

Publisher's Meeting March 15, 2019

NC Department of Public Instruction
301 North Wilmington Street
Raleigh, NC 27601

Room 504
10 AM – 11:30 AM

The meeting started at 10 am by Dr. Carmella Fair.

Dr. Fair welcomed everyone to the meeting. There were attendees who joined virtually. Dr. Fair mentioned the meeting materials would be posted on the website. The agenda was distributed in a list serv message to publishers prior to the meeting.

Dr. Fair introduced herself as an Instructional Resource Consultant who manages the textbook adoption process. She outlined the flow of information and mentioned there would be time for Q & A. Dr. Fair explained that although there would be Q & A in the room, the agency is asking that all questions be submitted in writing for responses. She noted the agency would be bound by the written responses rather than responses given in the room today. For virtual attendees, Dr. Fair explained there was no one managing the questions submitted virtually so she would only be able to respond to them when the opportunity was available during the meeting. Virtual participants were asked to check their audio.

The Invitation was highlighted as the source of information for the meeting. Dr. Fair mentioned everyone should read the Invitation thoroughly to help decide what questions to ask. The meeting agenda was reviewed. It was stated the purpose of the process is to get high quality materials at the lowest cost. The definition of textbooks in NC public school laws includes print and non-print materials, which may be web and subscription based materials.

Benefits – the benefits of evaluation and adoption were noted as:

- Aligned to the Standard Course of Study (state standards), the appropriate grade level and appropriate for all learners
- Available at lowest cost
- High profile with placement on the state adopted list
- LEAs encouraged to purchase from list
- Cost savings

Who is involved in the process? – Highlights of individuals or groups involved in the process

- General Assembly allocates funding and provide laws to direct the process
- Governor appoints Textbook Commission members

- State Superintendent makes recommendations for Textbook Commissioners to the Governor
- State Board of Education (SBE) selects and adopts textbooks
- Textbook Commissioners evaluate textbooks and have other duties outlined in public laws and SBE policies
- Textbook Commissioners select teachers (Advisors) to assist in evaluating materials
- Advisors vary each adoption based on the content area
- The agency is working on a schedule of adoption to align with content standards revisions
- Publishers must be registered on the NC Publisher's Registry – once registered, they receive list serv messages like the Invitation.
- Division of Digital Teaching and Learning supports the Textbook Commission, assist the State Superintendent and communicated with publishers

What is the process?

DPI content consultants develop criteria for evaluation. The criteria sheets are in the Invitation. This includes K-5 ELA, 6-12 ELA, and considerations for EC and EL. DPI drafts the Invitation that has all the guidelines and requirements. The Invitation was sent out on the Publisher's Registry after SBE approval and legal counsel approval. The Textbook Commissioners select advisors and provide recommendations to the State Board. The State Board makes the decision to approve. The approved list is published on DPI's web page. Contracts, surety bonds and other documents are typically secured from publishers prior to posting the adopted list on the web page.

Publisher's must have their name on the publisher's registry to participate. Publishers must not place undue pressure on SBE members, Textbook Commissioners, Advisors (teachers) or DPI staff. This means no advocating for selection of materials. This does not include communication about reconsideration or clarification. There is time for reconsideration if something is not recommended on site during that time. Standards of conduct are expected by all involved in the process, including the SBE, Textbook Commission members, advisors, and NCDPI staff. No actual or perceived conflicts of interest, no solicitation or acceptance of promise of favor or reward.

Pause for Q&A

Q: When does the funding for ELA get approved?

A: Dr. Fair responded that she doesn't know. She was told earlier that appropriations should be out in June but she recommended that the publisher should submit the question as a written question for a response so the appropriate staff can answer or provide information.

Q: Is information available around enrollment numbers?

A: Yes, that information is available. Submit the question as a written question so the appropriate staff can answer.

Q: Funding is distributed based on enrollment. Is money earmarked for instructional materials or once it is in their (districts) hands can they use it for whatever they want?

A: They have money earmarked for instructional materials but they do have the option to move money to purchase off list. The funding for instructional materials has guidelines. They are not mandated to purchase from the adopted list, so they have a means to transfer money to purchase off list.

