



## WHAT IS STEM DAY?

Boxlight STEM Day is about bringing awareness to inquiry-based learning and STEM education. Boxlight and our partners are encouraging schools that have Labdiscs to join in this year's event. The participating schools will perform simultaneous experiments and share the data to observe the relationship between speed, time, and distance.

## WHY ARE WE HAVING THIS EVENT?

The key to students' success is not only to learn science, technology, engineering, and math, but also to understand how those disciplines apply to the world around them. Students need to develop the critical skills that will prepare them for life beyond the classroom, enabling them to be tomorrow's engineers and innovators.

The Labdisc portable lab opens the door to just this kind of inquiry-based learning in a variety of science fields, including biology, chemistry, physics, environmental science, and geography. With our STEM portable science lab, you can take the science classroom anywhere—Labdisc helps students connect and engage with science from wherever they are.

## HOW IT WORKS

All selected schools will perform the same experiment on November 8, 2018. Partners in selected geographic locations will serve as Labdisc Team Captains. Our partners will:

- Travel to Labdisc Team sites on STEM Day to take part in the simultaneous Labdisc lesson plan.
- Coordinate with on-site photographer/videographer to capture documentation.
- Communicate all documentation back to Boxlight (via [marketing@boxlight.com](mailto:marketing@boxlight.com)) by 11/15/18 for distribution to media.
- Analyze the data and share with the schools.
- Schedule US and worldwide future simultaneous Labdisc lesson plans with Labdisc Teams.



## TERMS AND CONDITIONS

Selected Premier Partners around the US and Latin America commit to participating regionally by:

- Identifying and/or selecting schools in their region.
- Communicating information about chosen schools (Labdisc Teams) to Boxlight within timeline.
- Traveling to Labdisc Team sites on STEM Day to take part in simultaneous Labdisc lesson plan.
- Coordinating with on-site photographer/videographer to capture documentation.
- Communicating all data, documentation, and images back to Boxlight by 11/15/18.
- Scheduling US and worldwide simultaneous quarterly Labdisc lesson plans with Labdisc Teams.

Selected schools/Labdisc Teams commit to:

- Be ready and available to conduct simultaneous lessons with partner, photographer, videographer, and/or any local media on 11/8/18.
- Have photography and video permissions secured for students, staff, and teachers participating in the event.



## PHOTOGRAPHY AND VIDEO DIRECTION

This is general guidance for the video and photography that will be captured on STEM Day. Make sure everyone involved in the event has signed the release (available on the next page of this packet) so their image and voice can be used in social media and future marketing efforts.

### **Guidelines:**

- Shoot and record from a variety of angles.
- Shoot all aspects of the event from setup to clean up—this will allow for the spirit of the full day to be seen in the images and videos that will be captured.
- Shoot some B-roll of the outside of the school, classrooms, and experiment materials.
- Make sure to record/shoot good images of the Labdisc being used in the experiment—get a mix of close-ups and distance shots.
- Make sure there is a microphone outside the camera to capture the best sound quality.
- Capture a mix of professional video and some with your phone so you can instantly share on social media. Ahead of time, discuss with the videographer and photographer how they could share some assets that day to post to social media.

### **After the Event**

Please have your photographer/videographer reach out to Boxlight (via [marketing@boxlight.com](mailto:marketing@boxlight.com)) in order to arrange for transferring all of the images and video recorded during the event. We must receive these assets no later than 11/15/18.



# STEM DAY

## BOXLIGHT

## Boxlight Photo & Video Release Form



Boxlight  
1045 Progress Circle  
Lawrenceville, GA 30043

Permission to Use Photograph and Video

Subject: \_\_\_\_\_

Location: \_\_\_\_\_

I grant Boxlight, its representatives, and employees the right to take photographs and video of myself and my property in connection with the above-identified subject. I authorize Boxlight, its assigns, and transferees to copyright use and publish the same in print and/or electronically.

I agree that Boxlight may use such photographs, video, and voice recordings of me with or without my name for any lawful purpose, including such purposes as publicity, illustration, advertising, and web content.

I have read and understand the above:

Signature \_\_\_\_\_

Printed name \_\_\_\_\_

Organization name (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_

Signature, parent or guardian \_\_\_\_\_

*(if under age 18)*





# STEM DAY

## BOXLIGHT

## SOCIAL MEDIA GUIDELINES

Use these guidelines to fuel and inspire your social media on Boxlight's STEM Day.

### Hashtag

#BLSTEM

### Guidelines

- **Audience:** Share photos and interesting information from the event on your own social media accounts. Encourage the school to do the same on their social media outlets. This will get exposure to the widest audience.
- **Resources:** Ask the photographer and videographer to share some clips during the day with you so you can share high-quality assets. Please forward these to [marketing@boxlight.com](mailto:marketing@boxlight.com), as Boxlight will be posting to our social media accounts the day of the event.
- **Hashtag:** A hashtag is the “#” character that marks a relevant keyword and turns the word into a link that connects the user to all other messages that include the same hashtag. Hashtags may be used on Twitter, Facebook, Google Plus, Instagram, and other social media sites. Our hashtag for this event is **#BLSTEM**. Encourage other organizers and attendees to contribute and use the hashtag with their own content.
- **Frequency:** Generally for Facebook, 1–2 posts a day is ideal. If you post more frequently than that, fewer followers will see your content because of Facebook's algorithm. For Twitter and Instagram, you can post as many times as you want during the event in real time. Keep in mind how many times you would want to see an event in your social media feeds before it becomes annoying. To generate interest and visibility, we advise you post 2–3 days leading up to the event and a day after.
- **Share and Like:** Share content before, during, and after the event to help tell the full story. Look for other people who are posting from or about the event and share and like their content—the more the merrier!



# STEM DAY

## BOXLIGHT

## STEM DAY EXPERIMENT: LIGHT INTENSITY

### Materials Needed

Labdisc Physio, GenSci, or BioChem Unit  
Lamp, flashlight, fluorescent bulb, and candle

### Preparation Required

The Labdisc should be powered and fully charged.

### Experiment

The purpose of this activity is to relate light intensity and light source efficiency to create a hypothesis about the amount of light sent out by different sources and proceed to test it using the Labdisc light sensor.

For detailed experiment steps, refer to the *Light Intensity* INK file or hard copy available the day of the experiment.

### Questions to Discuss After/Before the Experiment

How should we place several candles (or other light sources) in a room in order to achieve the most light?

What do you think the efficiency of a light source depends on?

How are the intensity and efficiency of a light source related?

If light intensity and light efficiency are related, how would the efficiency vary depending on the light source?

According to your experience, which do you think is the most efficient light source?

*More questions can be found in the Light Intensity INK file.*

Relate light intensity and light source efficiency to create a hypothesis about the amount of light sent out by different sources and proceed it to test using the Labdisc light sensor.