FROM IMCAT

IMpulse

THE PULSE OF INSTRUCTIONAL MATERIALS IN TEXAS • 2Q 2014

IMCAT makes SBOE aware of IM funding shortages

IMCAT representatives made their case for more instructional materials funding at the State Board of Education's April 18 meeting, kicking off an effort that will lead to the 84th Legislature next spring.

In an IMCAT survey of schools across the state, about 85 percent said they would not have enough funding to pay for continuing contracts and Proclamation 2014.

Addressing the SBOE, Corpus Christi ISD's Abel Villarreal, a former IMCAT president and current board member, said that districts are aware that they can defer payment of up to 80 percent of their FY2014-2015 Instructional Materials Allotment to order materials for the beginning of school in August.

While that will help, he said, "Eighty percent of 'not enough' is still 'not enough."

About 47 percent of schools responding to the survey had saved

CONTINUED PAGE 5 ► **SBOE**

IMCAT collects money, toys for Toys for Tots



IMCAT collected toys for Toys for Tots, as well as made a monetary donation from the funds raised from the quilt raffle. See more pictures from the IMCAT annual conference last December on pages 14 and 15.

Join IMCAT for summer training

Whether you're new to instructional materials at your school or a seasoned veteran, you'll find useful information at IMCAT's 2014 Summer Institutes.

Summer Institute offers 11 different sites to choose from on different days, so you can work around your schedule.

Cost is \$65 for IMCAT members; \$95 for nonmembers who are employees of Texas schools; and \$195 for representatives of commercial enterprises. Registration fees cover morning refreshments, lunch and materials.

All classes are 8:30 a.m. to 2 p.m. Register online at **www.imcat.org** or find the form on page 13. Here's the schedule for 2014 (Note: Registrants may register for a session at any site; Region listings are for suggestion only):

Regions 1, 2, & 3 > July 14

Abel Villarreal/Betty Adamson
2909 Miori Lane
Victoria, TX 77901
361-788-9203

Regions 4 & 5 ➤ June 12 Jill Cook/John Bridges/ Wayne Schaper West Transition Campus 2100 Shadowdale Lane Spring Branch, TX 77043 817-251-1136

CONTINUED PAGE 12 SUMMER INSTITUTES

Letter from IMCAT President Susan Lenox

It was great to see so many participants at the conference in Fort Worth! Even with the weather constraints, we had a fun-packed few days that included an amazing WELCOME RECEPTION sponsored by Follett and our annual CASINO NIGHT sponsored by IMCAT. Thank



you to all who helped with the conference! Whether through teaching a session or supporting a new coordinator one-on-one, the IMCAT board could not have delivered such an abundant amount of information without the help of veteran coordinators.

Now the real fun begins as we prepare to order and institute the 2014 proclamation. Remember that immediately on the heels of the 2014 adoption will be the challenge of funding Proclamation 2015, which includes Secondary Math, K-12 Social Studies, and Fine Arts. In order to cover the TEKS for both adoptions and, at the same time, incorporate technology into your student's daily learning environment, your district must work together as a TEAM. As a team, we can balance the choices we make to satisfy our content needs with the financial limitations we currently face. As a gentle reminder,

whether we purchase materials for one-to-one coverage or class sets, open source, digital, or digital plus hardcopy, all instructional materials must be purchased first before technology is bought as stated in Senate Bill 6.

IMCAT has heard from districts, and the picture that instructional materials coordinators are painting is not pretty. The comments are basically "There are not enough funds to go around." I encourage you to let your representatives know the challenges your district is facing with instructional materials. Your voice is enough to make a difference and even more powerful to the state if each district sends their concerns collectively.

In EMAT, publishers have created many different packages, hoping to cover the needs of the state. A word of caution is to take your time inputting information into EMAT, as clicking on the wrong package could result in numerous years of concerns. In addition, districts may use up to 80 percent of their September 2014 IMA funds as a deferred payment to publishers; but, I stress your district exercise due diligence when using these funds since they might be needed for the 2015 proclamation.

CONTINUED PAGE 10 ▶ LETTER FROM THE PRESIDENT

IMCAT IMpulse

Official Newsletter of the Instructional Materials Coordinators' Association of Texas

Volume 18 Summer 2014

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Mike Fowler honored with P.D. Thomas Award

Former IMCAT Pres. Mike Fowler received the P.D. Thomas Award at IMCAT's 22nd Annual Conference in December.

Fowler served as president in 2000-2001, when the association was known as the Textbook Coordinators' Association of Texas. He succeeded P.D. Thomas in the post, and Thomas was present to present the award named in his honor.

