

**FADIMA 42<sup>nd</sup> Annual Conference**  
**Palm Beach Doubletree Hotel & Executive Conference Center**  
**November 17-19, 2010**

**DAY 1**

**November 17, 2010**

**10:30 a.m. - Executive Board Meeting (sponsored by Peoples Publishing)**

**12:00 – 1:00 p.m. – LUNCH (sponsored by Voyager Expanded Learning)**

**1:00-1:30 p.m. - Judy Klinek– Represented Palm Beach Superintendent**

- Serves on Children’s Obesity Committee
- Teachers are most important factor for increasing student achievement.
- Stepping out of the textbook box. Parents feel comfort knowing books go home with child; teachers are somewhat resistant.
- Looking now at digital resources that support those textbooks.

**Introductions:**

- √ FADIMA members introduced themselves and districts they represent.
  
- √ Bill reflected 6 years back on his way to St. Petersburg for his first FADIMA Conference.
  - Meezie Pierce shared with Bill that one day he will be the “voice of FADIMA.”
  - “Spectator” - learned a lot from “powerhouses” represented. Began to listen to the story being told.
  - 2 weeks ago – torch had been passed. He is truly one of the voices of FADIMA ... an epiphany.
  - Bill encourages new members – pay close attention, listen to the story being told; His expectation will be that “New members” will be the voice ... all come together bound as one ... IM are the essential element;
  - Teachers and Instructional Materials impact learning more than anything else. Providing comprehensive tools for education is the goal.
  
- √ Strength of FADIMA are the members who help/support each other
  - More than ever before, greatly appreciate all that came. Challenges continue, story is changing and we have to adapt.
  - Metaphor to rudder (IM) and ship (State of FL) ... we have to share our stories in Tallahassee with guidance. New challenges await us this year.
  - Rick Scott’s priorities include the use of digital content and the expansion of virtual education.
  - As we move forward in the next few days, important to communicate your ideas!

- √ Friday morning is most important
  - House/Senate has asked FADIMA to come up with a timeline of when FL can go 100% digital.
  - FADIMA is charged with either establishing a timeline or providing a recommendation on this issue.
  - Bill feels it's most important to rally support from FCITL (educational technology leadership) must be involved.
  - Report needs to be issued by mid December.

**1:30-2:15 – State of the State- What is on the horizon legislatively?**

***Herb Stanley – Lobbyist, FL School Book Depository***

3 Major things that will impact legislation (early March through May):

- √ **Economics** – stimulus \$\$\$ - billion dollars will disappear
  - Taxes have somewhat stabilized
  - 2.5 Billion overall state budget shortfall
  - Does not include oil spill impact
  - Superintendent's conference – “could be just an 800 million dollar shortfall.” But, 2.5 billion is the generally accepted number.
  - Move to cut taxes – consider compounded shortfall and revenue shortage – producing a significant impact.
  
- √ **People** – Changing personnel in policy positions
  - Conflicting vision of all stakeholders “how we get there from here...”
  - Jeb Bush – foundation; most of education agenda
  - Pat Labeck and Senator John Thrasher will have a significant role.
  - Privatization, virtual learning, elearning ... Rick Scott embraced education agenda – cut taxes, regulation, replace property tax with a sales tax ... monumental impact on education if that happens.
  - Senate President and speaker of the house are even more conservative than in the past. Neither have a history with education policies.
  - Legislature is now veto proof ... strong presiding officer can get what they want.
  - Interesting to watch the degree of “give and take”
  - Speaker designee – Bill Weatherford – will be much more apt to address educational issues.
  - Senator JD Alexander – also has some knowledge of the IM categorical
  - David Simmons, new chairman of the K-12 Appropriations Committee.
    - Previous experience with Mr. Simmons was challenging. Not an advocate for the State Depository or FADIMA
    - Recommendation is that FADIMA share our side of the story and the critical need for instructional materials.
  - **Conflicting visions (Examples)**  
**Political side ...**

