

# FADIMA MONTHLY

FLORIDA ASSOCIATION OF DISTRICT INSTRUCTIONAL MATERIALS ADMINISTRATORS

## President's Message: Bill Purtell, Palm Beach County



Legislative matters continue to occupy much of my time and energies. Nan Palermo, Burt Jordan, Peggy Finch, and myself attended the FASA Legislative Days held in Tallahassee and encountered few surprises. There were few bills directly affecting instructional materials. One that did become known to us is HB 623, which is currently being sponsored by House Representative Rachel Burgin and Senator Thad Altman. This bill would authorize a portion of the categorical to be used to purchase computer hardware by district school boards. Our legislative group met with House Representative Burgin to point out the ramifications of this bill. She seemed to listen to what we had to say with open ears and I believe she now has a better understanding of the categorical. I am scheduling a meeting with Senator Altman, TBD, to share that same information with him.

We met with Chancellor Haithcock who gave us a heated lecture regarding the math adoption, specifically on how the State Adoption Committee evaluated and recommended materials to be placed on the States Adoption List. She feels that several programs were recommended for State Adoption that shouldn't have been because they have too much extraneous information. The Chancellor has asked FADIMA to work with Mary Jane Tappen to develop a more efficient and reliable State Adoption process. If you have any thoughts on this issue, please share your ideas with me so I may pass them along.

Kurt Hamon, Elizabeth Carrouth, and Mark Armstrong met with us to discuss FADIMA's Digital Cost Analysis. The information they shared with us will be very helpful to Michele Rivera and her Digital Committee in moving forward with their plan.

As you already know, Representative Anitere Flores asked for our help regarding how AP & IB funds are spent in Districts. Currently twenty counties have responded with valuable information that I will forward on to her.

### Special points of interest:

**Digital Committee's next teleconference:**  
February 21st

### **Don't Forget!**

**Cost Analysis**  
May 13-14, 2010

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President's Message continued...

**COST ANALYSIS**

**May 13-14th**

**You can book reservations by calling:**

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WEST PALM BEACH • AIRPORT

Lawmakers are beginning the process of deciding what goes on the chopping block in next year's budget, as economists predict the state will face a budget shortfall of nearly \$3 billion with flat tax collections and rising Medicaid rolls. The last official count had the state budget shortfall at \$2.6 billion, but growing Medicaid rolls and other expenses will put the shortfall closer to \$3 billion, budget officials have estimated. The state will see an infusion of stimulus dollars, but the \$3 billion shortfall is on top of the federal money.

After speaking with several key members of the House and Senate, all indications point to the fact that instructional materials will face a substantial cut for next year. We had expected this based upon previous conversations with Kurt Hamon and others. However, there is a more serious threat to the allocation. Some districts want increased flexibility to use the funds to buy technology and even hire staff. Without a plan, expanding flexibility can be a "slippery slope" opening the categorical to more than instructional technology. We have had several conversations with district lobbyists, Senators, Representatives and others about the issue.

Funding of the instructional materials program has always been of great concern to our organization and continues to be so, due in part by additional demands placed on present funding and the constant attacks from groups wanting to use it for other purposes. I encourage you to have communication with legislators representing your area of the state. Please feel free to contact me or other members of the Legislative Committee if you have any questions regarding these Legislative updates.

**FETC : Beyond Textbooks by Alisa Jones, Clay County**

During FETC, Discovery Education hosted many sessions, including Beyond Textbooks: Learning from the Early Adopters of Digital Curriculum. The session was moderated by Hall Davidson, Director, Global Learning Initiatives, Discovery Education, and included administrators from across the US who have successfully launched innovative strategies to implement digital content to replace traditional textbooks.