The award recognizes instructional materials professionals who have mentored other educators to help deliver the future, in the form of instructional materials, to Texas schoolchildren.

Fowler was active early in the formation of the organization that would become IMCAT.

A graduate of Southwest Texas State (now Texas State), he served as a social studies teacher and coach in Aransas County ISD before moving to Pasadena ISD where he was principal of Sam Rayburn High School, assistant superintendent, and textbook coordinator and warehouse manager.

He was instrumental mentoring dozens of instructional materials professionals throughout the state.



P.D. Thomas presents former IMCAT Pres. Mike Fowler with the P.D. Thomas Award at IMCAT's annual conference in Fort Worth last December. The award recognizes instructional materials coordinators who have mentored other educators.

After retiring from Pasadena ISD, he has joined the Writing Academy and is also serving on the Morgan's Point City Council.



SBOE from Page 1

money from the previous year's allotment. Almost all said their motivation was saving for Proc 2014.

Proclamation 2014 calls for new K-8 math, science and technology applications into schools. That's a huge drain on IM funds.

Following on the heels will be another huge amount of materials. Proclamation 2015 calls for high school math and social studies materials for all grades.

Dallas ISD's Matt Tyner, also an IMCAT board member, told the SBOE that districts are unable to plan for the 2015 proclamation, because it all depends on what the Legislature appropriates next spring.

"[D]istricts that have expended the majority of their funds [for Proclamation 2014] will be facing a serious funding issue in order to start school in 2015," he said.

Tyner noted that Dallas ISD faced an average cost of \$87 per child for bilingual materials, but only received an average of \$15 per child in allotment.

Dallas's total cost for Proclamation 2014 was \$24.5 million, Tyner said, but its biennial allotment was \$25.5 million, straining the district to pay for AP materials and for materials for courses that were added after House Bill 5 in 2013 increased curriculum flexibility.

Villarreal pointed out that with the removal of the "maximum cost" ceiling imposed on publishers by the state, the median cost of materials had climbed 70 percent from 2012, when there was a max-cost, to this year.

Also, he noted, districts' IMAs are supposed to support the old \$30-per-student technology allotment that was absorbed with Senate Bill 6 in 2011.

Although Education Commissioner Michael Williams downplayed the strain that districts are facing, SBOE members seemed receptive to IMCAT's message, but they pointed out that they have few options to help districts get more money for instructional materials.

The SBOE sets the payout from the Public School Fund that determines the Instructional Materials Fund. But it's up to the Legislature to appropriate the money.

Monica Martinez, T.E.A. associate commissioner for standards and programs, said that the T.E.A. staff plans to discuss instructional materials issues again at its July meeting.

Contact your representative about funding shortages

IMCAT's appearance at the SBOE meeting in April was a first step, but the road is long.

"We wanted to begin the discussion and publicize the tight constraints that schools find themselves in, and we were successful" said IMCAT Pres.Susan Lenox of Plano ISD. She chairs the IMCAT Board's Legislative Committee.

IMCAT encourages members and all educators concerned with lack of money for instructional materials to contact their State Board of Education member and to contact their state representative and state senator.

A draft letter to state representatives is available under the Resources tab of the IMCAT website, www.imcat.org. The letter should be tailored to your particular school's situation, and preferably come from the school board president or school superintendent.

To find out who represents you on the SBOE and in the Legislature, go to http://www.fyi.legis.state. tx.us/home.aspx.

Get connected with IMCAT!

Join the IMCAT **Google Group** and follow us on **Facebook**.

Links to both are available at **www.imcat.org**

What you should know about EMAT

EMAT, the state's online ordering system for instructional materials, has opened for 2014 orders. If you haven't placed your orders yet, here's some information you need to know:

"I can't see my information in EMAT!"

Districts need to send in their certification form before they can order in EMAT. Districts must verify address, users, and preferred delivery dates.

"I completed all my pre-req's but I still can't order my new adoption!"

Schools must place continuing adoption orders first before you can order new adopted materials.

"What's with the Zip Codes?"

When a district or charter school places a requisition order, intrastate freight is paid for by the state. Freight for disbursements, in the past, were paid by the district/charter school with IMA funds. Now intrastate freight for a disbursement will be paid for by the state and will not come out of your IMA fund.

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When submitting a disbursement for shipping, you will now be asked for the zip code of the sending and receiving locations. Districts/charter schools will place the shipping cost on their POs but the funds will not come from your IMA. TEA will send the funds to your district from a different allocation.

