



Public Schools of North Carolina

# **Meeting With Publishers**

NC Department of Public Instruction

**March 13, 2020**

# Agenda

- Welcome
- Overview of the NC Textbook Adoption Process
- Bid Submission Process
- Evaluation Setup, Logistics, Removal of Materials
- Next Steps
- Closing



# Overview of the NC Textbook Adoption Process



# Textbook Adoption

**INVITATION**

**Call for  
publishers to  
submit bids**

**EVALUATION**

**Review for the  
alignment of  
materials to  
standards**

**RECOMMENDATIONS**

**Present a list  
of materials to  
the State  
Board of  
Education for  
adoption**

**HIGH QUALITY Instructional Materials  
at the LOWEST COST**



## § 115C-85

### Defines textbooks

*... "textbook" means systematically organized material comprehensive enough to cover the primary objectives outlined in the standard course of study for a grade or course. Formats for textbooks may be print or non-print, including hardbound books, softbound books, activity-oriented programs, classroom kits, and technology-based programs that require the use of electronic equipment in order to be used in the learning process.*



# Non-Print Materials

- Submissions may include web- and subscription-based materials



# Why Textbook Evaluation and Adoption?



# Benefits to Districts/Schools

- Aligned with the Standard Course of Study
- Suitable for the grade/instructional level
- Appropriate for Exceptional Children and English Language Learners
- Offered at the lowest cost in the nation



# Benefits to Publishers

- High profile in the state
  - Titles placed on the SBE approved, adopted list
  - Districts/schools encouraged to purchase textbooks on the adopted list
- Cost savings
  - Centralized shipping to the NC Textbook Warehouse



# Who is involved?



# General Assembly

- Allocates textbook funding that is then allotted to districts based on their average daily membership
- Passes laws to govern the textbook adoption process including giving the authority to adopt textbooks to the State Board of Education



# Public School Law

## § 115C-85 through § 115C-102

### Examples:

- **§ 115C-85.** Defines textbooks
- **§ 115C-86.** Directs the State Board of Education to select and adopt textbooks aligned to the Standard Course of Study
- **§ 115C-89.** Requires the SBE to develop rules and procedures for publishers to submit bids and sign contracts



# Governor

- Appoints State Board of Education members
- Appoints Textbook Commission members upon recommendation by the State Superintendent



# State Superintendent

- Provides the Governor with recommendations for membership to the Textbook Commission
- Assigns staff from the North Carolina Department of Public Instruction to manage the textbook adoption process under his/her direction and to assist the Textbook Commission



# State Board of Education

- Selects and adopts textbooks as codified in the General Statutes of North Carolina
- Adopts policies governing the textbook adoption process



# TEXTBOOK ADOPTION

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## GENERAL STATUTES

§ 115C-85 THROUGH § 115C-102

## SBE POLICIES

TEXT-000 THROUGH TEXT-008



# Textbook Commission

- Primary responsibility is to evaluate textbooks and other duties as contained in **§ 115C-88 and § 115C-89 and TEXT-000 – TEXT-008**
- Consists of twenty-three members: teachers, principals, parents, and a local superintendent

Note: Commission members select advisors to assist with the evaluation



# Textbook Evaluation Advisors

- Assist the Commission in the evaluation of the textbooks
- Vary for each adoption
- Work under the direction of the Textbook Commission members
- Comprised of teachers certified in the area under evaluation (e.g., Mathematics and CTE for the 2020 adoption)
- Preferred that evaluators are currently teaching in the area under evaluation



# Publishers

- Company or provider of textbooks/instructional materials
- Publishers must be registered with the NC Publishers' Registry to be invited to participate in the submission, evaluation, and adoption process



# NCDPI

## Digital Teaching and Learning Division - Textbook Adoption Staff

- Assist the State Superintendent in the implementation of the SBE textbook policies
- Support the Textbook Commission members and their advisors
- Communicate with the Publishers via the NC Publishers Registry
- Collaborate with Textbook Warehouse Staff



# What is the Process?



# Adoption Process

- DPI content consultants develop the criteria for evaluation and selection
- DPI drafts the *Invitation to Submit Textbooks for Evaluation and Adoption in NC*
  - procedures publishers must follow
  - timeline for submission
  - criteria for selection
- The SBE (including its legal counsel) approves the Invitation and then it is distributed to Publishers through the NC Publisher's Registry



# Adoption Process (continued)

- The Textbook Commission selects the advisors who will apply the criteria to the submitted textbooks
- The Textbook Commissioners provide a recommended list of approved textbooks to the SBE
- The SBE makes the final decision regarding the list of approved textbooks
- Contracts are completed



# NC Publishers Registry

- Only companies on the NC Publisher's Registry maintained by the State Superintendent can participate
- Publisher removed if “undue pressure” is exercised toward:
  - State Board of Education
  - Textbook Commission
  - Textbook Evaluation Advisors
  - NCDPI Staff