- Hardware – debate on devices and what should be put into student’s hands
  - Definition of IM has been challenged
  - Thrasher, BERGEN, APPLE ... asked to sponsor and include Hardware that can be purchased with instructional materials \$\$\$
  - Thrasher is 2<sup>nd</sup> most powerful person
  - Some Politicians’ vision is in conflict with FADIMA because of budget situation ... may get mandates and need to be careful about what is asked for.
  - Most educators trying to use technology are thinking in terms of an “enhanced version” and envision students getting excited about learning; many politicians are focused on the DEVICES.
  - *eLearning* from hardware – efforts to go 100% digital ... expectation on the part of some that moving to digital would reduce the price of content to as low as 15% to 40-50%
  - Must keep in mind, however, that standards based IM programs require a huge investment ,and payment to authors, and will continue to cost money Hardware IS a requirement for equity access and that, too, costs money
  - Herb Stanley believes there is a status that if you’re going to go digital, it must be done right
- √ **FLEXIBILITY** – school board members would like full flexibility.
- FADIMA has been able to maintain minimal flexibility.
  - Be really careful in “opening up more flexibility“ ... may imply there is more money than is needed for instructional materials.
  - Loss of revenue in stopping flexibility fight – science adoption – ??
  - Math adoption was one of the most complete curriculum changes in Stanley’s 44 years!
  - Using previous science materials would not be the same – different expectations
  - Let’s stay focused on WHY we have the new science standards
  - STEM is a major focus ... must remind policy makers that there is a need For the science adoption.
  - Without new materials and funding we are in a serious hurt!
  - Hidden element (10<sup>th</sup> grade FCAT) ... data now analyzed shows that students who improved early show decline
  - FCAT READING ... but by 10<sup>th</sup> grade – there is more analysis needed?.
  - Science/SS is where you can apply analysis skills.
  - Commissioner request for 2<sup>nd</sup> piece of reading adoption
  - Common Core Standards – how will that impact the IM adoption cycles
  - FADIMA – Collective vision with many parts

***Juhan Mixon – FADIMA’s lobbyist***

- √ Identified most powerful persons in Tallahassee:
  - Governor, Senate President, and Speaker of the House
    - Governor is 'best known' of the three
    - Governor can recommend and/or veto
    - Legislators overrode what governor vetoed.
  
- √ Republicans overrode a number of vetoes by the governor, and also control the entire cabinet.
  - Republicans-very conservative group maintaining control of the cabinet
- √ "Friends" in the Senate that we can speak to ... we will have an audience that will hopefully listen to us.
  
- √ Have 80 new legislators that will require a need to build relationships quickly.
  - We need to speak with legislators at the district level. They may not know a lot about instructional materials. Must educate these individuals.
  - Flexibility is in the budget already ... what is currently in place is adequate.
  - Big Science adoption coming up.
  - We are going to lose on property taxes – a huge issue when looking at 2.5 billion ... down 875 million dollars for education.
  - DROP and Health Care Subsidy are at stake.
  - Retirement – contributory system?
  - Pitting education against police/firefighters

**2:15-2:30 p.m. Florida School Book Depository Update**

***Paul Bent - President of School Book Depository***

- √ Florida one of strongest state adoptions
  - Literature was one of the low points.
  - Math adoption was huge – due in large part to FADIMA, Mixon, and the Legislative Committee
  - \$216 went a long way – even though it was still tough.
  - Elementary - 99% of the State was able to get new Math program
  - Middle - 85% across state
  - High School - Some Algebra, Geometry
  
- √ FSBD worked really hard to forecast in collaboration with Publishers.
  - Testament to publishing industry – renewed focus on ensuring State had the materials.
  - Fewer backorders
  
- √ Milestones:
  - Elem Math – first order – 240 trailer loads of materials
  - 20-30 trailer loads a day – 52 trailers of products in one day (record)
  - Shipping – production – stayed current all summer with minor 'slips'

- 88 full time warehouse staff – down from 110. Team is more flexible.
- Shipped average of 2300 orders per week.
- Could not have sustained this level of production without districts that ordered early.
- June – 4 ½ million
- July – 13,000 purchase orders
- Above statistics doubled from numbers in 2009

- √ Office staff – order editing team (Liz)
  - Customer Service-Barbara Johnson and staff
  - Publishing dept. / inventory management– receiving products and working daily with publishers
  - Working w/publishers on forecasting for Science
  - Will need District help

### **2:30-3:15 p.m. FADIMA Cost Analysis & Updates**

Nan Palermo, Orange County

- Nan presented the Cost Analysis for fiscal year 2011-2012
- Navigated the cost projections and how those are calculated
- Includes annual non-consumable/consumable & maintenance/growth