Additional Information

- About 98% of the publishers have signed contracts for deferred payments. All of the big publishers have signed contracts. If you have a question on the small publishers, you can email instructional. materials@tea.state.tx.us to get an answer. The deferred-payment publishers are not listed in EMAT.
- Publishers of continuing adoptions do NOT have a deferred-payment contract with the state. If you have a need for continuing adoption materials you will purchase them with your carry-over money. Since there is not a contract with the state you cannot use deferred money for continuing adoptions.
- Districts should put disbursements in first so
 the carry-over money will be paid to the district in
 normal time. If a disbursement is placed for new
 adoption materials with deferred funds, districts
 will not get their money until October/November.
- State contracts say publishers will receive funds from the state on requisition orders after Sept. 1. Publishers might expect payments for disbursements in September but a district will not have payment until October/November.
- Requisition orders will be paid for by the state. Should be seamless to a district unless you use more than 80% of your deferred money or you choose materials from a publisher that did not sign a contract with the state.
- EMAT will only let you use 80% of your 2014-2015 funds before Sept. 1.

Want to advertise in IMpulse?

Contact Tracy Wagner at tbwagner@texas.net or 512-251-8101

First recipient of the Russell Owen Scholarship attends IMCAT

The first-ever recipient of a Russell Owen Scholarship braved inclement weather and a scary traffic accident to get the training she needed

Lotte Talley of Happy ISD was selected to receive the first Russell Owen Scholarship, which provides lodging, registration fees and a small travel allowance to a first-time attendee of the IMCAT conference.

During her travels from the Panhandle to Fort Worth, her car slid off an icy road, and a truck slid into her vehicle. There were no injuries, and after a days delay, she was able to make it to her first IMCAT conference.

Upon returning to Happy, she wrote to the IMCAT Board last December:

"I want to thank you all very much for choosing me to be the first Russell Owen scholarship recipient. I felt like an honored guest because he was such a special man and meant a lot to this organization. The conference brings a lot to the table and was very well organized.

"The special guest speakers were great, and the presenters of the breakout sessions did a very nice job. I figured out that I do not know much about this new position that I've been asked to take. I also met a lot of people that do know this position very well, and I'm encouraged to know that I can pick up my phone and contact many of them for help. I thank you all for your kindness to those of us who are new in the

"Again I thank you for the scholarship that was beneficial not only to me, but to the small district that I am employed with. Sincerely, Lotte Talley."

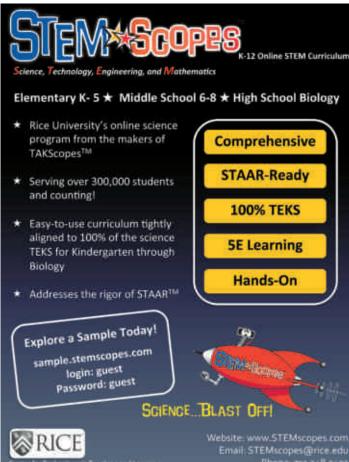
Details of how to apply for a Russell Owen scholarship for 2014 are on pages 8 and 9.

business...





Lotte Talley, the first recipient of the Russell Owen Scholarship, attends I.M. Texas 2013 in Fort Worth. The Scholarship provides lodging, registration fees and a small travel allowance to a first-time attendee of the IMCAT conference.



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How to apply for the Russell Owen Memorial Scholarship for the 2014 IMCAT conference

There's still plenty of time to apply for a Russell Owen Memorial Scholarship to allow you or one of your staff to attend I.M. Texas 2014.

The IMCAT **Russell Owen Memorial Scholarship** honors instructional material coordinators who plan to pursue professional development, and commemorates the achievements of an individual whose passion was public education and the students he served.

Russell Owen, a founder of IMCAT, served more than 30 years as an administrator for the Dallas Independent School District. His dedication to his students and his loyalty to IMCAT serve as an example to his colleagues today and to those who will follow in his footsteps.

One recipient from the Texas instructional materials community will be eligible for a scholarship award to IMCAT's 23rd Annual Conference, Dec. 7-10, Omni Fort Worth, conference meals, three-nights hotel accommodations and up to \$100 reimbursement for approved travel expenses.

To be considered for the IMCAT Russell Owen Memorial Scholarship, an applicant must:

- Be the instructional materials coordinator or directly involved in acquisition of instructional materials.
- Declare intent to attend the entire IMCAT conference in December.
- · Have never attended an IMCAT conference

before and wishes to continue professional development.

 Provide a letter from superintendent or director why applicant is being nominated to attend conference.

The following should be submitted in one envelope:

- A copy of the application form and a letter of support from superintendent or director.
- A copy of the application form is available on page 9 of this newsletter or on the IMCAT website, www.imcat.org.

