



FROM IMCAT

# IMpulse

THE PULSE OF INSTRUCTIONAL MATERIALS IN TEXAS • 2Q 2019

## Summer training gets you ready for fall

### *IMCAT Summer Institute offers varied dates, locations*

*Register at [www.imcat.org](http://www.imcat.org)*

IMCAT wants to help you get your school ready to open its doors this year with a revamped Summer Institute.

The refined **Instructional Materials 101** will have information you need to order, process and inventory instructional materials for your students.

This basic course is ideal for instructional materials coordinators who are new to the post, but there's plenty of great information for the veteran instructional materials professional.

Training will include updates on the changes that were implemented in **EMAT**, the state's online instructional materials ordering system.

This year's sessions will also include

a report on the Legislature and new laws that could change how you do your job.

The advantage of Summer Institute is that, with 13 sites and several dates to choose from, you can get your knowledge close to home, when it fits into your schedule.

**Here's the schedule for 2019 (Note: You may attend one session at any site; City/region listings are for suggestion only):**

**Abilene Area** (ESC Regions 14/15)  
8:30am-3pm Tues. June 11  
241 Pine St., Crockett Room  
Abilene, TX 79601

SEE PAGE 10 ► INSTITUTE

### Inventory-tracking bill passes House

An IMCAT-supported bill that would give Texas schools more flexibility in their use of their Technology and Instructional Materials Allotment has passed the Texas House.

House Bill 396, authored by State Rep. Gary VanDeaver (R-New Boston), would allow schools to use their allotment to buy software that would track instructional materials inventory.

After the allotment was created in 2011, schools were allowed to use the funds for inventory-tracking software, but a subsequent Texas Education Agency interpretation ended that practice.

The legislation will restore the ability to use funds for software to manage instructional materials inventory.

SEE PAGE 6 ► BILL



**Texas House Speaker Dennis Bonnen greets IMCAT Board Member Lynn Grell-Boethel of Columbia-Brazoria ISD. The IMCAT Board visited lawmakers Feb. 25 to provide information about issues facing provision of Texas instructional materials. Grell-Boethel lives in Bonnen's district.**

### TEA staff offers tips for summer

Forget *Game of Thrones*: "Summer is coming."

The really tough battle is looming for instructional materials coordinators this summer as they face the challenge of processing a huge Proclamation.

Texas Education Agency Instructional Materials Division staff members Janet Warren and Lea Ann Lee met with the IMCAT Board of Directors in April and offered some tips to make thing a little easier:

- If an instructional materials coordinator finds that links aren't active in EMAT, the problem may be that the school

SEE PAGE 9 ► TEA TIPS

## Letter from IMCAT President Wayne Schaper

Happy Spring! I hope that you've survived the proclamation process so far; unfortunately, you are only halfway through.

This summer is going to be challenging, but we at IMCAT know that you can do it. Please remember that we are always here to help you with anything that you have questions about. Our vision — Inform Mentor Collaborate Advocate and Train — is the cornerstone of our organization, and our board members are here to support you in any way.

\* \* \*

Until the Legislature adopts its budget and the governor signs it into law — probably around late June — we won't know precisely how much money our school districts and open-enrollment charter schools will have to spend over the next two years, beginning September 1.

Until then schools will only be able to use Technology and Instructional Materials Allotment money they were previously appropriated.



Because of the scope and complexity of Proclamation 2020 and because the method of determining the distribution from the Permanent School Fund decreased the amount of money we'll receive this year, schools, as usual, will have to find ways to do more with less.

IMCAT wants to help you do more and do it better. To that end, we are offering our Summer Institute.

Over June and July, IMCAT leaders will offer 13 one-day training sessions across the state to help you prepare for the beginning of the 2019-2020 school year. This training is called "Instructional Materials 101" — a great introduction course for someone new to the Texas instructional materials process. It's also a great refresher course for veterans.

This year's Summer Institute will also include a legislative update to let you know about how new laws will affect the way we do our work.