Michele Rivera, Broward County

- Legislative Trip: Telling our “digital” story
- Joe’s Non-Netbook Movie
  - For many students, *everyday life is already technology-driven.*
  - *Students require INTERACTIVE learning opportunities that support engagement, relevance and socialization!*
  - *“FLAT is not acceptable when students live in a multidimensional, multimedia rich world!”*
- Traditional Print is changing (QR codes)
- Acknowledgement of FADIMA’s Digital Committee members, formed October 2009
- Position Paper – framework for stimulating the conversation
- Shared Committee’s ‘core beliefs’ and matrix for collecting evidence of where/how districts were moving in a ‘digital direction’
- Lou Greco shared iPod Touch Pilot project: St. Augustine Intensive Reading High School Students use print, digital curriculum
- eBook defined/redefined
- Florida’s Digital Profile
  - Every district is in a state of transition
  - Transition to the integration of a web-based learning and content management system, or portal solution.
- Considerations/Recommendations as they currently stand were shared (*further discussion will ensue when digital timeline is addressed*)

- Advocacy, Awareness, and Support .... Sharing our Story in Tallahassee: Bill Purtell provided overview of FADIMA’s role in developing cost analysis to secure appropriate funding to support PreK-12 instructional materials costs.
  - **Mixon & Associates** - M. Juhan Mixon, Ed.D.
  - **Florida Association of District School Superintendents (FADSS)**
    - Bill Montford, Chief Executive Officer
  - **Florida Senate Education Appropriations Committee**
    - Kurt Hamon (and staffers) recommendations:
      - State will employ universal log on to access state/district applications
      - Pick “adoption”/level for Digital only (i.e. Social Studies, MS Civics?)
      - Hamon suggested we begin immediately with Science, 100% digital
    - Bill Purtell shared cost increases/challenges due to increased push for AP and DE
      - DE digital requires \$90 one time access fee
      - Materials change contingent upon professor
    - Districts must make some difficult decisions  
Informed that State will receive less funding than last year (\$200 million from \$216)
  - **Florida School Board Association (FSBA)**
    - Dr. Wayne Blanton, Executive Director
  - **Florida DOE**
    - Mary Jane Tappen, K-12 Deputy Chancellor; Curriculum, Instructions & Student Services
    - Link Jarrett, Deputy Commissioner Ex. Director, Budget
      - Requirement for Race to the Top
      - Award “FL Virtual Marketplace” to provide standards-based instructional content
      - Teacher access to Content/Student Data
      - Long term – Common Core Standards will change dynamics of curriculum instruction/delivery
      - Two years from now will be very different from our usual way of work
      - Instructional integrity at stake if we go completely digital with Science.

**3:15-3:30 – Break (sponsored by Textbook Warehouse)**

**3:30 – 5:00 p.m.**

***Today’s Students Really Are Wired Differently!***

***Jim Warford***

- √ Lessons Learned
  - The story of Florida’s public schools is NOT a story of failure.
  - We educate more students today to a higher standard than ever before in our history
  - World is changing faster than we can imagine!!!
  - Social Media is not a fad. It will radically transform the way we do business in our public schools.
  - Social Media is our students’ world.
  
- √ Warford takes his Kindle everywhere he goes.
  - Newspapers/Magazines are delivered automatically. All notes/highlights are on his device.
  - Kindle doesn’t need ‘healthcare .... Pensions....”
  
- √ Public schools are at risk.
  - Technology is on bleeding edge.
  - Kids live in an iPhone World!
  - School is a chalkboard world.
  
- √ ***Change from Analog to Digital ... video.***
  - Serious point ... this is how students see our classrooms ... immense challenge because today’s students really are wired differently
- √ ***The White Shirted Team - # of passes made ... video***
  - What the research says ... fewer than 7% can’t possibly get the right number of passes. Superintendents saw the “gorilla.”
  - Our brains are not wired that way ... we can take it all in ... brains (audio/video) processing centers are larger than ours. Can process multiple streams of information.
  - It has huge implications for the teachers who stand in front of the room for hours lecturing information.
- √ **Recommended Book:**  
**Disrupting Class: How Technology Will Change the Way America Learns** by Clayton Christensen
  - Students Taking Courses On line
    - 2000-45,000; 2007 1,000,000
    - 2019 – 8,200,000
    - Change has occurred faster than he has predicted.
  - Virtual school has doubled.
    - What Do Virtual School Students Say they Like Best About It?
    - Clearer expectations
    - “Easier”??? ... Apex Learning – pass rate – 2 ½ times better.

