

Publisher Meeting Minutes
July 7, 2009
Utah State Office of Education Board Rooms

Attendees:

Gunnar	Voltz	Abrams Learning Trends
Andy	Hofmeister	Academic Success for All Learners
Brenda	Davis	AEGIS International
Linda	Taylor	Agreka Books
Craig	Willmore	America's Choice INC
Renee	Pait	Big Ideas Learning
Larissa	Sykes	Carnegie Learning, Inc.
Susan	Bell	Carolina Biological Supply
Sara	McDaniel	Compass Learning, Inc.
Claudia	Maness	Cord Communications
Aimee	Schroeder	CPO Science
Linda	Allen	Curriculum Associates
Margaret	Ostler	Delta Education
Jeff	Furner	Ditital Legend Press
Orlando	Arredondo	Educators Publishing Service & Davis Art
Todd	Dixon	EMC Publishing
Valerie	Hatch	Gibbs Smith Education
George	Grove	Goodheart-Wilcox Co.
Tyson	Smith	HEC Reading Horizons
Sue	Brandon	Heinemann Classroom
John	Carr	Heinemann Publishing
Joel	Deutser	Heinle/Cengage
Jennifer	Siegfried	High Reach Learning
Peggy	Barfuss	Holt McDougal
Joni	Fry	Holt McDougal
Laura	Rockefeller	Houghton Mifflin
Greg	Barry	Imagine Learning
Scott	Tasker	Intermountain Literacy Inc.
Larry	Parton	It's About Time
Gail	Vaughn	Key Curriculum Press
Kim	Wahlquist	KJW Publications LLC
Linda	Keyes	Learning for Life
Shirlee	Silversmith	Learning for Life
Craig	Pritchard	Learning Technology/Houghton Mifflin
Robin	Baker	Learning Today, Inc.
Mark	Tullis	Learning.com
Cody	Giles	Macmillan/McGraw-Hill
Jim	Coulon	McGraw-Hill
Travis	Naccarini	McGraw-Hill
David	Willet	Millmark Education
Scott	Cressall	Mountain States Repository
Mark	Scoville	Mountain States Repository
Todd	Pennington	NASPE
Chip	Jones	National Geographic/ Hampton-Brown
Kim	Sorensen	Nystrom
John	Webber	Olympus Publishing Co
Suzanne	Lozano	PCI Education
Constance	Bettino	Pearson
Tania	Saiz-Sousa	Pearson Longman
Dan	Johnson	Perfection Learning
Scott	Page	Perfection Learning
Jennifer	Watterson	Person Prentice Hall
Rachel	Pike	Pike Publishing
Dan	Peterson	Rand McNally
Lisa	Finley	Renaissance Learning Inc.
Sher	Kersch	Renaissance Learning Inc.
Eileen	Lucas	Renaissance Learning Inc.
Taryn	Tinsley	Rosetta Stone
Beth	O'Donnell	Sadlier, Inc.

Bob	McCarty	Scientific Learning
Paul	Richins	Scott Foresman
Doreese	Severe	See ABC's
Kevin	Sheridan	SOUTHWEST EDUCATION
Carol	Davis	SRA/McGraw-Hill
Nancy	Neufeld	The Children's Health Market
Marci	Redding	The Financial Wellness Group
AnnMaree	Montgomery	Usborne Books & More/EDC Publishing
Lynne	Greenwood	USOE
Alan	Griffin	USOE
Gerolynn	Hargrove	USOE
Elaine	Jones	USOE
LuAnne	Bourland	Voyager Expanded Learning
Kimberly	Stockton	Voyager Expanded Learning
Greg	Chapman	Wells Fargo Bank
Mickey	O'Bagy	Zaner-Bloser

Introduction

- Participant & USOE introductions
- Meeting Purpose: to provide an overall picture of the Utah instructional material evaluation process, which is to find the very best available core-related materials and eliminate materials that violate Utah law.
 - Is Utah adoption for the whole state?
 - No, districts take recommendations done by state and make their own adoptions based on current legislation.
- Website - <http://www.schools.utah.gov/curr/IMC>
 - Minutes of the meeting will be posted on the web.
 - Power Point presentation is posted on the web.
 - Future meetings and events may have an on-line option.
 - The Program Guidebook is available on the web.
 - Our website will be emphasized as the central information source.
 - The RIMS Search is linked from the site for reviews of instructional materials.
 - Email addresses are kept on the RIMS database to reach all publishers (about 800).
 - Contact Alan to update your address via email (alan.griffin@schools.utah.gov).
- Current legislation
 - Links are provided on the website concerning textbook legislation.
 - The attorney at the State Office provides information about legislation.
 - The primary board rule concerning legislation is R277-469. <http://www.rules.utah.gov/publicat/code/r277/r277-469.htm>
 - All instructional materials that are recommended primary must have independent reviews linking page numbers with standards and objectives.