Q: Does the money have to be used for instructional materials or can the money be used for salaries?

A: Dr. Fair indicated she does not think the money must be used for salaries but thinks it has to be used for instructional materials. She suggested the publisher submit the question as a written question.

Q: inaudible

A: Dr. Fair stated she is not sure if there is a place to find that but suggested the publisher submit the question as a written question, so the appropriate person can provide the information.

Q: Will AP be a part of the review or is it only on level general education?

A: The document does not include AP, so that is not considered a category for review.

An online attendee indicated that the questions posed in the room were not all audible to those online and suggested speaking louder or repeating the questions.

Dr. Fair mentioned that the official Q&A period for the adoption was opening and that publishers should submit written questions during that time so appropriate staff can provide responses.

Review of the Bid Submission Process

Publishers are required to request bid identification numbers. Each submission requires an identification number. Publishers must send a request to nctextbooks@dpi.nc.gov with the subject line "Request for Identification Numbers".

Identification numbers are alpha-numeric: three letters designate the company and a four digit number is provided for the content area. For ELA, 2000 is the series of numbers provided.

An example was presented on a slide with a request for six identification numbers from Read It Company. RIC represents the letters from the name of the company. DPI would provide the identification numbers: RIC2000, RIC 2001, RIC 2002, RIC2003, RIC2004, RIC2005. These numbers would be entered as the Bid Number

on the bid document. If you get your numbers and you decide to include four more bids, you do not have to contact DPI again, just continue to increase the numbers consecutively, RIC2006, RIC2007, RIC2008, RIC2009. If the company decides to submit fewer bids, only use the number of identification numbers needed. For example, if you decided to submit two bids, use RIC2000 and RIC 2001. Dr. Fair paused for questions. She suggested the information should be shared with whoever will do the bid.

Pause for Q&A

Q: Do the bid numbers identify with a grade band series or a component?

A: Submit the question as a written question. You have to decide what you are bidding and how to bid it. If you have a package of things with a lot of stuff, with one bid number, that bid number would be assigned to that package. If you have individual things or a few things, you can submit that. It can be 6th grade or whatever you decide. Remember, what you bid has to meet alignment to 80% of the standards. That decision is yours. It can be a single grade like 6th or 9th grade or 6-8, K-5, 1-2, whatever you decide. Keep the standards in mind to make sure the bid materials are aligned with the standards for the grade(s).

Q: When you mention a package or a bundle, is everything inside the package or bundle have to be labeled with the corresponding number.

A: Yes, in terms of the bid number. If the bid number is for a package, you would bold the package and list things under that so we could see this is a package. When submitting to sample sites and the evaluation site, everything under that bid number needs to be labeled with that bid number.

Q: Is the warehouse a depository that charges fees?

A: No, there is a mark up from publisher prices that covers operations, but there is no fee to participate in the process.

Q: Does each component of a program need it's own ID?

A: That's a decision for the publishers. If you are submitting a program with multiple things listed underneath, anything in that program would need to be identified with that bid number. If things are not within a program but it is listed on the sheet, anything considered for submission must have a bid or an ID number.

Q: Is a submission an entire ELA series like 6-12 or per grade?

A: That is a choice the publisher must make considering standards alignment. If you choose 6-12 consider if the materials would align with all of those grade levels or if it is better to put it as 6th grade, 7th grade, 8th grade. That is a decision you make. There is no restriction in the bid document that specifies that you must go by grade band or grade level. That is your decision. Just consider the evaluation will be based on standards.

Review of Bid Submission Process (continued)

The example on the slide provided an example that was explained earlier with Read It Company. The slide shows all the numbers requested and it was explained the company can use all the numbers requested, they can add additional bid numbers (as explained earlier) or they can use only some of the numbers. There is flexibility once you get your initial bid numbers requested.