The packet should be postmarked on or before **Oct. 17, 2014** and be sent to:

Russell Owen Memorial Scholarship Committee Instructional Materials Coordinators' Association of Texas Attention: Cliff Avery PO Box 676 Pflugerville, TX 78691-0676

Your application will be reviewed and voted on by an IMCAT committee.

If you have additional questions, contact John Bridges, IMCAT Past President, via email at **john. bridges@fortbend.k12.tx.us** or call 281-634-2946.

IMCAT provides Proc 2014 resources online

IMCAT has updated its website, **www.imcat.org**, with information that can help your school navigate the intricacies of Proclamation 2014.

A special section of the website reports on what discounts publishers have given districts around the state. Under state law, publishers must offer the same discounts to all school districts and open-enrollment charter schools, no matter the size or geography.

If your district has received a discount, email **textbook@texas.net** with information to be posted.

Also, under the website's Resources tab, publishers are sharing information about deferred payments (as permitted by 2013's House Bill 5) and instructions on how to use disbursements in EMAT to pay for their products.

If you're a publisher representative, share your information with IMCAT at the email address above.

The publisher information is an outgrowth of a meeting between representatives of the Texas Educational Publishers Association (TEPA) and the IMCAT Board April 28.

The publishers and IMCAT agreed they'll continue to share information and will work on ways to streamline the process for Proclamation 2015.





INSTRUCTIONAL MATERIALS COORDINATORS' ASSOCIATION of TEXAS



RUSSELL OWEN MEMORIAL SCHOLARSHIP APPLICATION

Name of Applicant:	Date:
School District:	
Address:	Email :
Office Phone #: Fax #: _	Cell #:
Department:	#of yrs./ months:
Superintendent:Name	Phone:Email:
Director:Name	Phone: Email:
Texas Annual Conference?	tructional Material Coordinators' Association of
Does applicant have the support/approval of D Yes or No	Director or Superintendent to attend?
Does applicant plan on attending the entire cor Yes or No	nference (3 days)?
If no please explain:	
Has the applicant ever attended an IMCAT cor Yes or No	nference before?

IMCAT is planning the summer institutes, which will be held throughout the state of Texas during June and July. Misty Fisher, your IMCAT training coordinator, and her committee are in the midst of creating a day that will provide information to new coordinators as well as build on veteran coordinators' knowledge of instructional materials.

I strongly encourage you to sign up early as the sessions do fill up rather quickly. On a side note, you are not limited to attending the summer institutes in your region; you may attend in any region.

In closing, I want to acknowledge the contributions of John Lopez, Managing Director of Instructional Materials & Educational Technology. John was able to join the IMCAT board for our quarterly meeting in February where he announced his retirement and

silenced the room. While we waited for him to say he was "just kidding," I thought about the partnership he helped to build between IMCAT and T.E.A.; that all of us have worked hard to build, and how deserving he is of a fulfilling retirement. I look forward to the months ahead and know that together we will overcome every challenge.

Please remember the IMCAT board is here to help with any questions you might have. Your IMCAT board is listed on the IMCAT website, **www.imcat. org**; you may send an email to anyone listed.

IMCAT also has a Facebook page for your convenience (just search for "Instructional Materials Coordinators' Association" on Facebook to find our page).

Here's to a successful summer!

IMCAT welcomes new board members



IMCAT members selected new leaders for the Board of Directors at the 2013
Conference in Fort Worth.
They are, from left,
Treasurer KK Korelich, board members Rosa Ojeda and Gracie Coleman; President-Elect Kellie Skarda; Board members Cherie Crews,
Donna McGuire, Wayne
Schaper, Cindy Housler and
Doricell Davis; and President
Susan Lenox. Photo by
Chuck Kennedy.

IMCAT Thanks the Generous Sponsors of the 2013 Conference

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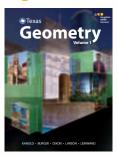
Agile Mind
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Announcing new Texas programs from Houghton Mifflin Harcourt!

Houghton Mifflin Harcourt™ is experiencing great success across the state with our Proclamation 2014 Texas programs: *GO Math!*®, *ScienceFusion*, *Biology*, *Chemistry*, *Physics*, and *Environmental Science*. Now we're proud to announce our new Texas programs being submitted for Proclamation 2015.