**\*\*\*Individual Attention and One-on-One Instruction were #1 answers!!!**

- √ According to Warford:
  - Some Good News: They Want to Come to Your School ... fewer than 10% want to graduate online .... But they want it to be very different!
  - Teacher-Student Comparisons based on responses by both teachers/students reveal very different perceptions regarding student learning and teaching.
  - What teachers perceive engaging or exciting for students is NOT the case from the perspective of the student.

***“We need to close the engagement gap before we can close the achievement gap.” ...***  
**Jim Warford**

- √ Florida 4<sup>th</sup> Grade Data
  - 48% were still not proficient in 8<sup>th</sup> grade – 20% in 10<sup>th</sup> grade
- √ Rigor/Relevance Framework
  - Must leverage technology and understand how the world has changed.
  - Both Rigor and Relevance are critical for ALL 21<sup>st</sup> Century Students
  - Knowledge AND Application (must encompass BOTH)
  - Reading level requirement for CISCO networker and auto mechanic is higher than entry into state university system
  - English/LA is the lowest reading level requirement in the school.
  - 60% of degrees (2005) were from Social Sciences
- √ Knowledge Taxonomy
  - Application Model – rigorous is only meaningfully learned and retained when it’s applied!!!
  - Application w/in discipline and across disciplines
  - Application to real-world predictable situations
  - Application to real-world unpredictable situations

All were invited to join the “President’s Reception” sponsored by Academic Asset Management at 5:30 p.m.

## DAY TWO

Thursday, November 18, 2010

**8:30 – 9:15 a.m. - Breakfast sponsored by McGraw-Hill Companies**

**9:15-10:00 a.m. – Patti Ceci, DOE-Social Studies Specialist**

*(Skype presentation)*

- Changes – David Sikes, new Director of Library Media and Instructional Materials
  - At this time, the Social Studies adoption has not been postponed or delayed.
  - Social Studies specifications are now available on the DOE website.
  - State committee meeting and nomination forms will be forthcoming
    - Nomination period will run 60 days (end of Dec. to the end of January)
    - Minimum 10 teachers - (5 teachers currently certified in the profession)
    - 2 lay citizens
    - School Board Member
    - 1 Supervisor of teachers (Could be an AP)
  - Required courses
  - Staff/Funding is limited with regard to electives
  - Elective courses do not currently have the NGSSS
  - Middle Grades Progression
    - Districts have the flexibility to implement the following in any order they choose:
      - 6<sup>th</sup> Grade – World History/Ancient Civilizations
      - 7<sup>th</sup> Grade- Civics
        - Requires EOC exam
      - 8<sup>th</sup> Grade – American History to Reconstruction
    - State requirement: to exit MS, students must pass end of course exam in Civics for students to move on; otherwise, it depends on the district's student progression plan.
    - All EOC will be computer based and Civics will be given once in the Fall and in the Spring.
  - New Course (Civics)/U.S. Economics & Geography
  - Districts can choose a yearlong course reflecting the above. This might result in the purchase of 4 instructional materials.
    - Patti Ceci hopeful that Districts will choose to execute a yearlong class.
  - Specifications: Strong emphasis on Literacy and Reading in the Content Areas.
  - Standards must continue to be present at point of reference.
- √ David Sikes looks forward to working with us and 'getting up to speed.'
- Release draft of Science programs that have been adopted for Science will occur once HS course committee meetings culminate in January.

**10:00-11:00 a.m. – Thinking Outside the Textbook: A Technology Presentation** by Michele Rivera, Broward and Beth Saunders, Regional Technology Specialist, FDLRS

- √ Introductions:
  - Beth Saunders is a regional technology specialist for the Florida Diagnostic & Learning Resources System (FDLRS). She supports instructional and assistive technology specialists who work with teachers, school staff, therapists, families, and students with disabilities. Her region includes the south Florida school districts of Broward, Palm Beach, Miami-Dade, Monroe, Collier, and Lee.
  