# Undue Pressure

- “Undue pressure” defined as personal contact to advocate for the selection of a particular book or series of books
- Does not include social contact, presentations or written communication to the Commission for reconsideration or clarification



# SBE, Commission Members, Advisors, NCDPI Staff

## Standards of Conduct

- Demonstrate highest standards of personal conduct
- Avoid actual or perceived conflicts of interest
- Avoid solicitation or acceptance of any actual or promise of a favor or reward



# Bid Submission Process



# Requesting Bid Identification Numbers

- Each submission requires an identification number issued by NCDPI
- Email a request for the total number of identification numbers needed
- Email the request to [nctextbooks@dpi.nc.gov](mailto:nctextbooks@dpi.nc.gov)
- **Email subject line: Request for Identification Number(s)**



# Requesting Bid Identification Numbers

- Identification numbers are alpha-numeric
  - Ex. **ABP1100**
- The character will be three letters designated by DPI from the Publisher's/Company's name
- The **1100** series of numbers will be the base number for all bids for mathematics resources
- The **3000** series of numbers will be the base number for all bids for Career and Technical Education (CTE)



# Examples of Bid Identification Numbers

- **Any Book Publisher** requests 6 identification numbers for mathematics materials

Bid ID #1	ABP1100
Bid ID #2	ABP1101
Bid ID #3	ABP1102
Bid ID #4	ABP1103
Bid ID #5	ABP1104
Bid ID #6	ABP1105

**DPI Assigned  
Identification Numbers  
for 6 bid submissions:**

**In this example ABP is created from the company's name Any Book Publisher.**



# Examples of Bid Numbers

- Any Book Publisher initially requests 6 identification numbers for bid submissions. The company decides to add four (4) more submissions.

Original Bid ID#'s requested
ABP1100
ABP1101
ABP1102
ABP1103
ABP1104
ABP1105

After requesting identification numbers, if Any Book Publisher decides to add 4 more submissions, Any Book Publisher may create the next four **consecutive** bid numbers continuing the pattern of assigned bid numbers and adding increments of 1:

ABP1105 + 1 = **ABP1106**

<b>ABP1106</b>
<b>ABP1107</b>
<b>ABP1108</b>
<b>ABP1109</b>

# Examples of Bid Numbers

- Any Book Publisher initially requests 6 identification numbers for bid submissions. The company decides to add four (4) more submissions.

Original Bid ID#'s requested
ABP1100
ABP1101
ABP1102
ABP1103
ABP1104
ABP1105

Additional ID#'s created after initial request
<b>ABP1106</b>
<b>ABP1107</b>
<b>ABP1108</b>
<b>ABP1109</b>



# Examples of Bid Numbers

Any Book Publisher initially requests 6 identification numbers for bid submissions. The company decides to add four (4) more submissions.

Any Book Publisher now has a total of 10 bid identification numbers.

Bid ID #1	ABP1100
Bid ID #2	ABP1101
Bid ID #3	ABP1102
Bid ID #4	ABP1103
Bid ID #5	ABP1104
Bid ID #6	ABP1105
Bid ID #7	<b>ABP1106</b>
Bid ID #8	<b>ABP1107</b>
Bid ID #9	<b>ABP1108</b>
Bid ID #10	<b>ABP1109</b>



# Examples of Bid Identification Numbers

- **Career First Company** requests 4 identification numbers for CTE materials

Bid ID #1	CFC3000
Bid ID #2	CFC3001
Bid ID #3	CFC3002
Bid ID #4	CFC3003

**DPI Assigned Identification Numbers for 4 bid submissions:**

**In this example CFC is created from the company's name Career First Company.**



# Cost Proposal Spreadsheet - Example



# Purpose of the Spreadsheet

- The cost proposal spreadsheet will be used to enter bid information and prices for the textbook adoption process.
- Please save the spreadsheet with the following naming convention:
  - Company Name\_Cost Proposal\_2020
  - **(example)** AnyBookPublisher\_Cost Proposal\_2020



# Submission Parameters

- Textbook materials may be submitted for any grade level/course the Publisher deems appropriate. Cost proposals must clearly state each grade level/course the Publisher deems appropriate.
- Publishers must clearly specify, the grade levels/courses for any submitted materials prior to submission.
- Textbook materials will only be evaluated for the grade levels/courses specified by the Publisher.

\*Refer to pages 1 – 2 of the 2020 Invitation to see the submission parameters.

## Example

### **Welcome to the North Carolina Cost Proposal Spreadsheet**

In accordance to the directions below, publishers are to fill out the cost proposal spreadsheet. When you have completed the form, please save it with the naming style of \*Company Name\_Cost Proposal\_2020\* ex. AnyBookPublisher\_Cost Proposal\_2020.

### **Bid Submission**

Enter each submission to be presented for evaluation with a 13-digit ISBN. If the submission contains individual items, list the individual items on the spreadsheet. Each item within a submission should have a 13-digit ISBN. This is true even if the same submission is being offered over different periods of time (ex. a two-year offer vs. a five-year offer). Bold the line with the name of the submission and indent the name of any individual items. Do not use dashes when entering the ISBN information.

