

# RCIScience

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## COMMUNICATION CERTIFICATE

The *RCIScience Communication Certificate* offers participants a unique learning experience with access to remote modules and opportunities to hone their science communication skills on a range of platforms with a real audience. Developed and successfully piloted among leading institutions in collaboration with the University of Waterloo, the program supports a critical need for professionalized science communication training in Canada, particularly for those who don't have the capacity or resources to complete additional higher education diplomas.

### THE OPPORTUNITY

RCIScience is inviting a limited number of post-secondary institutions across Canada to further scale its certificate program. Sponsoring institutions can enroll:

- Up to 10 graduate students at a time with a \$10,000 sponsorship;
- 4 graduate students at a time with a \$5,000 sponsorship; or
- Custom sponsorship packages can be developed based on need.

Students who successfully complete the program receive an official certificate and can feature these credentials on their resumes, websites and professional networking sites. The program provides an invaluable learning experience and an opportunity to join RCIScience's extensive network of leading science communication experts across the globe.

### MODULES

Our growing collection of modules includes:

- Understanding Genres and Audiences
- Designing Accessible Communications
- Inclusive and Ethical Practices
- Methodologies for Communicating Science
- Evaluation
- Community Building and Engagement

Coming soon: Data visualization, writing for public audiences, building trust in science, and more.

### PRACTICUM

Participants are tasked with creating a communication project for a public facing platform with peer feedback and guidance from recognized science communicators. The best projects will be profiled on RCIScience's channels and with related partner organizations.

### OUTCOMES

- Confidently apply the fundamentals of science communication and knowledge mobilization in a professional setting
- Identify current research and best practices in science communication
- Recognize how diverse audiences shape science engagement practices
- Examine science communication across rhetorical situations (local & global cultural contexts)
- Identify, examine and practice ethical thinking in science communication
- Build industry connections and a professional network



## BENEFITS

### Participants

- Meaningful opportunities to enhance co-curricular transcripts;
- Flexibility to complete modules and practicums remotely and around busy schedules;
- Specialized support from senior RCIScience staff;
- Network with program participants from a range of scientific disciplines;
- Explore career trajectories with science communication experts;
- Association with a prestigious, historic and trusted Canadian science institution;
- 1 year RCIScience membership, granting access to an extensive industry network, job opportunities and training events.

### Partner Institutions

- Exceptional experiential learning and development opportunities for students;
- Access to RCIScience's extensive network of science communication practitioners;
- Sponsor recognition on RCIScience's website (17,000+ visits/year), social media (12,000+ engaged users), annual magazine (print/digital), and Certificate materials

*"I've been doing a whole lot of science communication lately! The RCIScience material actually turned out to be quite helpful in this regard."* - Mark Henick, Nationally syndicated mental health columnist for CBC Radio

## ABOUT

Founded in 1849, the Royal Canadian Institute of Science (RCIScience) is Canada's oldest scientific society. A registered charity, its diverse and award-winning public programming has made it a leader in Canadian science communication for 175 years.

RCIScience also manages the SciCommTO Network and the Falling Walls Engage Hub Canada, connecting practicing and aspiring science communicators with local, national and global networks. In 2020, it co-hosted the SciCommTO Conference with Toronto Metropolitan University's SciXchange, set to return in 2025.

In addition to experts at major academic and research institutions, RCIScience has relationships with celebrated Canadian scientists and communicators through awarding its prestigious Fleming Medal. Recipients include household names like André Picard and Col. Chris Hadfield.

The RCIScience Communication Certificate was developed in collaboration with a team of science communication experts from the University of Waterloo and Laurentian University, with support from the NSERC Science Communication Skills grant. It fills a vital niche in Canada as science communication becomes a pivotal professional field. We welcome the opportunity to discuss how your institution can join this exciting initiative strengthening Canada's science culture and transforming the delivery of science communication training across the country.



## CONTACT US

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