- √ “The old “one size fits all” classroom paradigm of a teacher lecturing to a classroom full of students cannot hope to compete with the ways today’s digital natives learn on their own.” [www.motorola.com/education](http://www.motorola.com/education)
  - Technology enables us to REACH and TEACH all Kids!
  - While making computers more portable is important, it’s also about making them more useful. The real value goes beyond portability and focuses on diverse functionalities for:
    - Increasing student engagement to improve student achievement.
    - Promoting active learning: students create, produce, communicate, collaborate, and share!
  - Explosion of devices
  - eBook Reader comparison of devices
    - <http://ereader-roundup.wikispaces.com/>
  - *Kindle Demo*
    - Single purpose device
    - Notetaking, bookmarking, and text to speech features
    - Accessibility issues (blind/visually impaired)
    - Pilot - Distributed to group of students at seven universities
    - Students reported that it was a poor replacement for textbook, difficult to navigate, but great for recreational reading
  
- √ Learning becomes DYNAMIC with devices that are:
  - Multi-purpose
  - Multi-media
  - Multi-dimensional
  
- √ **Netbooks, iPod touch, and iPads are very popular devices for mobile learning** because of their cost and availability of apps.
  - They are used for collecting students' responses (clickers), reading electronic books and websites, recording reflections, documenting field trips, collecting and analyzing data, and much more.
  - Beth/Michele demonstrated some of the apps (iPod Touch/iPad) to share features that enhance and enrich the teaching/learning process.
  
- √ Additional Resources
  - Mobile Devices and Educational Apps: <http://livebinders.com/play/play/18657>

- *Apptivities: <http://www.apptivities.org/>*

**11:15 a.m. – Senator Anitere Flores**

- ✓ FADIMA is first official speaking engagement
- ✓ Expressed the important role we play to help legislators establish policies
- ✓ Most prominent issue:
  - Technology gap:
    - ***Where do we want to be “technology wise?”***
    - ***What level of technology is where we want students to be?***
  - Legislative votes have been on the technology side.
  - Content getting to students is what is most important regardless of the vehicle of distribution (i.e. Kindle, smartboard, computer, textbook)
  - While Senator Flores promotes the use of technology, she is not ‘technology driven.’
  - What subjects are “better” for technology (i.e. Science/History can come alive with the use of technology)
  - Next question, “When?/How? will we get there?”
  - ***How much “flexibility” is what we need vs. how much flexibility is too much?***
  - ***Senator Flores seeks our advice as to where/how should we proceed with the adoption of textbook materials?***
  - Senator Flores perceives us as “lobbyists for students”
  - People must communicate the issues that they have; otherwise, Senator/legislature will only hear the ‘side’ that shares their views.
  - Couple of years ago, legislation was proposed to allow districts to use 10% of the 50% non state adopted funding for software/hardware for foreign languages (this never went anywhere)
  - Some have suggested that we get rid of textbooks altogether – but we are not yet there.
  - Wants to hear from us with regard to the adoption in general.
  - Flores sits currently on National Assessment Governing Board (Common Core Standards)
  - Will seek our input on these issues
  - Important that the Organization continue to participate in the Legislative trip(s) to Tallahassee
  - Make an appointment with State Representatives/Legislatives; Important to know who the people are that represent us on issues that are important to us!
- ✓ Questions/Answers to Senator Flores:
  - QUESTION - (Nan) – we have worked diligently to expand the definition of ‘textbook’ to include instructional materials in diverse formats
  - ANSWER: - (Senator Flores)
    - Important to keep reinforcing the concept of instructional materials at school, local, district, state

- Need to be clear that we differentiate between instructional materials and what we believe may be the best delivery method for providing content (*despite the fact that many still believe that the best delivery method is the textbook*)

√ *FADIMA award presented to Senator Flores by Bill Purtell*

11:30 – 12:30 – Technology Pilot Programs

√ **Gary Weidenhamer, Palm Beach County**

Addressed the following key points:

- Digital Text
  - All K012 Core subjects are in Learning Village
  - EdLine-improves communication between parent, student, and school
- Devices
  - iPad project pilot
  - purchase 200 iPads through a grant
  - Collaborating with publisher to distribute elementary Math curriculum
- Infrastructure
  - While it's great to talk about devices, infrastructure is critical
  - Bandwidth, connectivity, network
  - Browser/system requirements
  - Plug ins
  - Palm Beach Broadband
    - Consortium of several entities
    - Established free wireless access for Dunbar Village-Pleasant City
    - Has transformed families
- Total Cost of Ownership (TCO)
  - \$ for Digital Content
  - \$ for delivery (device) to use digital content
  - \$ for infrastructure to make everything work
- Professional Development is Key
- Challenges – need to understand hurdles in order to cross them
  - Requires funding
- OS on iPad did not take into account network enterprising
- Pilot: 6 schools selected
  - NCLB (Title II initiative) ... “The way teachers teach”
  - Couple of publishers have stepped up to reformat their content for the iPod/iPad