While we are confident that the curriculum of our Summer Institute will be a great introduction or review, there's another side of Summer Institute that I've seen as both a participant and an instructor.

SEE PAGE 6 ► PRESIDENT



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Bunny Adams  
Assistant Superintendent,  
Vidor ISD

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Jayne Burton  
Secondary ELA Coordinator,  
Boerne ISD

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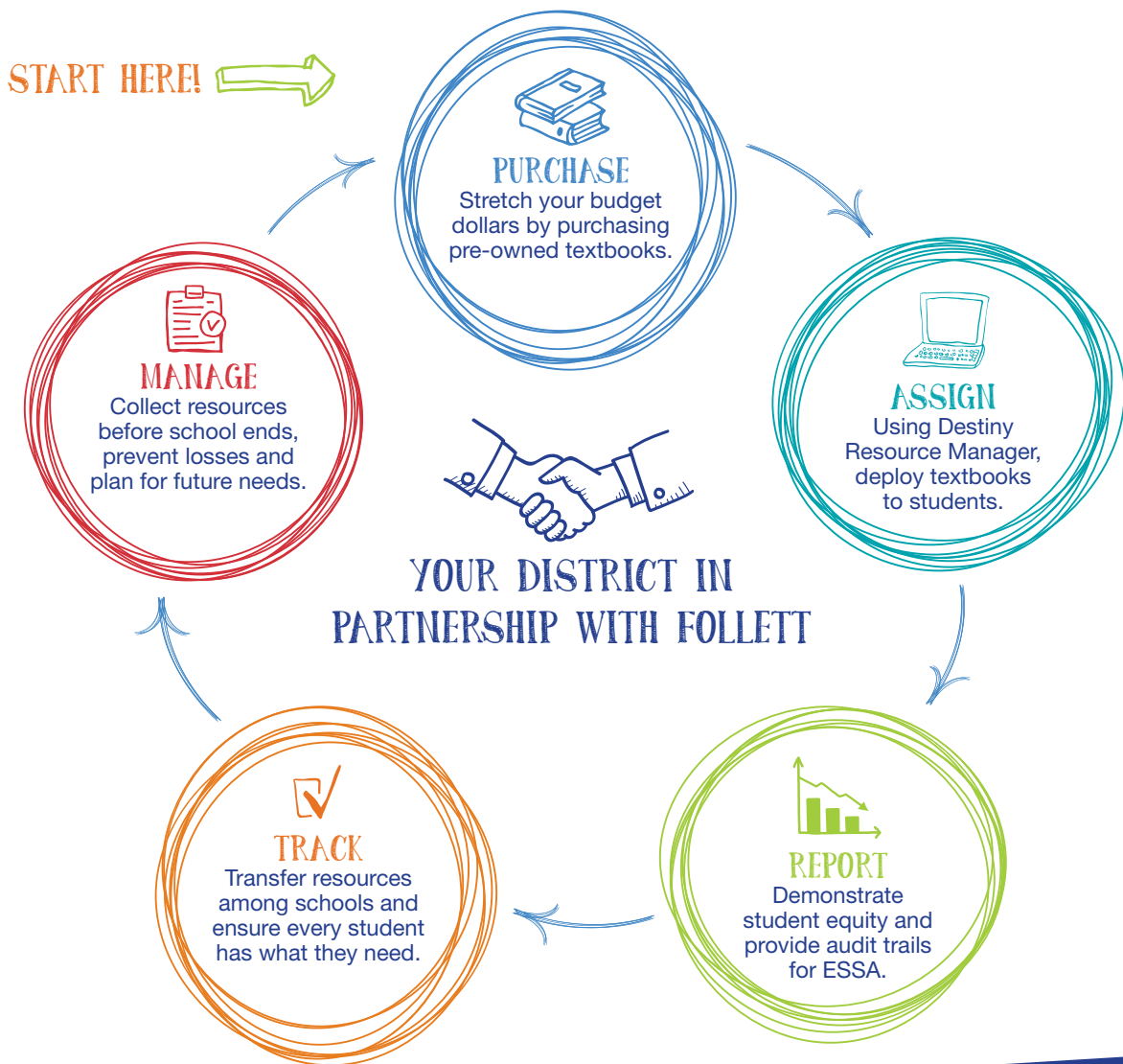


