

FLORIDA ASSOCIATION OF DISTRICT INSTRUCTIONAL  
MATERIALS ADMINISTRATORS  
NEWSLETTER

March, 2002

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**PRESIDENT'S MESSAGE: OLD AND NEW IN 2002**

**By Lisa Jones  
Clay County**

It's a new year and I have the honor of serving as FADIMA's President for 2002-2003. FADIMA is one of the oldest educational support organizations in the state, and its impact on Instructional Materials in Florida is unprecedented. Paul Dykstra, Volusia County, just emailed a link to the Governor's budget, which references FADIMA's cost factors (<http://ebudget.state.fl.us> - Search - Instructional Materials). Using these cost factors, the Governor's budget includes a \$16.1 million increase in instructional materials funding for 2002-2003.

FADIMA also has had an impact on its members who find that support from one another allows all of us to serve our counties with efficiency and professionalism. As some of our long-time members retire, it will be important to document their legacies that have made FADIMA a successful, vital organization and Florida's Instructional Materials Program a model for other states.

There are many new names in FADIMA's directory. It will be our goal to put faces with the names, so that our members can become resources to all. As questions arise, you may contact any member or me ([ajones@mail.clay.k12.fl.us](mailto:ajones@mail.clay.k12.fl.us) or (904) 284-6508). You may also use the FADIMA listserve by addressing your email to [FADIMA@flalists.org](mailto:FADIMA@flalists.org).

I encourage every district to check FADIMA's directory and email Pat Evans if any changes need to be made (<http://www.fasa.net/fadima/member.htm>). If you are a person serving in a position of responsibility for instructional materials and wish to join FADIMA, complete the membership registration form included in this newsletter and mail it TODAY!! If there are others in your district who would benefit from FADIMA membership, please duplicate the form and share it with them.

FADIMA's Executive Board recently met in Orlando and discussed many new issues that have arisen as the result of legislative issues, funding, new technologies, and publishers' requests. I hope you will read the minutes of that meeting posted on our website (<http://www.fasa.net/fadima>).

**President's Message (Continued):**

**34<sup>th</sup> Annual FADIMA Conference – Mark Your Calendars Now**

Planning has begun for our 2002 Annual Conference (our 34<sup>th</sup> this year). This year's conference will be held in St. Augustine November 13-15. It will be held at the Ponce DeLeon Hotel Golf and Conference Resort in the nation's oldest city ([www.theponce.com](http://www.theponce.com)). The theme for the conference will be "Exploring Old and New in 2002." I need help gathering photographs, film clips, etc., of former members and activities, so start searching!

**Annual Cost Analysis – May 9-10, 2002**

The May FADIMA Board meeting and annual Cost Analysis Workshop will be held on May 9-10 (Thursday-Friday) in Tampa at the Sailport Resort. The meeting will begin at 1:30 on May 9 and conclude by 3:00 on May 10. The resort is located at 2506 N. Rocky Point Drive, overlooking Tampa Bay. It is close to the airport. The FADIMA room rate for a one-bedroom suite is \$85. You may make your reservations by calling (813) 281-9599 or 1-800-255-9599. Be sure to reference group #14051 to get this FADIMA rate. Additional hotel information can be found at [www.sailport.com](http://www.sailport.com).

**33<sup>rd</sup> Annual Conference Wrap-Up**

**by Pat LaVergne  
Past President  
Seminole County**

FADIMA's 33rd annual conference was held October 24-26, 2001, at the Orlando/Altamonte Springs Hilton. We had 140+ pre-register for the conference. Because of budget cuts, we were very nervous about the number of people who would actually be able to attend. Only a very few had to cancel. In addition to those who had pre-registered, we had several additional people register onsite.

The sessions were well received. Sometimes, spirited discussions ensued. There are always interesting and timely topics to be discussed among FADIMA members, both officially and during receptions and breaks.