Guidebook

- The Guidebook contains procedures for publishers in the adoption process.
- It is available on the website for easy access and additional copies.
- The document will be updated as needed.

- The adoption schedule for fall has begun with intent to bid forms arriving July 1.
- Please contact Alan to assist in keeping guidebook current if something is missing.
- A copy of the contract included in guidebook, including due date.

The Adoption Process

- Step by Step guidance was provided for the adoption process.
- Course codes must be included with titles requesting bids.
 - Active Course Codes are updated regularly; some codes go out of date.
 - An updated list of course codes is available on USOE Curriculum & Instruction site.
http://www.schools.utah.gov/curr/main/Core_Codes/default.htm (This link is found on pages 9 & 16 of the guide book.)
 - Items submitted with wrong course codes create problems for reviewers
 - Link materials with course code that item(s) most closely matches
 - Study the core curriculum to determine the appropriate course for the core code (<http://www.schools.utah.gov/curr/core/>).
- Core academic subjects are reviewed in the fall (language arts, math, science, social studies, fine art, world languages, ELL, physical education & health) [pages 13-16 in the guidebook]. CTE (Career and Technical Education), early childhood, elementary language arts and mathematics are reviewed in the spring [pages 9-11 in the guidebook].
- Contracts for items adopted by Utah are valid for the next five years. Only submit another textbook if there are substantial changes in the materials and another ISBN has been issued.
- Is there a grace period when the publisher can see the review before it appears on the web?
 - Reviews are posted after committee evaluations, specialist reviews, Commission recommendation to the Utah State Board of Education and the board's approval. Publishers may contact Alan when information is incorrect on RIMS.
- Adoption is made by individual districts – districts can adopt textbooks different than USOE recommendations, but they have to follow an identical process at the local level.
- Reviewers are given a copy of standards and objectives and a rubric for the subject area as part of the review process. Publishers can look at the current version of the rubric by course topic to assist in getting recommended primary status. Rubrics are posted on the IMC website, <http://www.schools.utah.gov/curr/IMC/rubrics09.html>.
- CTE standards and objectives may have been related to competency tests in the past. CTE specialists are working on creating standards and objectives for CTE courses. CTE independent reviews are not currently required, but will be when templates have been developed and posted on the website at <http://www.uen.org/ima>. Alan will keep publishers informed concerning template status.
- The “Intent to Bid Form” signals items to be submitted.

- Pg 17 in guide book
- The Intent to Bid Form provides notification to the Utah State Office of Education of general categories and information that publishers will use to submit bids.
- The “Bid Form” is a detailed, text file document listing specifics about items being submitted. It is a different document from the intent to bid form.
 - This file is an important part of submission and must be accurate.
 - Currently text files of bids are sent to USOE for processing. We expect this to be automated and allow for bid submission directly through the web in the future.
 - An exact sample of how the submission listing should look is on page 18 of the Guidebook.
 - The Bid system is geared to ISBN numbers. Items without ISBN numbers cause problems. It is the publisher’s responsibility to provide ISBN identifiers.
 - Series titles are important – evaluations are done by series (student edition looked at first, teacher edition next, then ancillary materials).
 - No spaces are allowed after commas in rows of information.
 - Ancillary items in the series are listed on item 4 line of the bid
 - Course code listings need to be accurate. Three course codes for a textbook can mean three different reviews. Items can be reviewed for more than one course.
 - More items than appear on the original Intent to Bid Form can be sent, but must match the Bid Form. Be sure to add “inside room 26” to the shipment label.
- Samples requirements
 - 3 copies should be sent to the reviewers at USOE.
 - Commission members should each receive 1 copy (send all items being submitted – student, teacher, manipulatives, & ancillary items).
 - Publishers wanted to know if commissioners could be grouped so fewer samples would be required. Commissioners discussed this issue at May 2009 meeting. Sending commissioners a smaller group of materials didn’t give a complete picture for the review. Commissioners know what is in the submitted items and want to see a full program submitted for review. It was noted there is a considerable expense involved in providing samples. A request will be made to communicate with the commissioners in August to reconsider sampling procedures.
 - An inquiry was made about making presentations to reviewers and commissioners with the product samples. The review process requires that reviewers, USOE specialists, commissioners are to meet independently to provide unbiased reviews.
 - Could the commissioner materials be kept in original boxes to be sent back at the publisher expense? Can items received by commissioners be returned to the publisher instead of commissioners donating them to schools? Commissioners will be

contacted about returning items and about sampling procedures in August (prior to November meeting).