### **Enrichment Material Increments and Accompanying Student Material items**

Enter a list of all bid materials with prices such as Student Edition, Teacher Edition, Digital Edition, and other support materials that will be provided at no additional cost based on the number of core bid materials purchased, such as accompanying student materials and teacher enrichment materials. Publishers may submit up to seven (7) items considered as Teacher Enrichment Materials and up to four (4) items considered as Accompanying Student Materials. Do not use dashes when entering the ISBN information. Example items are provided.

# Example

Bid Number	Title	Grade Level or Course Title	ISBN	Publisher	Copyright	Edition	NIMAS Compliant Files?	Net Wholesale	NC Warehouse Allowance	Bid Price
<b>ABP1100</b>	<b>Mathematics (5 year digital subscription)</b>	<b>NC Math 1</b>	<b>9785678912345</b>	<b>Any Book Publisher</b>	<b>2020</b>			<b>\$760.00</b>	<b>\$60.80</b>	<b>\$699.20</b>
	Mathematics Course Digital Student Edition	NC Math 1	9785678954321	Any Book Publisher	2020	1	Yes	\$55.00	\$4.40	\$50.60
	Mathematics Course Digital Teacher Edition	NC Math 1	9787891234567	Any Book Publisher	2020	1		\$47.00	\$3.76	\$43.24
	Mathematics Course Digital Resources	NC Math 1	9781234956789	Any Book Publisher	2020	1		\$35.00	\$2.80	\$32.20
	Mathematics Course Digital Assessment Resource	NC Math 1	9781234987654	Any Book Publisher	2020	1		\$25.00	\$2.00	\$23.00
<b>ABP1101</b>	<b>Mathematics</b>	<b>Precalculus</b>	<b>9781234545678</b>	<b>Any Book Publisher</b>	<b>2020</b>			<b>\$152.00</b>	<b>\$12.16</b>	<b>\$139.84</b>
	Mathematics Course Student Edition	Precalculus	9785678954321	Any Book Publisher	2020	1	Yes	\$55.00	\$4.40	\$50.60
	Mathematics Course Teacher Edition	Precalculus	9787891234567	Any Book Publisher	2020	1		\$47.00	\$3.76	\$43.24
	Mathematics Course Resources	Precalculus	9781234956789	Any Book Publisher	2020	1		\$35.00	\$2.80	\$32.20
	Mathematics Course Assessments	Precalculus	9781234987654	Any Book Publisher	2020	1		\$25.00	\$2.00	\$23.00



# Example – Accompanying Student Materials (ASM)

Accompanying Student Materials (ASM) Maximum 4 Items (See the 2020 Invitation for more specific details about ASM and EM.)				
Title	Grade Level or Course	ISBN	Ratio Number per classroom; collection purchased; per teacher, per school, per district (specify), also frequency of offer such as annually, quarterly, monthly	Price for Additional Copies
Mathematics ASM 1	NC Math 1	9781122334455	Upon request, choose up to 4 accompanying items for each Student Edition purchased, life of adoption	35.00
Mathematics ASM 2	NC Math 1	9782233445566	Upon request, choose up to 4 accompanying items for each Student Edition purchased, life of adoption	6.25
Mathematics ASM 3	NC Math 1	9783344556677	Upon request, choose up to 4 accompanying items for each Student Edition purchased, life of adoption	7.15
Mathematics ASM 4	NC Math 1	9784455667788	Upon request, choose up to 4 accompanying items for each Student Edition purchased, life of adoption	6.25

# Example – Enrichment Materials (EM)

Enrichment Materials (EM) Maximum 7 items (See the 2206 Invitation for more specific details about ASM and EM.)				
Title	Grade Level or Course	ISBN	Ratio Number per classroom; collection purchased; per teacher, per school, per district (specify), also frequency of offer such as annually, quarterly, monthly	Price for Additional Copies
Mathematics EM 1 Chapter Resources	NC Math 1	9781912345678	Choose up to 7 enrichment items per classroom teacher (minimum purchase of 15 student editions) upon request, initial year of purchase.	250.00
Mathematics EM 2	NC Math 1	9781923456789	Choose up to 7 enrichment items per classroom teacher (minimum purchase of 15 student editions) upon request, initial year of purchase.	185.00
Mathematics EM 3	NC Math 1	9781934567891	Choose up to 7 enrichment items per classroom teacher (minimum purchase of 15 student editions) upon request, initial year of purchase.	40.00
Mathematics EM 4	NC Math 1	9781956789123	Choose up to 7 enrichment items per classroom teacher (minimum purchase of 15 student editions) upon request, initial year of purchase.	40.00

# Sample Sites



# Submission Parameters

- It is the responsibility of the Publisher to ensure that each submission is complete and correctly identified.
- Publishers shall ship sample textbook materials according to the schedule set by the North Carolina Department of Public Instruction. Sample textbook materials shall be shipped to sites designated by the North Carolina Department of Public Instruction.
- All shipped materials must contain the identification number that is supplied by the North Carolina Department of Public Instruction.