√ Gary Klesius, Pinellas County

- 1900 of 2000 students opted to take Kindles
- 90 staff members have them
- Cost - \$170 – “bargain” at the time
- District worked with Education Foundation who fronted the money
  - 3 years before school will have money for technology

- Current/Pending Issues:
  - Registration issues
  - Management issues when schedules change
  - Checking in the Kindle prior to taking the final exam
  - Still needed to purchase \$30,000 worth of books
  - Letters on keypad are disappearing
- Elementary school “netbook” pilot project
  - High mobility rate
  - Many parents used them rather than the student

**12:30 – 1:30 p.m. Florida School Book Depository Luncheon**

*FADIMA Recognition (award presented to Paul Bent)*

*Introduction of New Officers*

**1:30-3:15 p.m. – Breakout sessions A/B: Like Size Districts**

District selection processes for Instructional Materials in 2010-2011, virtual sampling, ramifications of the class size amendment, textbook management, inventory requirements and procedures.

**3:15-3:30 p.m. - Break** *(sponsored by National Geographic)*

**3:30-4:15 Feedback from group conversations**

- Middle/Small Districts
  - Adoption Committees
  - Closed adoption process in place to streamline the samples that go out to the schools
  - Both district and/or committee votes
  - Virtual Sampling
    - Some districts did full vs. restricted sampling
    - ESE (how the teachers wanted their materials)
  - Ramifications of Class Size Amendment
    - Most districts, except Sarasota, Collier met Class Size
    - Fines will be paid in those districts not meeting class size, but doesn't equate to the money to fund additional teachers
- Large Districts
  - Online access whenever possible with copy samples
    - No large district did everything virtually
  - Narrow adoption process then move out to school sampling
  - Dade County is in process of streamlining their adoption process
  - Issue regarding district adoption process – out of alignment with State adoption timeline
  - Publisher feedback: increase in request for videos

- Challenge is meeting the various criteria regarding length, content, etc...by different districts
- District variety in requests from 'everything' to simply the focus on 'major tools'
- Publisher request that Districts "standardize" criteria to a degree
- Unrealistic expectations by some districts requesting a video within a week of the request
- Ramifications of Class Size Amendment
  - Palm Beach County did not meet class size
  - Class Action Suit
- Categorical funding may be significantly impacted
- Textbook Manager
  - Many districts use Destiny
  - Barcoding does help track
  - Schools transferring books to schools in need
  - Reduces lost/damages
  - Ordering textbooks is an issue and does not interface w/in Destiny
- Digital Readiness
  - Districts are NOT ready to move %100 digital
  - We do not advocate going 100% digital because we need to support all learners with materials in a variety of formats and learning opportunities
  - Conversation with regard to bidding technology (various formats of digital/print) by District
    - Customize technology purchases depending on 'district readiness'
    - Multiple meanings regarding "digital readiness"
    - Need to define so that there is a common understanding on what digital readiness means/looks like
    - Must educate our legislators
    - Is maintenance of instructional materials inventory part of the evaluation process for site based management (i.e. Hillsborough has inventory reporting as part of the evaluation process)
  - Issue regarding mismatch between print/digital formats
  - ESE factors – "Standard" vs. Alternative Assessment
  - Dual Enrollment
    - Online access codes
    - Students pick up materials from district office in smaller districts
    - Home school students have been recruited to dual enrollment District benefit with FTE funding (St. John's County)

- AP/IB costs are increasing compounded by dual enrollment
  - District 'core' funding is compromised to meet the AP/IB and dual enrollment needs
  - Palm Beach County has book voucher/Book Smart interfaces with students and manages the distribution and receipt of materials
    - Materials resold produces credit for PBC

**4:15 – 5:00 p.m.**

✓ **Department of Education Update** – David Sikes, Director of Instructional Materials

- Race to the Top (Goals)
  - Double the number of incoming freshman with 1 year of college credit
  - Cut achievement gap in half
  - Increase the percent of Scores (NAEP – National Assessment of Education Progress) by 2015
  - Great Teachers & Leaders (funding will be applied to ...)
    - Appropriate professional development for teachers and administrators
    - Differentiated Accountability Schools
  - Data/Assessment – Single Sign on for districts to access data
  - Standards & Assessment that Districts can use for core academic education
    - Core and “hard to measure” areas such as fine arts, health and physical education
    - Include test item banks to measure student growth
  - Questions related to the Science/Social Studies adoption should be emailed to Mary Jane Tappen.