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# TEA to launch Help Desk in late May

By Cliff Avery  
IMCAT Executive Director

The Texas Education Agency Instructional Materials Division hopes to launch its Help Desk in late May to improve response to questions and problems facing Texas schools.

Once the Help Desk is launched, when district or charter school instructional materials coordinators have a problem, they can access a portal through the TEA website to submit a question or to consult posted responses to Frequently Asked Questions (FAQs).

Division Director of Distribution and Accessibility Janet Warren told the IMCAT Board of Directors at its recent meeting that a “soft opening” of the new feature is planned. Division staff will continue to respond to phone calls and emails, but eventually all inquiries will be directed to the Help Desk.

She said that, even when they take phone or email questions, Division staff members will enter the questions and responses to build up the knowledge database and to record the kind of inquiries they’re receiving.

“We want to track what questions there are and what we’re working on,” she said.

Warren said that TEA hopes to build up its FAQs to give

schools more ability to diagnose and solve the problems they have in common with others. That way, Division staff will be able to focus on helping instructional materials coordinators solve unique problems that they may encounter.

The Help Desk will be accessible through TEA’s website, currently at the top right of the home page ([tea.texas.gov](http://tea.texas.gov)). “Instructional Materials” will be added to other Help Desk topics, such as TEAL Access, Grants and Fingerprinting.

Warren said that the Instructional Materials Division is working on a new set of training videos to assist instructional materials coordinators. No date has been set for the videos to be available.

New coordinators are already required to be certified before they can access EMAT, but new videos will address specific topics – salary disbursements, for example – allowing veteran coordinators to refresh their knowledge.

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# Apply for IMCAT conference scholarship

Instructional materials coordinators who have never attended an IMCAT conference can apply for the Russell Owen Memorial Scholarship for free registration to the conference... and more. Deadline for application is **Oct. 1, 2019**.

The IMCAT Board will consider applications at its November meeting.

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.

At least one recipient from the Texas instructional materials community will be eligible for a scholarship award to IMCAT's 28th Annual Conference, Dec. 8-11 at the Embassy Suites Hotel and Convention Center in Frisco.

The scholarship covers conference registration,

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 November,
- have never attended an IMCAT conference before and wish to continue professional development, and
- provide a letter from a superintendent or director as to why applicant is being nominated to attend conference.

An application form can be found on Page 7. Return the completed application along with the required letter to:

IMCAT Russell Owen Memorial Scholarship Committee  
P.O. Box 676  
Pflugerville, TX 78691-0676

If you have additional questions, contact IMCAT via email at [textbook@texas.net](mailto:textbook@texas.net) or call 512-251-8101.

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## President

*from Page 2*

The knowledge you receive from Summer Institute does not come just from IMCAT's PowerPoint or presentation or handouts.

It also comes from the opportunity to meet colleagues from your area and exchange ideas, learn shortcuts and make contacts that can benefit you throughout your school year and beyond.

Informal conversations during breaks or during lunch are often more than idle chit-chat. They are true connections that share knowledge and provoke creative thought that can improve operations when participants are back in their offices or warehouses.

I have seen these connections last. A coordinator may find a mentor or colleague from a nearby district who can serve as a resource for the entire school year or for a career.

I hope you will take advantage of IMCAT's Summer Institute and the knowledge you can gain there.

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## Bill

*from Page 1*

"One school can use the allotment funding to purchase millions of dollars of instructional materials," said IMCAT Board President Wayne Schaper of Spring Branch ISD. "It makes sense that a school can use a small portion of the allotment to manage and protect that investment."