**33<sup>rd</sup> Annual Conference Wrap-Up (Continued):**

**Annual FADIMA Outstanding Service Awards for 2001**

The recipients of the **2001 FADIMA Outstanding Service** awards were announced at the Annual Conference in October. The 2001 recipients were **Elizabeth Carrouth** of the Florida Department of Education, a long-time supporter and advocate for instructional materials, and **Ken Bovio**, Seminole County lobbyist, who has worked so tirelessly on behalf of FADIMA and instructional materials funding for many years now. It is always an honor for FADIMA to recognize our many unsung heroes who work so diligently on behalf of Florida's public school children and our districts. We cannot say too many good things about these dedicated folks. Both **Ken and Elizabeth** send their special thanks and appreciation for this special recognition. **Ken** was unable to attend this year's conference, but Pat LaVergne presented it to him in his home district.

The FADIMA Code of Ethics, which was adopted by the FADIMA Board on Tuesday, October 23, was passed out and discussed. FADIMA members, both active and associate, were asked to adhere to this Code of Ethics. A copy of this new document is included in this newsletter.

Thank you, again, to the following vendors who sponsored conference events:

Academic Book Services  
Florida School Book Depository  
Glencoe/McGraw-Hill  
Harcourt School Publishers  
Holt, Rinehart & Winston  
Houghton-Mifflin Company  
McDougal-Littell  
Prentice-Hall School Division  
Scott-Foresman

I am most appreciative to the FADIMA Board and the FADIMA members who helped with this conference. One of FADIMA's continued strengths is its unity and the willingness of members to step up and assume responsibility.

To all of you who attended, we hope that you came away with information that made the conference worthwhile for you. Your presence certainly contributed to making it a successful event!

## **EARLY FADIMA LEGISLATIVE REPORT**

**by Donna Skibo  
Legislative Chairperson  
Pinellas County**

Marci Buchanan and I attended the FASA Legislative Days January 29 and 30 in Tallahassee. At that time, we were pleased that the categorical in the Governor's budget was 229 million dollars, which is more than our FADIMA Cost Analysis. This is due to the fact that the Governor has used updated student numbers that were not available when we did our calculations. As I write this report, the House and Senate have not published their budgets. This session, it is the House's turn to write the budget. This means that at conference committee time, they will chair the committee. Representative Lynn chairs the Education Subcommittee in the House and Senator Sullivan chairs the Senate Subcommittee.

During the Special Session, a "No Strings Attached" bill was amended as reported at the FADIMA Conference to exclude Instructional Materials. Therefore, at the end of the two special sessions, there was no added flexibility to the Instructional Materials categorical. So schools that are not spending money in their 01-02 instructional materials budgets because they are thinking of spending the money on other needs will have to find another way.

At the FASA Legislative breakfast on Wednesday, I spoke to Gayle Harrell, sponsor of the "No Strings Attached" legislation. Now I hear she has withdrawn that bill and one sponsored by Representative Lynn will replace it. She will write it like she did in special session to exclude instructional materials. That means if the budget passed is equal to the Governor's budget, we will have 229 million dollars to spend on Reading and other instructional materials for 02-03. I hope everyone is reviewing Reading so decisions can be made on implementations. If the categorical is funded we have to report April 1 on our plans.

On Tuesday, I attended a presentation of the Governor's Reading initiative, along with a few principals. There is a federal Reading initiative for K-3, named Reading First, part of HR 1, the massive federal legislation for education. It will give Florida about 46 million dollars in grant money each year for six years in a row. The Governor wants to add about 10 million to that. There are concerns as to what constitutes a scientifically based

**Early Legislative Report (Continued):**

Reading program as described in that legislation. I have received assurances from Mary Laura Openshaw, leader of the Governor's Reading Initiative, that all the programs that were recently placed on the official State-Adopted List meet the criteria for scientifically based Reading as mentioned in the federal legislation. In Pinellas County, I am trying to get as much information as possible so we can align the Reading adoption and any other Reading initiatives.

There is much discussion on Reading and education at both the federal and state level. That can be very good news if the programs are well designed. We need to keep up with changes and do our best to make these things work for the kids. By the time you read this report, it may be outdated, but it is where we are as of today. More later. If you need to reach me, I may be reached at (727) 547-7130/FAX: (727) 547-7114.

