

Committee Meeting Summary

swivet Creative Committee

Conference Call

Wednesday, August 22, 2013

1:00 PM Eastern / 10:00 AM Pacific

Conference Line: 712 775-7100

Access Code: 1071934#

Welcome remarks & introductions:

Elisabeth Freeman thanked everyone for attending and asked the committee members to introduce themselves.

The following committee members were in attendance:

- Elisabeth Freeman, ICPD
- Susan Imberman, Ph.D., Department Computer Science, College of Staten Island
- Tye Lombardi, Pink Castle Pictures
- Scott May, ICPD
- Devynne Scilingo, ICPD
- William Staplin, Ph.D., ICPD

Pending action items

Action Item 1:

Elisabeth will follow up on Isa Zimmerman's suggestion and will send the committee members a document to fill out based on the specific benchmark they were assigned. This action item has been completed. Committee members have sent their suggestions for the season 2 STEM topics.

Action Item 2:

Devynne and Elisabeth will define which specific STEM topics/benchmarks each character will focus on. This action item has been completed, however we plan to continuously review the STEM topics and interests for each character since they will evolve with the writing of the scripts for each season of swivet. New characters will also be introduced over time. The current STEM interests are posted on the individual character pages on swivetzone.com.

Updates and progress reports from other swivet committees

The swivet Outreach & Engagement committee has been working on the details for the launch of *swivet* Season 1 September 27, 2013 in Washington, D.C. Approximately 75 students from DC area public school will attend.

Some of the actors from the web series will also attend the swivet Zone Red Carpet event. 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. Season 4 will be filmed in another city in the United States, ie. Chicago, Boston, San Diego, Des Moines etc.

Tye Lombardi asked about whether or not we will have lesson plans for educators. Elisabeth responded saying that Educators will also be attending the swivet Zone Workshop, September 26-27 in Washington, DC. Their goal is to review the swivet web series and help ICPD create the swivet Smart Kit for season 1, which will include lesson plans for each episode of the web series. The educators will also attend the swivet Zone Red Carpet event.

The committee members asked about speakers for the swivet Zone Red Carpet event. Elisabeth explained that a request has been sent to Texas Instruments inviting Mayim Bialik to make an appearance as the keynote speaker for the event. We have been told that they've forwarded the request to their Education Technology team for consideration. Our colleagues at AAAS also recommended Leland Melvin, the NASA astronaut. Unfortunately he's not available that day.

Committee members suggested that the NASA Mohawk guy, Bobak Ferdowsi would be a "cool" speaker for the event. Elisabeth will follow up.

The swivet Development committee has also been hard at work. They're goal is to raise enough funds to cover the cost of running the swivet initiative.

swivet season 2 scripts

Tye Lombardi provided the committee with an overview of the season 2 storyline. Each of the characters will be working on a specific STEM project. Tye expects to complete the writing for the season 2 scripts on September 3rd.

Target dates

- The swivet Season 2 script will be written by September 3rd.
- swivet Season 1 will launch on September 27, 2013
- The DC based scenes for swivet Season 2 will be filmed in Washington, DC, September 27-30

Other

Scott May asked about whether or not the actors from swivet will be engaging in social media activity. Elisabeth responded saying that they are all actively promoting the show on their twitter, facebook accounts etc. but we will look into what else can be organized. ICPD also is arranging for some of the swivet Outreach & Engagement committee members to brainstorm about how we can publicize swivet and build awareness of the launch.

The committee members will be invited to attend the swivet Red Carpet event. Elisabeth will send the invitation by email. We also encourage committee member to recommend other guests that should be invited to attend.

Action items

Action Item 1: Scott and Elisabeth will work on finalizing locations for the DC filming of swivet

Action Item 2: Tye Lombardi will complete the scripts for the Season 2 episodes by Sept 3rd

Action Item 3: Elisabeth will establish a procedure for the committee's review of the swivet Season 2 scripts. Only a select number of committee members will be reviewing the scripts. A signed non-disclosure agreement is required.

Action Item 4: Elisabeth will arrange to add all of the past committee meeting agendas and summaries to the swivet zone website to keep everyone on the same page.

Action Item 5: Elisabeth will follow up inviting the NASA Mohawk guy, Bobak Ferdowsi to participate in the swivet Zone Red Carpet event.

Action Item 6: Elisabeth will send the swivet Zone Red Carpet invitation by email to the committee members. We also encourage committee member to recommend other guests from the DC area that should be invited to attend.



Action Item 7: Devynne and Elisabeth will define which specific STEM topics/benchmarks each character will focus on (*this is an ongoing action item*).

Upcoming calls:

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

Wednesday, October 9th at 1 PM Eastern / 10 AM Pacific

Wednesday, January 15th at 1 PM Eastern / 10 AM Pacific