



October 30, 2007

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I. ASX Bi-Elections

To All Astronomy & Space Enthusiasts,

As you know, the **University of Toronto Astronomy & Space Exploration Society (ASX)** has been holding awesome events for the past **5 years** for its **1000+ membership** on and off the University of Toronto's campus. You can be a part of what we do – **educating, exciting and inspiring** people from all walks of life at our **Annual Symposium, Faces of Space Talks, observing events, radio show**, and many other activities in many ways.

Specifically, ASX Bi-Elections are coming up, and the following positions are available for the 2007-2008 period:

- **Communications Director**
- **Marketing Director**
- **Observing Director**
- **Outreach Director**
- **Projects Director**
- **Sponsorship Director**

Please see below for details on each of these positions, and reply back to space.society@utoronto.ca by **Nov. 6**, with subject line "ASX Elections" and indicate which position(s) you are interested in running for in the upcoming ASX election. Elections are to be held on **Nov. 8** in the University of Toronto campus.

If you have a strong interest in certain aspects of what we have listed below, let us know that too! We believe that you can do be a part of ASX and use your strengths and develop your skills and experiences along the way.

If you have ANY questions, feel free to contact us at our email address: space.society@utoronto.ca.

Thanks, and Clear Skies,

ASX



Executive Positions

Communications Director

Responsible for communications to members via website and emails

- Oversee the ASX website (<http://asx.sa.utoronto.ca/>)
 - o Work with the ASX Webmaster to update/maintain/renovate the ASX website
- Manage ASX emails (space.society@utoronto.ca)
 - o Maintain and update the ASX membership database
 - o Write email newsletters/updates to let ASX members know about upcoming events

Qualifications:

- Great Communication Skills Overall
- Good with Computers
- Organized, Attentive to Details

Marketing Director

Responsible for leading all marketing efforts in order to promote ASX and its events to students and the general public

- Direct all marketing materials
 - o Create posters, event descriptions, advertisements, etc.
 - o Provide input to and review other content being viewed by the public (web content, newsletters, sponsorship package, etc)
- Manage media and public relations
 - o Develop media advisory and press releases
 - o Establish/continue relationships with media contacts and get them to promote ASX (via news stories, articles, ads, etc)
- Conduct market research

Qualifications:

- Excellent Communication Skills (verbal and written)
- Good with People
- Interested in Business and Marketing

Observing Director

Responsible for educating and intriguing students and the general public about astronomy and space via Observing events

- Liaise with U of T's Department of Astronomy and other organizations in the GTA (Ontario Science Centre, York University, David Dunlop Observatory) to promote their observing events to ASX members
- Organize ASX's own observing events
 - o Use U of T or ASX's own telescopes to look at the Planets and the Moon
 - o Stargazing or meteor shower watching
 - o Field trips to observatories or locations suitable for observing events

Qualifications:

- Knowledgeable about Astronomy
- Interested in Educating Others about Astronomy



Outreach Director

Responsible for directing all outreach efforts to recruit new members and cross-promote events with other astronomy and space organizations

- Engage existing members and recruit new members
- Establish/continue relationships with other astronomy/space groups and organizations (e.g CSA, York U, Ryerson, etc)
 - o Attend their meetings/event
 - o Liaise with them to cross-promote each other's events
- Connect with students from university, high schools and elementary schools across the GTA

Qualifications:

- Good with People
- Outgoing, Well-Spoken

Projects Director

Responsible for directing all ASX events (other than observing) and ensuring they run smoothly and on time

- Organize and run the ASX events throughout the year
 - o Symposium
 - o Faces of Space Talks
 - o Discussion Panels held in conjunction with Hart House
- Manage all logistics related to events
 - o Get speakers and manage schedules
 - o Work closely with marketing and communications directors to ensure promotions and notifications are done on time
- Collaborations with other groups such as Women In Science & Engineering (WISE)

Qualifications:

- Great with Event Organization
- Great with Meeting Deadlines

Sponsorship Director

Responsible for directing sponsorship activities to raise funds for ASX

- Maintain and update the sponsorship package
- Lead and manage sponsorship activities to obtain funds
 - o Assign tasks and deadlines to other ASX executives and volunteers and oversee their progress
 - o Ensure funds are received and collected
- Manage, maintain, and build relationships with sponsors

Qualifications:

- Excellent Communication Skills Overall
- Good with People
- Sales-Oriented



II. York University Astronomy Club News

<http://www.yorku.ca/yuac/> yuac@yorku.ca

Title: "Testing Einstein's Universe"

Professor Norbert Bartel, Professor of Astrophysics and Space Sciences, York University

Location: 317 Petrie Engineering and Science Building

Date and time: Wednesday, October 31st at 5:30 pm

This presentation will be followed by our Halloween Party! Costume or dare!! Make sure to dress up to win some prizes!

III. University of Toronto Department of Astronomy & Astrophysics News

http://www.astro.utoronto.ca/%7Egasa/public_talk/iWeb/Welcome.html

A free tour will be offered by the Department of Astronomy and Astrophysics this Thursday at the University of Toronto. Tours start at 9 p.m.

The tour starts with a presentation on modern astrophysics by a doctoral candidate, a postdoctoral fellow, or a faculty of our department. We try to keep the level of the talks to a degree understandable for high school students. This presentation is 30-40 minutes long.

The evening concludes with a tour of our telescopes. On clear nights, one or more astronomical objects will be viewed. Typical objects are the Moon, planets, and double stars. On cloudy nights, viewing will be replaced by a tour of our observing facilities.

University students, High school students, as well as interested youth (accompanied by adults), are more than welcome to attend.

IV. Canadian Space Society News

www.css.ca

Dear ASX Members,

Welcome back to another fun-filled year in Canadian space!!! This past summer has seen two major events in Canada's space industry: the successful launch of the Mars Phoenix Scout mission and Canadian astronaut Dave Williams's second successful mission on the space shuttle.

As you settle back into your school routines after a long and lazy summer, I would like to take this opportunity to remind you of the many activities that the Canadian Space Society has available to you to directly participate in Canada's space industry. As a member organisation, ASX members have a unique opportunity to participate in a variety of technical, outreach and research projects that are currently underway; locally, nationally and internationally.

As a part of the ongoing partnership between CSS and the Toronto Aerospace Museum, the CSS is looking for 10 enthusiastic individuals as volunteer staff for the space exhibit at the museum. This staff will be responsible for the archiving of space artifacts,



setting up displays, contacting members of Canada's space industry and performing research into new artifacts that are donated to the museum.

Secondly, the CSS is looking for staff writers for its quarterly publication, the Canadian Space Gazette. This is an excellent way to meet trend setters in the space industry and learn about the details of their work. The Canadian Space Gazette is distributed nationally and internationally and is seen by project managers and politicians alike.

Finally, the CSS has a growing education program for high school students. We are looking for volunteers to contribute to the creation and teaching of the program. The program consists of hands-on demonstrations and lectures by professionals in the space industry.

This is just a sample of the many projects on the go. If you are interested in participating, please get in touch with myself or come our the next CSS meeting on September 17th at the Toronto Aerospace Museum. For details, go to our website: www.css.ca.

Best regards,

Kevin Shortt

Networking Officer,
Canadian Space Society