\*Refer to pages 1 – 2 of the 2020 Invitation to see submission parameters.

# Submission Parameters

- Publishers shall send access information for technology-based programs or other non-print materials according to the schedule set by the North Carolina Department of Public Instruction.
- Access information for technology-based programs or other non-print materials shall be sent to sites designated by the North Carolina Department of Public Instruction.
- Access information for all materials must contain the identification number that is supplied by the North Carolina Department of Public Instruction.

\*Refer to pages 1 – 2 of the 2020 Invitation to see the submission parameters.

# Submission Parameters

Publishers submitting technology-based programs or other non-print materials must provide specific instructions on how to navigate all submitted digital materials through the online platform.

Navigation instructions may be provided by video or screen cast no longer than 10 minutes in length and/or in an electronic document. A video or screen cast is preferred.

A link for access to a video or screen cast instructions and/or an electronic document with navigation instructions must be submitted to [nctextbooks@dpi.nc.gov](mailto:nctextbooks@dpi.nc.gov) according to the schedule and bid proposal guidelines set by the North Carolina Department of Public Instruction.

Access to the instructions must work at all times through October 30, 2020. Contact information for technical support must be provided in the bid submission and during check-in with NCDPI staff at the evaluation site.

*\*Refer to pages 1 – 2 of the 2020 Invitation to see the submission parameters.*

# Selected Sample Sites

- Publishers requesting identification numbers will also receive a list of selected sample sites.
- Bid submission samples are required for the Textbook Warehouse and Textbook Commissioners' selected sample sites
- Samples must not be delivered before June 1<sup>st</sup> and no later than June 5<sup>th</sup>



# Sample Sites

## Selected sample site locations

- There will be at most 23 sites selected by the Textbook Commissioners as well as the Textbook Warehouse (official DPI sample site)
- Samples will arrive no earlier than **June 1<sup>st</sup>** and no later than **June 5<sup>th</sup>**

# Evaluation Setup, Logistics and Removal of Materials



# Evaluation Setup and Logistics

## Important Tentative Dates:

### July 6<sup>th</sup>

- Set up: 8 a.m. – 12 p.m.
- Presentations: optional (time - TBD)

### July 11<sup>th</sup>

- Removal of materials and equipment: 2 p.m. – 4 p.m.

## Evaluation site:

TBD

# Submitting Questions

- Deadline for submitting written questions regarding the 2020 Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina is **March 23, 2020 by 2:00 pm (EST)**.
- All questions must be written and submitted to [mashonda.southerland@dpi.nc.gov](mailto:mashonda.southerland@dpi.nc.gov) by 2:00 pm (EST) March 23, 2020
- All questions will be answered and distributed to publishers

# Textbook Adoption Web Page

<https://www.dpi.nc.gov/districts-schools/district-operations/textbook-adoption>

- ✓ Information about the 2020 Textbook Adoption Process
- ✓ Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina

...and more...



# Next Steps



# Guidelines and Parameters

## Read the entire 2020 Invitation

### 2020 Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina



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

#### SECTION AND REQUIREMENTS

*This Textbooks for Evaluation and Adoption in North Carolina and adoption of textbooks in selected subject categories for use in this document, including all attachments, provides an overview of the selection and adoption of textbooks. By submitting textbooks for consideration, publishers agree to follow the procedures set forth in this document. The procedures, including stated deadlines, may result in the evaluation and adoption of textbooks in selected subject categories in North Carolina. The entire Invitation document must be returned with*

as State Board of Education to adopt textbooks is codified in the North Carolina General Statutes §115C-85 through §115C-102. Only publishers listed on the Registry are allowed to submit textbooks in response to the Invitation, and all responses must conform to the specified requirements.

The Invitation will include the subject grade levels/courses listed on page four (attachment 4 for a sample), publishers must identify each textbook by subject grade level/course, and ISBN.

Textbook is defined as: "any organized material comprehensive enough to cover the primary or secondary standard course of study for a grade or course. Formats for textbooks may be print or non-print, including hardbound books, softbound books, audiobooks, classroom kits, and technology-based programs that require computer equipment in order to be used in the learning process."

Textbooks may include subscription or web-based materials.

#### Submission Parameters

Invitations may be submitted for any grade level/course the publisher proposes. Proposals must clearly state each grade level/course the publisher proposes.

Invitations must specify the grade levels/courses for any submitted materials.

Invitations may only be evaluated for the grade levels/courses specified by the Invitation.

It is the responsibility of the publisher to ensure that each submission is complete. Publishers shall ship sample textbook materials according to the procedures outlined in the Invitation. Publishers shall be shipped to sites designated by the North Carolina Department of Public Instruction. All shipped materials must contain the information that is supplied by the North Carolina Department of Public Instruction.