Cost proposal spreadsheet

The cost proposal spreadsheet is used to enter bid information and prices. The naming convention for the file is included in the read me file of the document. Dr. Fair discussed the submission parameters listed on pages 1-2 of the 2019 Invitation. She highlighted the point listed in the parameters that publishers must clearly state the grade level or course. The evaluation is set up based on this information. The bids will be evaluated by what is listed on the bid document. Dr. Fair also emphasized the importance of having identifying information on every component of a bid (bid ID, ISBN, etc.)

The point was made that at the evaluation site things must be labeled appropriately to be sure materials are not separated during review. Not labeling materials appropriately could cost time for setting up. There is information about shipping materials in the Invitation. It was mentioned that everything should have a bid ID number. There are details in the document about submitting information for digital materials: a list with access information, an ID number, etc. which applies to sample sites and evaluation sites. Information needed for the cost proposal spreadsheet includes a naming convention for the file. There are examples in the cost proposal spreadsheet and the Invitation, these are not meant to be all inclusive, they are just examples. The warehouse allowance goes on the cost proposal sheet. There are examples in the sheet. However a bid is written on a sheet is the way it will be evaluated so it should be standards aligned.

Pause for Q&A

Q: On the example for the bundle, will it be evaluated holistically for standards or each individual (together or individually).

A: Written this way, (the bid) will be evaluated to meet 80% together. Submit the question in writing to be sure the correct answer is given.

Q: Will you have different submissions for regular and honors?

A: There are not designations for AP or honors in the document so it is up to the publisher to decide (what) you will submit.

Q: Are the questions and answers posted for everyone?

A: Yes. A document with all questions and responses will be sent out on the registry and posted. Send questions asked today in writing so they will be on the document.

Q: Is the bid number the same or different number as in the example? Can they be labeled differently if they are the same (5-year and 1-year)?

A: It is your decision. Submit the question in writing.

ASM/EM

There are sheets in the cost proposal document for ASM and EM and more details in the Invitation. Examples were shown. The Invitation has more information. Review to see if you have questions by deadline.

Sample Sites

Commissioners select sample sites where samples will go for their review.

Commissioners are selecting sites now. There is a Textbook Commission meeting on March 28. Sample sites will go out to those who requested bid numbers. Samples are for the textbook warehouse and the 23 commissioners for a total of 24. Samples will be delivered between June 3 – 7. Ask for correlations with samples.

Evaluation Setup and Logistics

- July 8 – set up displays from 9am – 12 pm with presentations to commissioners later. A schedule with the times will go out.
- Advisors will have orientation and training on site later that day.
- July 9 – more teacher training and evaluations begin.
- The amount of time for each grade level depends on the submissions
- If the time changes for the removal of materials, you will receive communication
- The evaluation site is the Embassy Suites in Greensboro (Airport)
- If others (besides those attending this meeting) are setting up, make sure they have details provided in Invitation beginning on page 15 (in the Invitation).
-

Pause for Q&A

Q: Can bid numbers be combined for sampling purposes if components are the same and the only difference is 5-year and 1-year license?

A: This question should be submitted as a written question.

Q: All publishers submitting need to be physically there in July?

A: Publishers set up materials and check-in on July 8 between 9am – 12 pm. Textbook Commissioners will check you in and check off on your display. It is optional to present to the Textbook Commission on July 8.

Q: Can publishers attend the training and meeting where the committee is evaluating?

A: Submit this as a written question. There are typically just commissioners and teachers.

Q: On the cost proposal spreadsheet, what is the NC Textbook Warehouse Allowance

A: 8% allowance to have one centralized location, the textbook warehouse responsible instead of all the LEAs.

Q: During the time period, will all the evaluators have their own devices to see the digital platforms or will the publisher have to provide?

A: Publishers are asked to provide because of the nature of devices and equipment. This is explained in the Invitation.

Q: My related question - two sets per category of equipment needed. Is the category dictated by the bid ID number, or per table.

A: The category is the grade band.

Q: Hotel logistics – do we work with the hotel on the number of tables to get two sets of materials out?

A: DPI determines the number of tables. Number of tables is determined by the number of bid submissions. That is communicated with the hotel. They will put name plates on the tables so when you arrive your name is on the table. Usually set up by grade band so you can see your tables in the room. If you have two tables, it will have your name twice.