High School Math

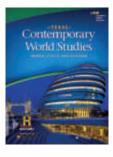




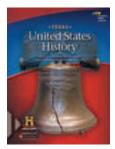


Texas Algebra 1, **Texas Geometry**, and **Texas Algebra 2** by renowned authors, Tim Kanold, Ed
Burger, Matt Larson, Juli Dixon, and Steve Leinwand.
Part of the **Go Math!** series, these state-of-the-art
programs provide coherent, focused, and
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Secondary Social Studies



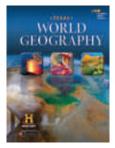


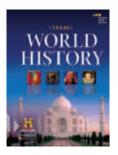


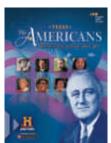




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Summer Institutes from Page 1

Region 6 > June 18

Gracie Coleman/Erica Gruber Snook ISD 10110 FM 2155 Somerville, TX 77879 979-272-8307 x 126

Regions 7 & 8 > June 18

Tony Black/Donna McGuire Pine Tree Junior High 2100 NW Loop 281 Longview, TX 75604 903-839-5500 ext.6167

Regions 9, 14 & 15 > June 11

Kim Slough/Lorrie Payne Crockett Room, Abilene ISD Admin. Building 241 Pine Street Abilene, TX 79601 325-677-1444 x 2854

Regions 10 & 11 > June 16

Cherie Crews/Misty Fisher/ Matt Tyner Keller ISD 350 Keller Pkwy. Keller, TX 76428 817-744-1092

Regions 12 & 13 > July 10

Greg Wright/Sandy McCollum Leander ISD Support Services Building, Conference Room 206 1900 Cougar Country Drive Cedar Park, TX 78613 512-570-0625

Regions 16 & 17 > June 26

Doricell Davis/Dana Wiest Dimmitt High School 1405 Western Circle Dr. Dimmitt, TX 79027 806-647-3101

Region 18 > June 12

Dana Wiest/Kim O'Connor Ector County ISD Textbooks/Records Dept. 619 W. 10th Street Odessa, TX 79761 432-456-8979

Regions 18 & 19 > June 18

*NOTE: 8:30 am-2 pm MDT Kathryn Rey Socorro ISD Maintenance & Operations 201 Tanton El Paso, TX 79927 915-937-0803 (Albert Macias)

Region 20 > June 16

Cindy Housler/KK Korelich/ Brian Squyres Schertz Cibolo Universal City ISD William Malish Annex-Professional Learning Center 200 W Schlather St. Cibolo, TX 78108 210-945-6888

T.E.A's John Lopez retires; vacancies at agency remain

At **IMpulse** presstime, no successor had been named for John Lopez, T.E.A.'s Managing Director of the Instructional Materials and Educational Technology Division.

And another senior vacancy in the division was created when Christopher Lucas, director of Review and Adopted, resigned in early May to accept a post at LearningList.com.

Lopez announced his retirement in February and soon after shared his plans when he visited with IMCAT Board members at their Feb. 10 meeting in Austin



IMCAT Past President Jill Cook presents John Lopez with a gift at the IMCAT 2013 conference in Fort Worth. Photo by Chuck Kennedy.

SAVE the DATE! IMCAT's 23rd Annual Conference Dec. 7-10, 2014 ► Omni Fort Worth Hotel

Instructional Materials Coordinator 101

IMCAT Summer Institute 2014 8:30 am - 2 pm • 11 sites in Texas

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How long have you been a coordinator?	
Less than 1 year	
☐ 1-5 years	
☐ 5 years or more	
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Billing Address (if different from above)	
City/State/Zip	
Mail or fax your registration to: IMCAT Summer Institute	
P.O. Box 676 Pflugerville, TX 78691	
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info@imact.org www.imcat.org	

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I.M. TEXAS 2013 ROUND UP













Clockwise From Top: Welcome to Ice-CAT: Despite the wintry weather, IMCAT's 22nd Annual Conference was a success • Guest speaker Vicki Hitzges motivates attendees during the opening session • Attendees meet with exhibitors during the conference • Kellie Skarda and Abel Villarreal lead a breakout session during the conference • Outgoing President Jill Cook passes the gavel to incoming President Susan Lenox • Conference attendees network and visit during a luncheon. Photos by Chuck Kennedy.

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Clockwise From Top: Attendees enjoy the Welcome Reception, sponsored by Follett • Attendees meet with exhibitors during the conference • Marines announce the winner of the quilt raffle. Proceeds from the raffle went to Toys for Tots • Conference attendees enjoy networking during a luncheon • Dr. Shirley Neeley Richardson speaks during the Presidents' Lunch at the conference • Attendees try their luck at the Annual Casino Night, sponsored by IMCAT • IMCAT collected toys for the annual Toys for Tots drive. Photos by Chuck Kennedy.















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Instructional Materials Coordinators' Association of Texas

P.O. Box 676 Pflugerville, TX 78691 (p) 512-251-8101 (f) 512-251-8152

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