#### BID PROPOSAL INFORMATION

Invitations in which sealed bids are submitted shall include the publisher's name and be marked on the outside, "Textbook Bid." All pages of the Cost Proposal spreadsheet included in the submission.

Submit **four** (4) signed originals of the completed Bid Proposal. The entire 2020 Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina solicitation document must be returned with your Bid Proposal, including these completed documents:

- o A transmittal letter
- o Authority to Submit Bids for Textbooks (Attachment 3)

Submit **four** (4) copies of the completed Cost Proposal spreadsheet with the cost proposal. Submit **four** (4) copies of the Cost Proposal spreadsheet without the cost included.

Submit a link for access to a video or screen cast navigation instructions and/or an electronic document with navigation instructions to [nc textbooks@dpi.nc.gov](mailto:nc textbooks@dpi.nc.gov) according to the schedule set by the North Carolina Department of Public Instruction. Publishers submitting technology-based programs or other non-print materials must provide specific instructions on how to navigate all submitted digital materials through the online platform. Navigation instructions may be provided by video or screen cast no longer than 10 minutes in length and/or in an electronic document. A video or screen cast is preferred. Access to the instructions must work at all times through October 30, 2020. Contact information for technical support must be provided in the bid submission and during check-in with NCDPI staff at the evaluation site.

Submit **four** (4) USB flash drives. The files on the flash drives shall not be password-protected and shall be capable of being copied to other media including Microsoft Word and/or Microsoft Excel and must include the following:

- o A signed, original copy of the Bid Proposal
- o The Cost Proposal spreadsheet with the cost included. Please send as an Excel spreadsheet.
- o The Cost Proposal spreadsheet without the cost. Please send as an Excel spreadsheet.

Submit a current catalog (hardcopy and/or electronic access to the catalog) that includes details about materials submitted for adoption.

Send submissions to:

Please note that the US Postal Service does not deliver any mail (US Postal Express, Certified, Priority, Overnight, etc.) on a set delivery schedule to this Office. **It is the responsibility of the publisher to have the bid in this Office by the specified time and date of opening.**

#### DELIVERY INFORMATION:

2020 Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina  
NC Department of Public Instruction  
Attn: Mashonda Southerland, Procurement Office  
301 N Wilmington Street  
Raleigh, NC 27601

# Guidelines and Parameters

Ensure others involved with the bid submission, samples, displays, etc. read all parameters and guidelines in the 2020 Invitation.

## 2020 Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina



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

### DESCRIPTION AND REQUIREMENTS

The 2020 Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina is a solicitation for the purchase of textbooks in selected subject categories for use in public schools. The Invitation, including all attachments, provides an overview of the Invitation, and adoption of textbooks. By submitting textbooks for evaluation and adoption, publishers agree to follow the procedures set forth in this document. The Invitation, including stated deadlines, may result in the evaluation and adoption of textbooks in selected subject categories in North Carolina. The entire Invitation document must be returned with the Invitation.

The State Board of Education to adopt textbooks is codified in the General Statutes of North Carolina §§115C-85 through §115C-102. Only publishers listed on the Invitation Registry are allowed to submit textbooks in response to the Invitation, and all responses must conform to the specified requirements.

The Invitation will include the subject grade levels/courses listed on page four (attachment 4 for a sample), publishers must identify each textbook by subject, grade level/course, and ISBN.

Textbook is defined as:  
"any printed or non-printed material comprehensive enough to cover the primary or secondary standard course of study for a grade or course. Formats for textbooks may include hardbound books, softbound books, e-books, classroom kits, and technology-based programs that require internet access in order to be used in the learning process."

Responses may include subscription or web-based materials.

### Submission Parameters

Responses may be submitted for any grade level/course the publisher is authorized to sell. Responses must clearly state each grade level/course the publisher is submitting.

Responses must specify the grade levels/courses for any submitted materials.

Responses will only be evaluated for the grade levels/courses specified by the Invitation.

Responses of the publisher to ensure that each submission is complete and accurate. Publishers shall ship sample textbook materials according to the Invitation. Responses shall be shipped to sites designated by the North Carolina Department of Public Instruction. All shipped materials must contain the information that is supplied by the North Carolina Department of Public Instruction.

### BID PROPOSAL INFORMATION

Responses in which sealed bids are submitted shall include the publisher's name and be marked on the outside, "Textbook Bid." All pages of the Cost Proposal spreadsheet included in the submission.

Submit four (4) signed originals of the completed Bid Proposal. The entire 2020 Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina solicitation document must be returned with your Bid Proposal, including these completed documents:

- o A transmittal letter
- o Authority to Submit Bids for Textbooks (Attachment 3)

Submit four (4) copies of the completed Cost Proposal spreadsheet with the cost proposal. Submit four (4) copies of the Cost Proposal spreadsheet without the cost included.