At IMPulse presstime in early May, HB396 had been referred to the Senate Education Committee, where it was awaiting a hearing. IMCAT Legislative Counsel Colby Nichols expressed confidence that the bill would get through the Senate and be headed to the governor's desk before the 86<sup>th</sup> Legislative Session ended.

The bill would also shift the responsibility for interstate freight expenses from local schools' allotment to the Texas Education Agency. Currently, TEA is only responsible for intrastate shipping costs.

"We think that TEA, representing all Texas schools, may be able to negotiate better interstate shipping rates than 1,200 school districts acting individually," Schaper said.

**SAVE THE DATES: IMCAT 28th Annual Conference  
Dec. 8-11, Embassy Suites Hotel & Conference Center, Frisco**



# INSTRUCTIONAL MATERIALS COORDINATORS' ASSOCIATION of TEXAS



## RUSSELL OWEN MEMORIAL SCHOLARSHIP APPLICATION

Return by Oct. 1, 2019 to Russell Owen Scholarship, C/O IMCAT, PO Box 676, Pflugerville, TX 78691

Name of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

School District: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_ Email address: \_\_\_\_\_

Office Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_ Cell #: \_\_\_\_\_

Department: \_\_\_\_\_ #of yrs./ months: \_\_\_\_\_

Superintendent: \_\_\_\_\_ Phone: \_\_\_\_\_  
Name Email address: \_\_\_\_\_

Director: \_\_\_\_\_ Phone: \_\_\_\_\_  
Name Email address: \_\_\_\_\_

Applicant: Please explain why you deserve a scholarship to the Annual Conference of the Instructional Materials Coordinators' Association of Texas?

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Does applicant have the support/ approval of Director & Superintendent to attend?  
(please include letter of support) Yes or No

Does applicant plan on attending the entire conference (3 days)? Yes or No

If no please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Has the applicant ever attended conference before? Yes or No

# Survey says..!

## Schools share '19 purchase plans

A majority of Texas schools are planning to use their TIMA funds to purchase complete programs for all grades this year, according to a survey IMCAT conducted.

Of the 86 respondents to the survey, 56.4 percent planned to purchase complete programs. A little more than a quarter – 28.2 percent – planned to purchase customized packages for all grades, and 9.4 percent planned to purchase separate components.

Print materials continue to be in the mix for schools' instructional materials. Only one school district planned to purchase 100 percent digital-only instructional materials.

About half of the survey respondents – 48.2 percent – said their materials purchases would be comprised of between 24 and 49 percent digital-only products.

When purchasing print materials, 41.1 percent of respondents said they planned to purchase mostly print materials for each student they served, while 37.6 percent said their schools would be purchasing mostly class sets.

A strong majority of schools will continue to rely on the State Board of Education adoption process when they make their purchases.

Six of ten respondents (61.1 percent) said they would select their purchases from SBOE-adopted materials and purchase through EMAT requisition or disbursement.

About a quarter (23.5 percent) said they would make purchase from both SBOE-adopted lists and from nonadopted materials, purchased either through EMAT disbursement or by local funds outside EMAT.

The survey asked respondents to rate their purchasing priorities.

The highest priority was given to Grades K-2 English/Reading/Language Arts, followed by Grades 3-6 English/Reading/Language Arts and Grades 6-8 English/Reading/Language Arts. At the bottom of the nine-item list was Personal Financial Literacy (secondary).

The IMCAT survey, developed in cooperation with lobbying firm HillCo Partners, received 86 responses, about 7 percent of the state's 1,203 school districts.