*List of questions to Mary Jane Tappen:*

- Timeline in HS Science
- Recommended list
- Middle School Science
- Possibility to push back Reading two years
- FL Writes – 3<sup>rd</sup> or 4<sup>th</sup> grade
- Cap any word from NCAA
- National Common Core Standards- How will this influence adoption cycle?
- What research shows that having standards on student pages helps student achievement?
- Will state add 15% standards to common core?

### Day 3 – November 19, 2010

8:15 – 9:00 a.m. - Breakfast (sponsored by Houghton Mifflin Harcourt & Holt McDougal)

### 9:00 a.m. – 100% Digital Timeline FADIMA Recommendation

#### **100% Digital Timeline/FADIMA Recommendation**

- √ [Continue] ongoing collection of data .... Nan Palermo should get this data
  - Will create Google docs to capture data
- √ Reverse print w/digital
- √ Publisher submission of files based on NIMAS (redundant) – remove – already in State Statute
- √ Web based content that is SCORM compliant (currently debated --- maybe on its way out
  - Use of metadata tags is what needs to be required
  - Chunk curriculum material and tag appropriately
  - ... Imported into Learning Content and Management systems???
  - Publishers will need to produce content in ways that can be infused within Florida Virtual Marketplace, CPALMS
- √ Continue to explore developing a “standardized” format for publishing and identifying digital content (*Publish digital content using a “standardized” format and establish protocol for tagging digital content.*)
- ~~√ State can assist for providing a mechanism for Districts to share customized content development~~
  - Encourage and support collaboration between Districts
- √ Reinststate a separate categorical fund ...
  - Draw from PECOS funding?  
(*Facility specifications to include infrastructure - redefine to include wireless capacity*)

FADIMA and FCITL put together a joint recommendation/proposal (instructional materials/technology)

Put together a set of conditions FIRST

**Digital Timeline** is contingent upon funding and ability to fulfill the following criteria:

- Connectivity
- Equitable access at school and at home
- Bandwidth within our school buildings/district
- Internal networking/hardware within the school environment
- Staff development is key
  - Parent/student/teacher/administrator training

- Sufficient technical support and “refresh” (maintenance of hardware/software)
- Safety/Security
- Availability of standards-based digital content that has been vetted by state and district adoption committees.
- Content must be available in multiple formats (both print/digital) to support the needs of all learners.
- Digital Citizenship/Ethics
- Digital content/curriculum must promote interactivity and engaged learning/teaching
- The learning environment must include fundamental digital tools to create an interactive multimedia classroom (e.g. projection/interactive system, audio enhancement, etc...).
- Cost of intellectual property – Content is not “free”
- “Back up” generators/Plan “B” in event of electrical outages
- Ability to access, manage, and USE digital content
- Teacher/student devices must be multifunctional & interactive to support the delivery of content for high level learning and teaching opportunities.

***FASA, FCTL must partner to develop recommendations.***

- “Digital Readiness” encompasses physical/intellectual/instructional considerations at school, district, community, and state level.
- Tallahassee is not hearing from “technology” people.
- Backup generators identified as possible solution when districts/schools experience electrical outage.
- Must incorporate discussion regarding multifunctional devices for teacher/student use.
- Superintendent’s Association must be considered when making recommendations
- Nan will contact Dr. Blanton regarding FADIMA being placed on their agenda in December.
- Bill will forward FADIMA position paper “Thinking Outside the Textbook” with revised recommendation. FCITL collaboration/consensus will be critical to move “digital message” forward.

**10:55 a.m. - – Annual Business Meeting**

- Vicki Cornman presented budget
- Nan presented award/gift certificate to Bill Purtell
- Bill will continue publishing newsletter and providing Legislative support.
- 2011-2012 Directors and Board members approved and motion seconded by Lisa Jones and Georgina Grimm.
- Recommendation to reestablish 50/50 drawing to assist in funding legislative travel.

**11:00 a.m. – Annual Business Meeting**

- Bill culminated presidency and conference.