- Web based software needs to provide temporary licenses and guides for user access, including passwords and web addresses.
- Labeling materials with “Adoption Sample” is okay, but not required.
- Can a sampler be submitted for multiple copies of a single book? Yes, but send enough materials to show what is available, because an incomplete submission will receive a less positive review.
- Guidelines for USOE does not allow for return of materials in the interest of efficiency. Samples will not be returned based on USOE policy. During discussion on returning items, a publisher representative at meeting reported that a sample pack of items sent as submission was found on ksl.com. This policy will not be changed unless the Commission so directs based on their August discussion.
- All commissioners can see reviews on line. Commissioners could be interested in seeing items digitally.
- Content specialists review the reports of the committees before the reviews go public.
- The electronic format of reviews in the format teachers will see it can be a commission discussion item.
- E-books are coming (Davis District may go to e-books in 5 years).
- Higher education samples are not required, but it is a desirable option
- Role of commissioners
 - Commissioners can serve on review committees, but they are to review the evaluations to look for items that violate Utah state law.
 - Commissioners are the gatekeepers of the operation.
- Utah is unique in that submissions happen every single year.
- Recommendation categories (pg 5)
 - Recommended Primary – basal textbook cover entire course of study (80% or better coverage of core)
 - Recommended Limited (needs to be supplemented to cover the core)
 - Recommended Teacher Resource
 - Recommended Student Resource
 - Reviewed -Not recommended (not posted to RIMS)
 - Not sampled (not posted to RIMS)
 - Not reviewed (not posted to RIMS)
- Contract
 - Digital signature are not available, so a printed version still required.
 - Current contracts have been scanned and are accessible.
 - A Copy of the contract is in the guidebook (pgs 19-21)
 - Will USOE alert publisher if one is not on file? Alan will work with you for spring review submissions.

Independent Review Process for Recommended Primary Items

- Credentials

Qualifications – reviewers must have a degree or endorsement in content area. USOE no longer publishes a recommended list of reviewers. Page 50 of the Program Guidebook lists qualification requirements, and page 35 shows a sample credentials form (available online at <http://www.uen.org/ima>) which should be filled out and sent in.

- Individual candidates should send in qualification information
- An independent reviewer cannot be a publisher company employee
- Credential files will be posted on the independent review website
- Retired Utah teachers with expertise can be hired to do this task (if they are not on a USOE review committee).
- Curriculum Maps
 - Curriculum map pdf files needs to follow the template in the guidebook (pg 36).
 - Teachers or administrators need to be able to see how to use this item.
 - Curriculum maps are submitted for recommended primary items only.
- Independent Reviews
 - Reviews are required by law for materials that are “recommended primary.”
 - Independent Reviews are entered at the website <http://www.uen.org/ima> and posted on the pages at <http://www.uen.org/core> .
 - The independent review due date is posted on the adoption schedules in the guidebook (October 16 for fall 2009 review).
 - Items without independent reviews will change from “recommended primary” status to “recommended limited.”
 - Can a recommendation move back up to primary after the independent review is submitted? A window of time is wanted by publisher. There currently is no provision for this. The Commission will discuss this issue at next meeting.
 - Reviews are entered online by entering page numbers that correlate with standards, objectives and indicators from the core curriculum.
 - On-line materials have a different structure and this issue has not been addressed (suggestions to Alan on this issue are welcome).
 - A question from the floor was raised about what to do if a book has the same page numbers for each chapter or section.
 - Independent reviews for books with the same numbering system for each chapter needs further discussion.
 - More discussion is needed regarding Pre-K materials that are “recommended primary” and require independent reviews.

Appeal Process and Form

- Reason to appeal:
 - A publisher doesn't like what was written about the rating by the reviewers (items reviewed on appeal are removed from RIMS).
- Appeal process:
 - A new committee will review materials, submitting new reviews to the USOE core specialist and to the Commission

- Samples (at least two) are needed for the appeal process to the committee at USOE only.

Substitution Process and Form

- Requirements:
 - Send a copy of old text & new text to show difference (one copy only).
 - Content specialist will review the item and it's changes.
 - New substitution needs new ISBN.
 - New reviews that are "recommended primary" will need new alignments.
 - The price must remain the same.

New Directions

- Plans in the Works
 - Automation will continue to be emphasized to eliminate human errors.
- Can "recommended limited" be changed to "recommended supplemental" (as in other states) instead? No. "Recommended limited" is the wording in the law. The accompanying definition is also coded in law.

Questions, Concerns, Comments

- Can we send a printer's version to be reviewed? New products must be completed. Galley samples will not be reviewed.
- How often is the core changed?
 - Most subject areas consider changes about every 5 years.
- What is the status of funding cuts for textbooks?
 - We have no information about this issue.
- What if there have been no changes in the item?
 - Even if there are no changes in materials in 5 years, contract dates will expire so items need to be reviewed again.
- Don't forget to label the samples shipped to USOE "inside room 26."