## Perspectives on the process

In its survey of instructional materials staff in Texas schools, IMCAT asked what suggestions the respondents had to improve the process. Here is a sampling of responses:

- Recognize that the amounts funded for a biennium do not come close to purchasing an adoption for 8 years.
- I was very disappointed in the amount of money I received two years ago. We tripled our students, but my money wasn't tripled from the past two years. I wasn't able to buy the materials we needed for student growth.
- I recommend working on the adoption cycle. Many large adoptions expire before they are addressed in the next proclamation. In addition to funding the current adoption, licenses will need to be purchased to extend use of materials through to the next proclamation addressing them.
- I appreciate that all SBOE-adopted publishers are contractually obligated to make materials and licenses available at set pricing for the full adoption period, but districts still have to find TIMA funds.
- Have a separate fund for technology.
- We need more money!!! Our district is really upset that we cannot even consider an English adoption that includes print components.
- The whole SBOE-adopted process seems obsolete to us. Almost all of our orders are through disbursement requests. Even if we do get material from the SBOE-adopted list, it usually does not match a category or we get a price reduction.
- Technology money needs to be separated out. That needs to be a whole different system.
- Eliminate having to go through EMAT for approval for state-adopted materials.
- It would be very helpful if TEA would take a hard look at the cost of shipping on a disbursement. On one order we are placing for Elementary ELAR, the shipping alone is just over \$25,000. For what we are paying the company for the adoption, the shipping should be free or at least reduced. With no regulation from TEA, the publishers are free to charge whatever they want. Shipping can be anywhere from 2 percent to 10 percent or more of the cost of the materials
- Once the State Max Cost went away, the publishers have figured out how to put their prices very close to the amount we will be getting so that they can get as much as possible. The competitive edge went to the publisher, not the local school districts. Yes we can purchase what we want and how we want but are our teachers really getting what they need to teach the students?.....Not likely. That is why we are purchasing materials that will still be in use in six or seven years.



district or open-enrollment charter school hasn't certified that for each subject in the required curriculum (except P.E.), students have access to instructional materials that cover all the TEKS.

- Another reason that the links aren't active may be that the school hasn't specified summer ship dates (when staff will be on-duty to receive instructional materials shipments).

- TEA advises that schools should not just put in summer ship dates in June and let it go at that. If there are no dates after June, the system defaults to a shipment receipt date seven days after the order. If your summer ship dates are in June and you order in July, there may not be anybody in the warehouse to receive the shipment on the default date. Best practice: have summer ship dates throughout the summer, at least a couple a month.

- EMAT is only fully compatible with Internet Explorer, although it may do okay with other browsers. If you encounter a strange error message — a "Fetching Error" might be one — then clear the browser's history. Sometimes the browser may cache some data that can foul up the response.

- Deadline for ordering Braille materials so they arrive by Aug. 26 is May 17. Because of contractual delays, Large Print and Audio formats won't be available to be ordered when EMAT is opened. Once available, they can be ordered by mid-July for timely delivery.

## Abel Villarreal earns P.D. Thomas Award

Abel Villarreal of Corpus Christi ISD was named recipient of the prestigious P.D. Thomas Award at IMCAT's Annual Conference in Galveston.

The award, named for the former Allen ISD coordinator and a past IMCAT president, recognizes a coordinator who has demonstrated excellence in a career marked by significant achievement. The award also recognizes commitment to supporting IMCAT.

Villarreal has served twice as president of IMCAT. He has represented the organization before the State Board of Education and the Texas Legislature.

The award also noted that Villarreal has been a presenter at IMCAT's conference and at its Summer Institute.

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# McGraw-Hill, Cengage say they'll merge

**(2019 schedule continued)**

**East Texas** (ESC Regions 7/8)

8:30am-3:30pm, Tues. June 18  
Wildcat Technology Center  
108A Wildcat Dr.  
Whitehouse, TX 75791

**Austin Area** (ESC Regions 12/13)

8am-2:30pm, Wed. June 19  
Leander ISD Support Services Bldg.  
1900 Cougar Country Dr., Rms.  
206A/B  
Leander, TX 78613

**Beaumont** (ESC Region 5)

8:30am-3:30pm, Wed. June 19  
Region V ESC  
350 Pine St., Ste. 500  
Beaumont, TX 77701