Submit a link for access to a video or screen cast navigation instructions and/or an electronic document with navigation instructions to [nctextbooks@dpi.nc.gov](mailto:nctextbooks@dpi.nc.gov) according to the schedule set by the North Carolina Department of Public Instruction. Publishers submitting technology-based programs or other non-print materials must provide specific instructions on how to navigate all submitted digital materials through the online platform. Navigation instructions may be provided by video or screen cast no longer than 10 minutes in length and/or in an electronic document. A video or screen cast is preferred. Access to the instructions must work at all times through October 30, 2020. Contact information for technical support must be provided in the bid submission and during check-in with NCDPI staff at the evaluation site.

Submit four (4) USB flash drives. The files on the flash drives shall not be password-protected and shall be capable of being copied to other media including Microsoft Word and/or Microsoft Excel and must include the following:

- o A signed, original copy of the Bid Proposal
- o The Cost Proposal spreadsheet with the cost included. Please send as an Excel spreadsheet.
- o The Cost Proposal spreadsheet without the cost. Please send as an Excel spreadsheet.

Submit a current catalog (hardcopy and/or electronic access to the catalog) that includes details about materials submitted for adoption.

Send submissions to:

Please note that the US Postal Service does not deliver any mail (US Postal Express, Certified, Priority, Overnight, etc.) on a set delivery schedule to this Office. It is the responsibility of the publisher to have the bid in this Office by the specified time and date of opening.

### DELIVERY INFORMATION:

2020 Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina  
NC Department of Public Instruction  
Attn: Mashonda Southerland, Procurement Office  
301 N Wilmington Street  
Raleigh, NC 27601

# Blackout Period

## *SBE, DPI, Textbook Commission*

At no time during the adoption process may the Commission or any of its members meet privately with any publishers' representatives.

- from the time the State Board approves the call Invitation
- until the State Board adopts the list of textbooks

# Blackout Period

## Sampling promotion

- No sampling or promotion of textbooks/programs *under consideration for adoption* by the Textbook Commission and State Board of Education shall be made
  - from the date the State Board approves and issues the 2020 Invitation
  - until the day after the Textbook Commission's evaluation sessions with the Textbook Advisors.

# Blackout Period

## Sampling promotion

- Promotion shall include displays at conferences, sponsored workshops/seminars, or other similar activities in North Carolina at which materials under consideration are discussed.



# Submissions Due

April 13, 2020 by 2 p.m.



# Read the Entire 2020 Invitation and ensure others involved with the bid submission, samples, displays, etc. read all parameters and guidelines in the 2020 Invitation.

