

Committee Meeting Summary

swivet Creative Committee

Conference Call

Thursday, June 20, 2013

1:00 PM Eastern / 10:00 AM Pacific

Conference Line: 712 775-7100

Access Code: 1071934#

The following subcommittee members were in attendance:

- Aleisha Dobbins, Ph.D., BioMarin
- Elisabeth Freeman, ICPD
- Tye Lombardi, Pink Castle Pictures
- Scott May, ICPD
- Cam Savalan, Pink Castle Pictures
- Devynne Scilingo, ICPD
- Isa Zimmerman, IKZ Advisors

Welcome remarks & introductions:

Scott May thanked everyone for attending and asked the committee members to introduce themselves.

Target dates, events & activities:

The launch date for *swivet* Season 1 is set for September 27, 2013 in Washington, D.C. Educators attending the swivetZone Workshop and students from the DC area will be invited to participate in a red carpet launch event on that day. Some of the actors from the web series will also attend the event since they will be in DC to film Season 2 of the web series. We plan to film Season 3 in Puerto Rico in early 2014. There will be a similar two-day workshop for Educators in Puerto Rico at that time.

swivet season 2 episodes:

The committee brainstormed on ideas for the STEM topics that will be integrated in the *swivet* season two episodes. Each member of the committee provided ideas for two specific STEM topics based on the AAAS Benchmarks they were assigned. Isa suggested we come up with a standard method of assessing the relevance of each benchmark to determine whether or not to include them in the web series.

Other:

Action Item 1:

Elisabeth will follow up on Isa's suggestion and will send the committee members a document to fill out based on the specific benchmark they were assigned.

Action Item 2:

Devynne and Elisabeth will define which specific STEM topics/benchmarks each character will focus on.

Upcoming calls:

Friday, June 28th at 1 PM Eastern / 10 AM Pacific

Friday, August 16th at 1 PM Eastern / 10 AM Pacific

Wednesday, September 4th at 1 PM Eastern / 10 AM Pacific

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www.swivetZone.com