**El Paso Area** (ESC Regions 18/19)

8:30am-3pm MDT, Wed. June 19  
ESC Region 19  
6611 Boeing Dr,  
El Paso, TX 79925

**Metroplex** (ESC Regions 10/11)

8:30am-3:30pm, Wed. June 19  
Dallas ISD  
Edison Training Center  
2940 Singleton Blvd.  
Dallas, TX 75212

**Wichita Falls Area** (ESC Region 9)

9am-3pm, Wed. June 19  
WFISD Education Center Rm. 302  
1104 Broad St.  
Wichita Falls, TX 76301

**Houston** (ESC Region 4)

9am-3pm, Thurs. June 20  
Fort Bend ISD Training Center  
550 Julie Rivers Dr.  
Sugarland, TX 77478

**North Houston** (ESC Region 6)

8:30am-3:30pm, Mon. June 24  
Conroe ISD  
106 Gladstell St.  
Conroe, TX 77382

**Panhandle** (ESC Regions 16/17)

8:30am-3:30pm, Wed., July 10  
Lubbock Cooper ISD Laura Bush  
Middle School  
3425 118th St.  
Lubbock, TX 79423

**Laredo Area** (ESC Region 1)

8:30am-3:30pm, Thurs. July 18  
United ISD Bill Johnson Student  
Activity Complex (SAC RM #2)  
5208 Santa Claudia Lane, Laredo  
78043

**San Antonio Area** (ESC Region 20)

8:30am-3:30pm, Tues. July 23  
Marion Dolford Learning Center (in  
SCUCISD)  
200 W. Schlather St.  
Cibolo, TX 78108

**South Texas** (ESC Regions 2/3)

8:30am-3:30pm, Thurs., July 25  
Veterans Memorial High School  
3750 Cimarron Blvd.  
Corpus Christi, TX 78414.

**Register at [www.imcat.org](http://www.imcat.org).**

Registration fee is designed to be affordable to assure that as many schools as possible can take advantage of this important training. Here are registration fees:

**Member** (employee of Texas public school or open enrollment charter):

Cost: \$65.00 Includes morning refreshments, lunch and materials

**Nonmember** (employee of Texas public school or open enrollment charter school):

Cost: \$95.00 Includes morning refreshments, lunch, materials and 2019 IMCAT Membership

**Representative of Commercial Enterprise**

Cost: \$275.00 Includes morning refreshments, lunch and materials  
Commercial entities may also contact IMCAT at 512-251-8101 for sponsorship options.

McGraw-Hill and Cengage have announced an all-stock merger on equal terms.

The merger will create the second-largest instructional materials publisher in the U.S. with roughly \$3.16 billion in annual revenue.

The merger is subject to federal approval and may not be fully implemented until 2020.

The companies explained the merger at <https://betterlearningtogether.com>.

Angela Amundsen, Texas/Southwest Vice President for McGraw-Hill, said the company "remains fully committed to serving the needs of Texas schools, and we are excited about the possibilities." In an email to IMCAT, she said that the two companies "must and will remain separate and independent entities" until the deal is final in 2020.

A McGraw-Hill press release said Cengage and McGraw-Hill are two organizations with "complementary missions, capabilities and talent".

Both have long-established offices and powerful brands in more than 100 countries and serve educators and students in K-12, Higher Education, English Language Teaching, Professional, Medical and Library Reference markets.

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## Sailing into the future in Galveston

Participants at IMCAT's 27th Annual Conference in November "sailed into the future". At top, instructional materials professionals from across the state learned new things to take them into the future. Above left, students — Texas's future — from the Spring Forest Middle School Choir perform at the closing session. Above right, Incoming Pres. Wayne Schaper (Spring Branch ISD) receives the gavel from outgoing Pres. Tony Black (Whitehouse ISD) to take IMCAT into the future.

### IMCAT Impulse

*Official Newsletter of the Instructional Materials Coordinators' Association of Texas*

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