



NORTH CAROLINA
Publishers Meeting
March 10, 2016

Agenda



- Welcome and Introductions
- Overview of Textbook Adoption Process
- Bid Submission Process
- Evaluation Setup and Logistics
- Next Steps and Closing

§ 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 nonprint, 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.



Why Textbook Evaluation and Adoption?



Benefits to Districts/Schools

Textbooks approved deemed to be:

- 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 approved list
 - Districts/schools encouraged to purchase textbooks on the approved list
- Cost savings
 - Centralized shipping to the NC Textbook Warehouse



Who is involved?



- 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



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



- Appoints State Board of Education members
- Appoints Textbook Commission members upon recommendation by the 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 adopt textbooks as codified in the General Statutes of North Carolina § 115C-85 through § 115C-102
- Adopts policies governing the textbook adoption process
 - **GCS-H-000 through GCS-H-008**



Textbook Commission

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

Note: Commission members appoint advisors to assist with the evaluation



Evaluation Advisors

- Assist the Commission in the evaluation of the textbooks
- Advisors vary for each adoption
- Work under the direction of the Textbook Commission members
- Comprised of teachers certified in the area under evaluation (e.g., Health and social studies for the 2016 adoption)
- Preferred that evaluators are currently teaching in the area under evaluation



Publishers

- Company or provider of a textbook
- Publishers must be registered with the NC Publishers Registry to be invited to participate in the submission, evaluation, and adoption process



NCDPI K-12 Curriculum and Instruction/ Textbook Adoption Service Staff

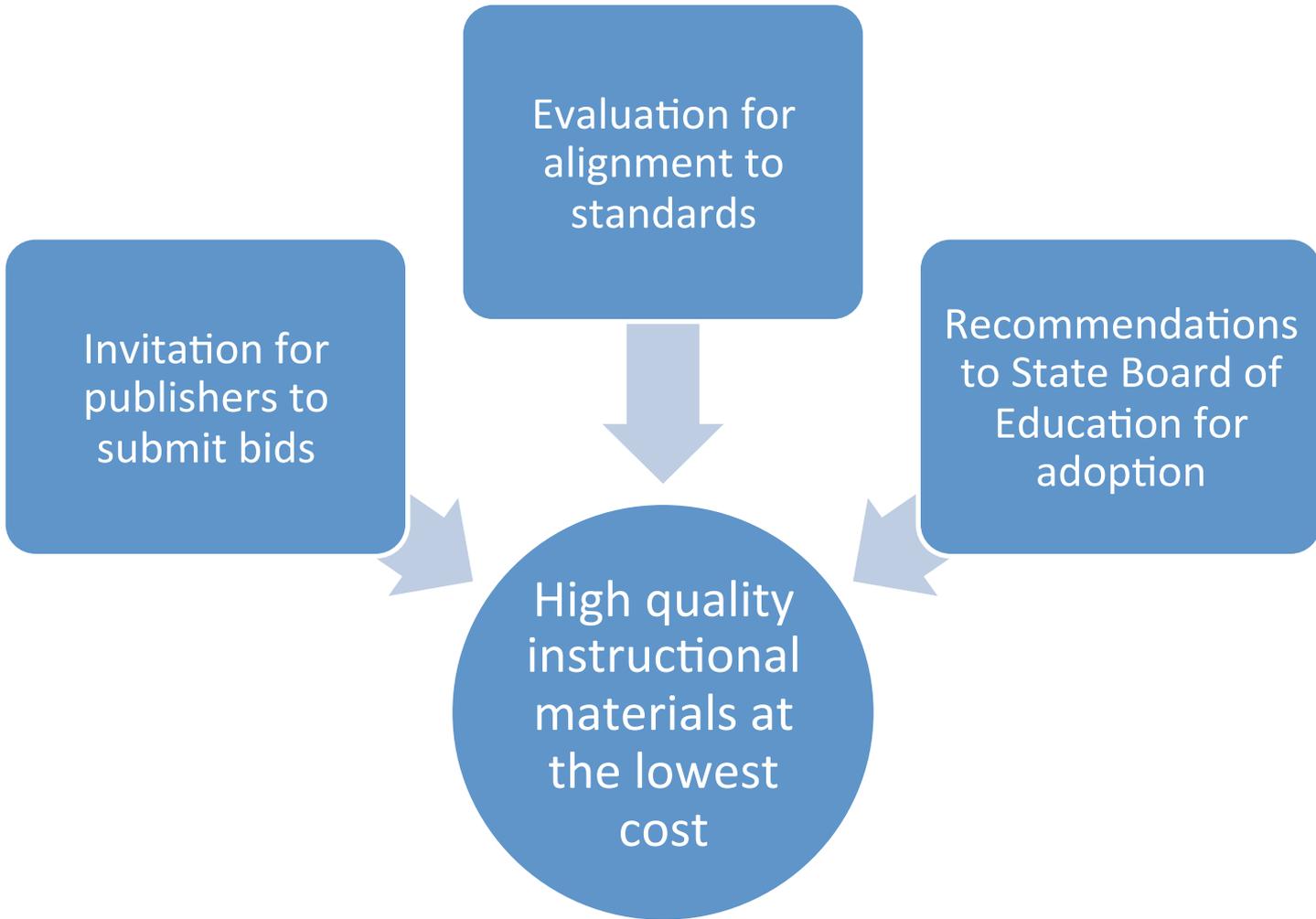
- Assist the State Superintendent in the implementation of the SBE policies
- Support the Textbook Commission members and their advisors
- Communicate with the Publishers via the Publishers Registry



What is the process?