Q: We're submitting a full course, major tool and all ancillary.

A: The commission has not been reviewing ancillary as far as ASM and EM. Please submit the question.

Q: How much stuff do commissioners get? Logistics and setting up K-5 reading adoption, think of logistics. Are little readers reviewed or just major tool. Or core component?

A: In the past, major tool and components were reviewed. Has been mainly core. Submit this question because it could be.

Q: Think there is a way to do a sampler.

A: Submit that question for a written response.

Q: Clarify the need for two devices for each grade band. Is that for K-5, 6-8, 9-12?

A: Typically based on grade band. If K-2, 3-5, 6-8, 9-12 would mean two devices in each room and two sets of materials. To keep the reviews going so reviewers are not waiting.

Q: Will you communicate with publishers how many tables you have?

A: Yes, the number of tables will be communicated in an email.

Submitting Questions

- March 25 at 2:00 pm (deadline for submitting questions)
- Submit to Barbara Littauer in the procurement office.

- All submitted questions will be answered and distributed in one document.
- This information is in the Invitation.

Textbook Adoption Web Page

- There is a textbook web page on the NC Public Schools site using the drop down menu or URL on the slide.
- The Invitation Publisher's Registry, etc. are on the web page and the General Statutes and SBE policies.

Next steps

- Read the entire 2019 Invitation.
- Anyone involved should read the Invitation especially the submission parameters and evaluation (topics).

Blackout Period

From the time the board approves the Invitation until they adopt:

- Commissioners, SBE members, DPI, Textbook Commissioners may not meet privately with publishers
- March 7 – September 5 (cannot meet privately)

The other blackout period is a sampling promotion blackout. Anything submitted for bid consideration:

- From the date the Board approves until the day after evaluation – should not sample/promote the textbooks, the programs, anything on your bid proposal
- March 7 – July 14

Teachers from all over the state participate in the process – this includes displays, conferences, sponsored workshops and other events in NC where materials are under consideration.

Submissions are due April 9, 2019 by 2 PM. Information is in the Invitation. Bids are due and will be opened April 9th. Bid proposal information describes everything that should be included, even a current catalog.

Pause for Q&A

Q: May the current catalog be a URL link?

A: That might have been accepted last year. Please make that a written question.

Q: The deliberations meeting, August 1-2, is that when publishers will give a response for reconsideration?

A: Yes, commissioners deliberate on the first day, go through by bid # and decide what to recommend. If anything is not recommended, the second day is used for reconsiderations by request. If only one day is needed, communication will go out.

Q: Once we register for submission will districts be able to purchase from publisher or will they have to go through the textbook warehouse?

A: Everything goes through the textbook warehouse once recommended and approved.

Q: May a catalog be provided via a link?

A: Will double check

Q: Will a K-5 handwriting program consumable book for Grades K-5 be suitable for submission?

A: Publishers have to decide what is appropriate for submission based on content standards.

Q: Will publishers know ahead of August 1 if we need to make a case for reconsideration or do publishers need to be there or call in?

A: Meeting is an open meeting and publishers are welcome to be on site, which is currently TBD. Required to be present to ask for reconsideration.

Q: Can you go over the blackout dates?

A: May 7, 2019 – (tentatively-when SBE approves) September 5, 2019; March 7, 2019 for communication – July 14, 2019 for sampling and promotion

Q: How does this correspond to the Reading Conference?

A: Talk with your legal counsel to determine the best thing to do to be in compliance with the Invitation.

Q: What is the expectation for implementation if it goes to the SBE in 2019?

A: Implementation begins fall 2020. Everything will be in the system when we get contacts in early 2020.

Q: Has the Invitation gone out?

A: Yes, it went out on March 8 through the Publisher's Registry. It is also available on the Textbook Adoption webpage.

Contact information provided for Dr. Carmella Fair and Barbara Littauer. Use nctextbook@dpi.nc.gov for Dr. Fair. Dr. Fair closed the meeting with saying thank you and reminding everyone to send any questions as written questions. She reminded attendees that the agency is bound by written answers. Everyone will benefit from written responses. She again thanked everyone for coming.