**The Florida Association of District Instructional  
Materials Administrators  
Code of Ethics**

As members of the Florida Association of District Instructional Materials Administrators (FADIMA), we recognize the importance of and need for a commitment to the ethical principles that guide the work of educators and publishers' representatives in the selection and purchase of instructional materials.

Ethical dilemmas occur when standards of conduct are not established. FADIMA's Code of Ethics states the value to which we are committed and embodies the ethical responsibility for the selection and purchase of instructional materials.

FADIMA's Code of Ethics is expressed in broad statements in order to provide a framework for making ethical decisions. FADIMA encourages instructional materials stakeholders to use these guidelines in the development of policies and procedures that are unique to their district or company.

To establish ethical standards for the selection and purchase of instructional materials, districts and publishers should follow these guidelines:

1. Honor the intent of Florida State Statutes relevant to instructional materials;
2. Provide equal opportunity and access for all publishers of materials under Consideration in the selection process;
3. Offer, request, or accept no inducements that might influence professional judgment in the selection process;
4. Offer, request, or accept no exclusive sponsorship of professional activities or events within a district;
5. Allow no personal beliefs or relationships to influence professional judgment; and
6. Coordinate activities of publishers, districts and associations through the district instructional materials administrators.

Questions concerning inappropriate conduct should be referred to the district instructional materials administrator. If unresolved, these questions should be referred to the appropriate district, state or industry authority.

**FADIMA  
Membership Registration**

Name: \_\_\_\_\_ Position: \_\_\_\_\_  
District/Company: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_

Membership in FADIMA is for a period of one year and coincides with the dates of the annual fall conference.

Dues (Please check one of the following):

\_\_\_\_\_ I am enclosing my dues of \$10 for my membership from October, 2001 – through September, 2002.

\_\_\_\_\_ I am a member of FASA and have indicated that FADIMA should be reimbursed from FASA dues.

Type of Membership (Please check one of the following types of memberships; dues are the same for all three types of memberships):

\_\_\_\_\_ **ACTIVE MEMBER**

Any person serving in a district or state position who has a responsibility for or an interest in instructional materials.

\_\_\_\_\_ **ASSOCIATE MEMBER**

Representatives of the publishing industry and depositories.

\_\_\_\_\_ **RETIRED MEMBER**

Any prior active member who has retired.

**Membership registration form and dues should be mailed to Alisa Jones, FADIMA President, Clay County Schools, 23 S. Green Street, Green Cove Springs, FL 32043.**

**FLORIDA SCHOOL BOOK DEPOSITORY NEWS**  
**by Davis McRae**

Florida School Book Depository is in full swing preparing for the new adoption season. Catalog text for all of the new adopted programs has been available on our website since mid-January. The programs may be accessed from our home page at [www.fsb.com](http://www.fsb.com) using the link to Catalogs and New Programs. Please note that there may still be changes made to the product listings in the coming weeks. If significant changes are made to a program, an update notice will be added beside the link to indicate when it was done.

A. Of the new titles are also available in the website database which allows users to search for various titles and programs. Lists may be created from the search screen or the order form screen that may be useful in preparing or creating your purchase orders. The full printed catalogs will be shipped in mid-to-late March. A PDF copy of the catalogs will be on the website by early March.

Orders for the new adopted programs may be submitted to FSBD prior to April 1, but they cannot be filled and shipped until after the contracts become effective on that date. You may want to consider, however, getting ahead of the curve by ordering your backlist—already adopted—programs and annual workbooks as soon as possible to get them out of the way. The last ordering day for programs going off contract or being escalated in price will be Friday, March 29.

All of us are looking forward to serving you in the coming season and stand ready to help in any way we can. Please contact us with any questions you have on these matters at 1-800-447-7957. You may also use our email address at [CustomerService@fsbd.com](mailto:CustomerService@fsbd.com). This link is on our website.

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Gainesville, FL 32609-2000**

**FIRST CLASS POSTAGE**