Textbook Adoption





Adoption Process

- DPI develops the criteria for evaluation and selection
- DPI drafts the *Invitation to Submit Textbooks for Evaluation and Adoption in NC* that contains the criteria for selection, all the procedures publishers must follow, and the timeline for submission
- The SBE (including its legal counsel) approves the invitation and then it is sent to Publishers via the NC Publishers Registry



Adoption Process (continued)

- The Textbook Commission selects the advisors who will apply the criteria to the submitted textbooks
- Based on the results of their own reviews and the reviews of the advisors, the Textbook Commission provides a recommended list of approved textbooks to the SBE
- The SBE makes the final decision regarding the list of approved textbooks
- Contracts are completed



Publishers Registry

- Only companies on the registry maintained by the State Superintendent can participate
- Publisher removed if “undue pressure” is exercised toward:
 - State Board of Education
 - Textbook Commission
 - 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

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



Blackout Period

At no time during the adoption process (from the time the State Board approves the call letter/ Invitation until the State Board adopts the list of textbooks) may the Commission or any of its members meet privately with any publishers' representatives.



Review of the Bid Submission Process



What's new in the bid
submission process?

Requesting Bid 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 carmella.fair@dpi.nc.gov
- Email subject line: Request for Identification Number(s)

Requesting Bid Numbers

- Identification numbers are alpha-numeric
 - Ex. **PID6000** for health
 - Ex. **PID7000** for social studies
- The character will be three letters designated by DPI from the Publisher's/Company's name
- The **6000** series of numbers will designate health bid submissions
- The **7000** series of numbers will designate social studies bid submissions

Examples of Bid Numbers

– Health Education

Anybook Publisher requests 10 identification numbers for health textbooks.

ABP6000
ABP6001
ABP6002
ABP6003
ABP6004
ABP6005
ABP6006
ABP6007
ABP6008
ABP6009

**DPI Assigned
Identification Numbers
for 10 health bid
submissions:**

Examples of Bid Numbers

– Health Education

Anybook Publisher requests 10 identification numbers for health bid submissions. **Decides to add four (4) more submissions.**

DPI Assigned Identification Numbers for 10 health submissions:

ABP6000
ABP6001
ABP6002
ABP6003
ABP6004
ABP6005
ABP6006
ABP6007
ABP6008
ABP6009

After requesting identification numbers, if Anybook Publisher decides to add 4 more submissions, Anybook Publisher may add the next four **consecutive** bid numbers following the pattern of assigned bid numbers:

ABP6010
ABP6011
ABP6012
ABP6013

Examples of Bid Numbers

– Health Education

Anybook Publisher requests 10 identification numbers for **health bids**. **Decides to add four (4) more submissions.**

DPI Assigned Identification Numbers for 14 health bid submissions:

ABP6000	ABP6010
ABP6001	ABP6011
ABP6002	ABP6012
ABP6003	ABP6013
ABP6004	
ABP6005	
ABP6006	
ABP6007	
ABP6008	
ABP6009	

Examples of Bid Numbers

– Social Studies Education

Read to Learn Publisher requests 3 identification numbers for social studies bid submissions.

RTL7000
RTL7001
RTL7002

**DPI Assigned
Identification Numbers
for 3 social studies bid submissions:**

Selected Sample Sites

- Publishers requesting identification numbers will also receive a list of selected sample sites.
- Bid submission samples for the Textbook Warehouse and 23 Textbook Commission selected sites
- Samples must not be delivered before June 6th and no later than June 14th



The Cost Proposal Spreadsheet

The Purpose of the Spreadsheet



- This spreadsheet will be used to enter bid information for the textbook adoption process.
- Please save the spreadsheet with the naming convention of *Company Name_Cost Proposal* ex. Green Publishing_Cost Proposal .

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.**

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.**



Evaluation Setup and Logistics

Evaluation Setup and Logistics



Selected site locations

- Samples will arrive no earlier than June 6th and no later than June 14.

Evaluations

- Important Dates: July 17 (set up and presentation) and 22 (cleanup)
- Evaluation site:
Embassy Suites Greensboro Airport
204 Centreport Drive
Greensboro, NC 27409

Submitting Questions

- Deadline for submitting written questions regarding the 2016 Invitation to Submit Textbooks for Evaluation and Adoption in North Carolina is March 21, 2016 2:00 pm (EST).
- All questions must be written and submitted to joni.robbers@dpi.nc.gov by 2:00 pm March 21, 2016
- All responses to Publisher questions will be answered and distributed to Publishers



Next Steps and Closing

Textbook Adoption Contacts

Dr. Carmella Fair

carmella.fair@dpi.nc.gov

Instructional Resource Consultant

Teresa Parker

teresa.parker@dpi.nc.gov

Administrative Assistant

Dr. Tiffany Perkins

Director, K-12 Curriculum and Instruction