly newsletter as well as a logo on the back of every camp t-shirt given out to each camper. It will appear with all the other gold sponsors in the same section.
- At the end of each camp week, we have a parent-camper party that demonstrates what kids have accomplished all week in a PowerPoint format. A company logo will be displayed with all other Gold Sponsors at the end of the slide show.

Silver Sponsorship

\$1000 - \$2499

Silver Branding Sponsorship

- Sponsor acknowledgement on all online and offline marketing. This includes a small sized company logo on our sponsor page at www.creativeencounters.info. To go along with that, a small sized logo will appear on the pre-camp package that goes out to every parent prior to the start of camp, the weekly newsletter as well as a logo on the back of every camp t-shirt given out to each camper. It will appear with all the other silver sponsors in the same section.
- At the end of each camp week, we have a parent-camper party that demonstrates what kids have accomplished all week in a PowerPoint format. A company logo will be displayed with all other Silver Sponsors at the end of the slide show.

Bronze Sponsorship

\$100 - \$999



Bronze Branding Sponsorship

- Sponsor acknowledgement on all online and offline marketing. This includes the name of your company listed on our sponsor page at www.creativeencounters.info with all the other Bronze sponsors. Additionally, the name of your company will be listed on the back of every t-shirt given out to each camper. It will be listed with all other bronze sponsorships.
- At the end of each camp week, we have a parent-camper party that demonstrates what kids have accomplished all week in a PowerPoint format. Your company will be listed with all other Bronze Sponsors at the end of the slide show.

Basic Plan Sponsorship

\$50 - \$99

- Sponsor acknowledgement on online marketing. This includes the name of your company listed on our sponsor page at www.creativeencounters.info with all the other Basic Plan sponsors.
- At the end of each camp week, we have a parent-camper party that demonstrates what kids have accomplished all week in a PowerPoint format. Your company will be listed with all other Basic Plan Sponsors at the end of the slide show.

Contact Information

2015 Co-Directors: Patricia Zawada and Sarah Stubbs

Sponsorship Officer: Joshua Seguin

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