

# NC CASC and the Art of Science Storytelling

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The **North Central Climate Adaptation Science Center (NC CASC)** is one of nine regional centers in a national network created to help natural and cultural resource managers prepare for changes due to a warming climate. The center is a **unique partnership** between CU Boulder, the US Geological Survey, and consortium partners that serve the states of Colorado, Wyoming, Montana, North Dakota, South Dakota, Kansas, and Nebraska.

Through a combination of web (Science Bytes, Spotlight Stories, newsletters) and social media presence (Facebook, X, YouTube), we strive to share our science in multiple capacities to generate maximum reach and impact. This poster highlights some of our **science storytelling tools**, including a new StoryMap called "Engaging With Traditional Ecological Knowledge" (TEK), videos highlighting our scientists and researchers on our YouTube channel, our new MailChimp newsletter, and a new landing page on our website. We quantify the metrics (clicks, likes, shares) and explore new possibilities for future communications products.

## YouTube Presence

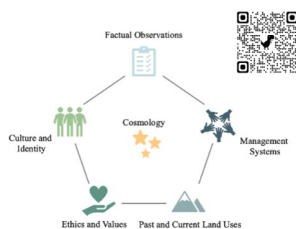
Our major science efforts include advancing the development of quantitative future climate scenarios for assessments of ecological impacts and adaptation strategies. We also strive to identify key information needs for the North Central region. Learn more about our scientists and research on our YouTube channel under @NorthCentralCASC, or scan the embedded QR codes.

## Research Reel – highlighting our scientists

## The Future of Fire – highlighting our research

## Engaging with Traditional Ecological Knowledge

There is an increasing demand to integrate **Traditional Ecological Knowledge (TEK)** with Western science for climate change adaptation. However, the challenge lies in how climate, ecological, and social scientists can collaborate equitably with Tribal communities to achieve this. A new interactive **StoryMap** on NC CASC's website addresses this, based on work by **Phurwa Dondrub**, an NC CASC graduate research assistant. It is intended to provide a (living) resource for scientists and managers interested in partnering with Tribes and communities, which will be continually updated as the NC CASC expands its knowledge and support for underserved communities in meeting their climate adaptation requirements.



Houde, N. (2007). The six faces of traditional ecological knowledge: challenges and opportunities for Canadian co-management arrangements. *Ecology and Society*, 12(2).



## Webpage Restructuring

To declutter our homepage, we distilled it down to three key blocks of texts, focused on announcements, a monthly "Spotlight Story" and weekly Twitter-like "Science Bytes."

The North Central Climate Adaptation Science Center is a partnership between the US Geological Survey, the University of Colorado Boulder and five consortium partners. The NC CASC fosters innovative and applied research in support of tribal, federal, state, and local natural resource management and decision-making. The North Central center is one of nine regional climate centers in the national CASC network created to help meet the changing needs of land and resource managers across the country. It serves Colorado, Wyoming, Montana, North Dakota, South Dakota, Kansas and Nebraska.

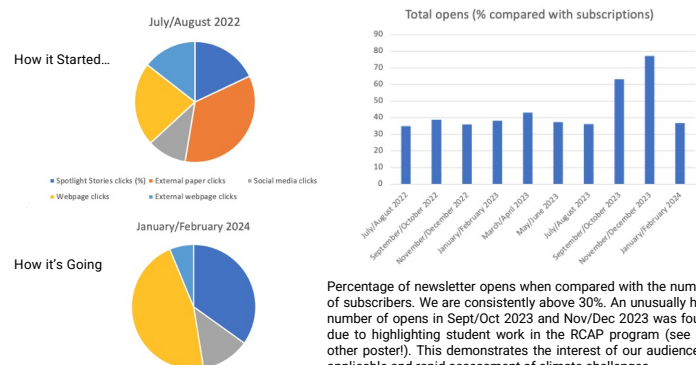
## Future Comms Products

To reach a variety of audiences in the coming years, we are researching other communications products that we can create to highlight our scientists and research.

We propose assembling educational "packets" that will include references to any publications resulting from a research project, a short "Scientist Spotlight" video to get to know the principal investigator of the project, and 1 to 2-page handouts that highlight the research in an easy-to-read format, including any resulting tangible products. To learn more about who we are as a Center, please visit our NC CASC "Who We Are" poster or check out the video below on our YouTube channel.

## MailChimp Newsletter

In order to track clicks and interactions with our newsletter content, we began building our newsletter in MailChimp. Below are comparisons at the start of the switch (the July/August 2022 issue) and the last issue (January/February 2024 (the March/April 2024 issue just came out and will not yield accurate results at the time of printing)), tracking metrics and then adapting our content to drive more traffic towards our website, rather than external pages. This included building short "Science Byte" pieces on our webpage, highlighting our scientists and research efforts.



Percentage of newsletter opens when compared with the number of subscribers. We are consistently above 30%. An unusually high number of opens in Sept/Oct 2023 and Nov/Dec 2023 was found due to highlighting student work in the RCAP program (see our other poster). This demonstrates the interest of our audience in applicable and rapid assessment of climate challenges.

## Connect With Us

- @NC\_CASC
- North Central Climate Adaptation Science Center
- Youtube.com/NorthCentralCASC
- nccasc@colorado.edu