<p style="text-align: center;"><b>INTRODUCTION AND REQUIREMENTS</b></p> <p>The <i>2020 Invitation to Submit Textbooks for Evaluation</i> initiates the annual evaluation and adoption of textbooks in North Carolina schools. This document, including all attachments, provides the process for submission, evaluation, and adoption of textbooks. Publishers and producers agree to follow the procedures, including disqualification for the annual evaluation and adoption categories for use in North Carolina. The entire Invitation is attached to your bid submission.</p> <p>Authority for the North Carolina State Board of Education General Statutes of North Carolina §115C-85 through §115C-90. North Carolina Publishers Registry are allowed to use the requirements of this document, and all responses must comply with the requirements of this document.</p> <p>The 2020 textbook evaluation will include the subject categories (4). In the Cost Proposal (see Attachment 4 for a sample), publishers must specify the title, grade level/course, and ISBN to be evaluated by title, grade level/course, and ISBN.</p> <p>As cited in GS 115C-85, textbook is defined as:      "... systematically organized material comprehensively covering objectives outlined in the standard course of study for textbooks may be print or non-print, including activity-oriented programs, classroom kits, and the use of electronic equipment in order to be used in the classroom."</p> <p>Technology-based programs may include subscription or purchase of software.</p> <p style="text-align: center;"><b>Submission Parameters</b></p> <ol style="list-style-type: none"> <li>1. Textbook materials may be submitted for any grade level deemed appropriate. Cost Proposals must clearly identify the publisher deemed appropriate.</li> <li>2. Publishers must clearly specify the grade level and materials prior to submission.</li> <li>3. Textbook materials will only be evaluated for the publisher.</li> <li>4. It is the responsibility of the publisher to ensure materials are correctly identified. Publishers shall ship materials to the schedule set by the North Carolina Department of Public Instruction. Sample textbook materials shall be shipped to the North Carolina Department of Public Instruction. All materials must include an identification number that is supplied by the North Carolina Department of Public Instruction.</li> </ol>	<p style="text-align: center;"><b>TENTATIVE SCHEDULE FOR 2020 ADOPTION</b></p> <p><b>February 27, 2020</b> Textbook Commission Subcommittee meeting will meet to discuss digital textbook evaluation process with commissioners and textbook evaluators.</p> <p><b>February 28, 2020</b> Textbook Commission Planning Meeting training for Commission members.</p> <p><b>March 4, 2020</b> Presentation to the State Board of Education. Public Instruction (DPI) presents a revised draft of the <i>2020 Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina</i>. Item is posted on the website.</p> <p><b>March 5, 2020</b> Proposed SBE Approval of the <i>2020 Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina</i>.</p> <p><b>March 6, 2020</b> Invitation Announcement– DPI email on the NC Publishers Registry the <i>2020 Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina</i> <a href="https://www.dpi.nc.gov/districts-scho-adoptio/information-publishers">https://www.dpi.nc.gov/districts-scho-adoptio/information-publishers</a></p> <p><b>March 13, 2020</b> Publishers' Meeting– All publishers are invited to attend a virtual meeting for a.m. This meeting is virtual only. <a href="https://attendee.gotowebinar.com/register">https://attendee.gotowebinar.com/register</a> Publishers submitting bids are strongly encouraged to attend.</p> <p><b>March 19, 2020</b> Textbook Commission Subcommittee meeting will meet to design training and Textbook Evaluation Advisors.</p> <p><b>March 20, 2020</b> Textbook Commission Content Meeting training for Commission members on.</p> <p><b>March 23, 2020</b> Publisher deadline for submitting written responses to the <i>2020 Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina</i> is March 23, 2020, 2:00 p.m.</p> <p>All questions must be written and submitted to the Procurement Office, mashonda.southerland@dpi.nc.gov (EST) March 23, 2020.</p> <p><b>March 27, 2020</b> Each bid proposal submission requires a bid bond. Interested publishers must send their bid proposals to the Procurement Office.</p>	<p style="text-align: center;"><b>BID PROPOSAL INFORMATION</b></p> <p><b>Bid Submissions</b> Envelopes in which sealed bids are submitted shall include the publisher's name and be plainly marked on the outside, "Textbook Bid." All pages of the Cost Proposal spreadsheet must be included in the submission.</p> <ul style="list-style-type: none"> <li>• Submit <u>four</u> (4) signed originals of the completed Bid Proposal. The entire <i>2020 Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina</i> solicitation document must be returned with your Bid Proposal, including these completed documents:             <ul style="list-style-type: none"> <li>○ A transmittal letter</li> <li>○ Authority to Submit Bids for Textbooks (Attachment 3)</li> </ul> </li> <li>• Submit <u>four</u> (4) copies of the completed Cost Proposal spreadsheet with the cost included.</li> <li>• Submit <u>four</u> (4) copies of the Cost Proposal spreadsheet without the cost included.</li> <li>• Submit a link for access to a video or screen cast navigation instructions and/or an electronic document with navigation instructions to <a href="mailto:nc textbooks@dpi.nc.gov">nc textbooks@dpi.nc.gov</a> according to the schedule set by the North Carolina Department of Public Instruction. Publishers submitting technology-based programs or other non-print materials must provide specific instructions on how to navigate all submitted digital materials through the online platform. Navigation instructions may be provided by video or screen cast no longer than 10 minutes in length and/or in an electronic document. A video or screen cast is preferred. Access to the instructions must work at all times through October 30, 2020. Contact information for technical support must be provided in the bid submission and during check-in with NCDPI staff at the evaluation site.</li> <li>• Submit <u>four</u> (4) USB flash drives. The files on the flash drives shall not be password-protected and shall be capable of being copied to other media including Microsoft Word and/or Microsoft Excel and must include the following:             <ul style="list-style-type: none"> <li>○ A signed, original copy of the Bid Proposal</li> <li>○ The Cost Proposal spreadsheet with the cost included. Please send as an Excel spreadsheet.</li> <li>○ The Cost Proposal spreadsheet without the cost. Please send as an Excel spreadsheet.</li> </ul> </li> <li>• Submit a current catalog (hardcopy and/or electronic access to the catalog) that includes details about materials submitted for adoption.</li> <li>• Send submissions to:             <p>Please note that the US Postal Service does not deliver any mail (US Postal Express, Certified, Priority, Overnight, etc.) on a set delivery schedule to this Office. <u>It is the responsibility of the publisher to have the bid in this Office by the specified time and date of opening.</u></p> <p><b>DELIVERY INFORMATION:</b>                  2020 Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina                  NC Department of Public Instruction                  Attn: Mashonda Southerland, Procurement Office                  301 N Wilmington Street                  Raleigh, NC 27601</p> </li> </ul>
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# Read the Entire 2020 Invitation and ensure others involved with the bid submission, samples, displays, etc. read all parameters and guidelines in the 2020 Invitation.

## Mathematics, 9-12

CONTENT AREAS FOR TEXTBOOK EVALUATION

Mathematics, 9-12

[NC Math 1](#)

[NC Math 2](#)

[NC Math 3](#)

[Discrete Mathematics for Computer Science](#)

[NC Math 4](#)

[Precalculus](#)

Course names above hyperlink to the standards for that course.