Robert Onsi, VP Product Management & Hard Copy for Discovery Education, also announced plans

to submit Discovery Science for Florida's upcoming state science K-5 adoption. In October of 2009, the Oregon State Board of Education approved *Discovery Education Science – Elementary* for grades K-5/6 and *Discovery Education Science – Middle School* for grades 6-8 for statewide adoption as part of its K-12 Science and 9-12 Mathematics Instructional Materials Evaluation Process. *Discovery Education Science* is the first digital Basal instructional materials to be approved for statewide adoption in Oregon. Correlated to the 2009

Oregon Science Curriculum Standards and organized around an inquiry-based framework, these digital solutions from [Discovery Education](#) cover the physical, earth and space, and life sciences, and encourage student exploration, stimulate critical thinking and deepen students' understanding of science.



## Digital Committee Teleconference

The committee met for the third time with the discussion being centered around the vision to move to a digital learning environment. Michele's group is working on recommendations that will include a formal evaluation for devices, a technology strategic plan (will align our recommendation to the National/State's Technology Plan), and to look at infrastructure to creating accessibility.

A recommendation was made from Kurt Hamon, Staff Director on the Education Appropriation committee, is the current matrix should include to what degree devices can offer, read only (PDF) to interactive functionalities. The focus should not hinge on any one device. Other issues to be addressed include: equity, safety & security, standardizing format, and publishers selling digital content.

Another recommendation would be to provide content digitally, then districts can provide students a choice of content format they prefer (hardbound text vs. digital online content) and District's developing their own content that could be shared across the state.

If you have any thoughts or comments on this topic that you would like to share with the committee, please feel free to contact Michele.

Michele E. Rivera  
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## FDOE: New Adoption Cycle Posted

**Have you looked at the new adoption schedule.**

[http://www.fldoe.org/bii/instruct\\_mat/pdf/cycle.pdf](http://www.fldoe.org/bii/instruct_mat/pdf/cycle.pdf)

According to Diane Vaccari, the schedule is only tentative at this time. She has requested that if we have any recommendations for a 6-year adoption schedule that we begin with 2011-2012 (Social Studies) and end with 2016-2017.

Are there other districts out there who also have concerns with this proposed new adoption cycle?

Again your input is needed. I can send out a survey regarding this issue or just compile information from emails. Please let me know what you think.





## Legislative Awards

When the FADIMA Legislative Committee members met in Tallahassee for the 2010 FASA Legislative Days they presented two awards.

*Senator Stephen R. Wise* and *Representative D. Alan Hays* were both honored for their leadership in sponsoring last years change in the Florida Statue 1006.28(3)(b), allowing districts to charge the 100% value of instructional materials that were lost during the school year.

The awards also recognized their dedication to providing excellent educational opportunities for all students in the State of Florida.

## January's Hot Topic - Virtual Sampling

We had only two responses to January's Hot Topic: Palm Beach and Wakulla Counties.

After working with teachers in the review process for a number of years, we believe they need to see the actual teacher's edition during the review process. However, we would be happy to help publishers cut printing cost in the following ways:



Eliminate the bulky packaging of the review samples.

Sample only those items that "come with" the program or the items that are considered as "core" to the program. Other items can be reviewed through virtual sampling.

Do not provide samples of the technology pieces – they are often misleading as they are not finished. These could be reviewed through virtual sampling.

Provide a clear printed description of the various components rather than the high cost of marketing "Free with Order" brochures.

The focus needs to be on the content of the program rather than the Marketing strategies.

Thank you Beth Mims, Wakulla County Schools

## This Month's Hot Topic - Digital Content



Members of the Florida Department Of Education believe that all 67 School Districts in the State of Florida currently have the infrastructure to support 100% digital content.

Is this an accurate statement regarding your county? Are you ready to receive 100% of your content digitally? How close is your district to this being a reality?

Responses will be published in next month's newsletter.

## Last Words...

Now is definitely the time to stay “plugged-in” to your FADIMA organization and be proactive in making sure that our legislators understand the importance of maintaining the categorical. This is not just vital to our interests, but to the welfare of the school children in Florida. A poorly considered, last minute decision could be devastating to the state instructional materials program.

Onyahsa...