Instructional Materials Review Criteria Sheet - Mathematics Grades 9-12

INSTRUCTIONAL MATERIALS TITLE \_\_\_\_\_ BID NO. \_\_\_\_\_

PUBLISHER \_\_\_\_\_ COPYRIGHT DATE \_\_\_\_\_

AUTHOR(S) \_\_\_\_\_ ISBN \_\_\_\_\_

ADVISOR \_\_\_\_\_

TEXTBOOK COMMISSION MEMBER \_\_\_\_\_ MEMBER'S SBE DISTRICT \_\_\_\_\_

**Indicate Appropriate Course:**

NC Math 1	NC Math 2	NC Math 3
Discrete Mathematics for Computer Science	NC Math 4	Precalculus

**PART I CONTENT**

Compatibility with the North Carolina Curriculum for Mathematics in the North Carolina Standard Course of Study (NCSCOS). In accordance to State Board Policy TEXT-001, all items in Part I must be marked "yes" in order for the submission to be recommended.

Answer yes to indicate the materials meet the criteria or no to indicate the materials do not meet the criteria. Please explain your responses. Be sure to cite specific page numbers, textual references as well as specific standards.

	Yes	No
A. Materials present the main concepts that support a minimum of 80% of the instructional objectives for the course grade/level in the NCSCOS.		
B. Content, methodology, instructional levels, and teaching strategies are consistent with the curriculum's philosophy, values, and goals.		

Documentation for PART I CONTENT

**PART II PEDAGOGY**

If three (3) criteria are answered no in Part II, do not complete parts III and IV.

	Yes	No
A. There is an appropriate balance of skill development, conceptual understanding, and mathematical practices.		
B. Mathematical concepts are connected and interwoven across strands instead of studied in isolation.		
C. Mathematical concepts are presented in depth and with increasing sophistication across grades.		
D. Materials have contextual problems that engage students and give rise to further exploration of mathematical concepts and include strategies and activities that are engaging and provide real world, relevant connections.		
E. Instructional materials help teachers create a classroom that encourages high expectations for all		

## Career and Technical Education (CTE)

CONTENT AREAS FOR TEXTBOOK EVALUATION

Career and Technical Education

Program Area: Course Number and Course Title (denoted)

Program Areas: Agriculture Education, Business, Finance, Computer Science, Family and Consumer Science, Health Science Education, Trade, Technology, and Transportation

Instructional Materials Review Criteria Sheet – Career and Technical Education  
Program Area or Career Pathway(s): Agricultural Education

INSTRUCTIONAL MATERIALS TITLE \_\_\_\_\_ BID NO. \_\_\_\_\_

PUBLISHER \_\_\_\_\_ COPYRIGHT DATE \_\_\_\_\_

AUTHOR(S) \_\_\_\_\_ ISBN \_\_\_\_\_

ADVISOR \_\_\_\_\_ TEXTBOOK COMMISSION MEMBER \_\_\_\_\_ MEMBER'S SBE DISTRICT \_\_\_\_\_

**Indicate Appropriate Course:**

_____AS31 Agricultural Mechanics I _____AS32 Agricultural Mechanics II _____AU10 Agriscience Applications _____AA21 Animal Science I _____AA22 Animal Science II _____AA23 Animal Science II: Small Animal _____AA31 Equine Science I _____AA32 Equine Science II	_____AP41 Horticulture I _____AP42 Horticulture II _____AU10 Agriscience Applications _____AA21 Animal Science I _____AA22 Animal Science II _____AA23 Animal Science II: Small Animal _____AA31 Equine Science I _____AA32 Equine Science II
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Answer yes to indicate the materials meet the criteria or no to indicate the materials do not meet the criteria. Please explain your responses. Be sure to cite specific page numbers, textual references as well as specific standards.

**PART I CONTENT**

Compatibility with the North Carolina Career and Technical Education Essential Standards. In accordance to State Board Policy TEXT-001, all items in Part I must be marked "yes" in order for the submission to be recommended. If all criteria for Part I are not marked "yes" do not complete Parts II, III, and IV.

	Yes	No
A. Materials present the main concepts that support a minimum of 80% of the instructional indicators or objectives for the course.		
B. Content, methodology, instructional levels, and teaching strategies are consistent with the course indicators or objectives.		

Documentation for PART I CONTENT

**PART II: PEDAGOGY**

Program Area or Career Pathway(s)	Yes	No
A. Materials include a variety of activities for multiple teaching and learning styles.		
B. Materials include optional capstone activities.		
C. Content supports integration of CTSO activities.		
D. Content includes 21 <sup>st</sup> century skills.		
E. Content supports work-based learning.		
F. Content supports career and college opportunities.		

Documentation for PART II PEDAGOGY

# Closing



# Contact Information

## **Dr. Carmella Fair**

Instructional Resource Consultant

Digital Teaching and Learning Division

[nctextbooks@dpi.nc.gov](mailto:nctextbooks@dpi.nc.gov)

## **Mashonda Southerland**

Purchasing Agent

Financial and Business Services

[mashonda.southerland@dpi.nc.gov](mailto:mashonda.southerland@dpi.nc.gov)

