



FROM IMCAT

IMpulse

THE PULSE OF INSTRUCTIONAL MATERIALS IN TEXAS • 3Q 2018



at IMCAT's 27th Annual Conference

Set your sails for I.M. Texas 2018—IMCAT's 27th Annual Conference, Nov. 11-14 at the Moody Gardens Hotel and Convention Center in Galveston. This year's conference brings together all facets of the state's instructional materials community—instructional materials coordinators, curriculum specialists, school technology staff, business office personnel and publishers—traditional and electronic.

Online registration—with check, P.O. or credit card—is already available on the IMCAT website, www.imcat.org. Register by Oct. 20 to get a discounted early rate. IMCAT offers a \$50 discount for online group full registrations of three or more, so it make sense to bring all the players from your school. Remember: It's only available online.

The Texas Education Agency has approved IMCAT registration fees for instructional materials allotment reimbursements. We know money's tight, so we've lowered our full registration rate more than 15%. Full registration (\$295/person early rate) includes continental breakfasts Nov. 12 and 13 and a full breakfast Nov. 14, luncheons Nov. 12 and 13, and admission to Casino Night, sponsored by Follett School Solutions on the evening of Nov. 13.

To help guide you to the information you need, we've

CONTINUED PAGE 16 ► CONFERENCE

IMCAT Welcomes Chairman Dan Huberty to I.M. Texas 2018

IMCAT welcomes the chairman of the powerful House Public Education Committee to its Annual Conference to give the keynote speech during the Tuesday luncheon.

Chairman Dan Huberty was elected in 2010 to represent District 127 in the Texas House of Representatives. Before his election to the Legislature, Huberty served on the Humble ISD school board for five years. In his last year as a trustee, he served as the board president.

CONTINUED PAGE 10 ► CHAIRMAN

Apply for a Russell Owen 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. Because the conference is earlier this year, deadline for application is **Friday, Sept. 21, 2018**.

That's a hard deadline. The IMCAT Board will consider applications at its meeting Monday, Sept. 24.

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.

CONTINUED PAGE 14 ► RUSSELL OWEN

Letter from IMCAT President Tony Black



One of my favorite writers, Mark Twain, once said, “The secret of getting ahead is getting started.” At this busy beginning of the school year, that may be all that you’ve been able to do; just get started. I’m trusting all of you have had a great beginning and are looking forward with anticipation to an impactful school year in your respective districts.

As I look forward on this 2018-19 school year, there are several things I’d like for you to consider with me. First of all, I’ve made it a personal mission to make it around to every region in the state during my term as president. I so appreciate the support of our board of directors in allowing me to take on this effort and I believe it is going to pay great dividends toward strengthening our membership across the state. Please take a look at the schedule included on page 11 of this newsletter to see the schedule for the fall and when I will be in your region. I’d love to connect with you and hear your stories “from the field.” Some dates are still being solidified so please check the imcat.org website for updates.

Secondly, please mark your calendar for Nov. 11-14 and make sure to attend our annual conference at Moody Gardens Hotel, Spa and Convention Center. Our 27th annual conference is one you don’t want to miss as we all gear up for the 86th legislative session and Proclamation 2019. Don’t let this opportunity pass you by to come get questions answered by TEA, our legislative counsel and the host of talented and seasoned IMA coordinators who will present throughout the conference. President-elect, Wayne Schaper from Spring Branch ISD, has put together a GREAT program and you WANT to be a part of it.

Finally, know that all of us at IMCAT want you to be a part of what our organization is doing and becoming. Maybe it’s not financially or otherwise feasible for you to attend the conference in November, but you CAN be a member and you have access to newsletters, email blasts, lunchtime learning opportunities, discounted Summer Institute fees and more to come. Most of all you’ll be connected to like-minded individuals who do your job and know your struggles.

CONTINUED PAGE 9 ► PRESIDENT

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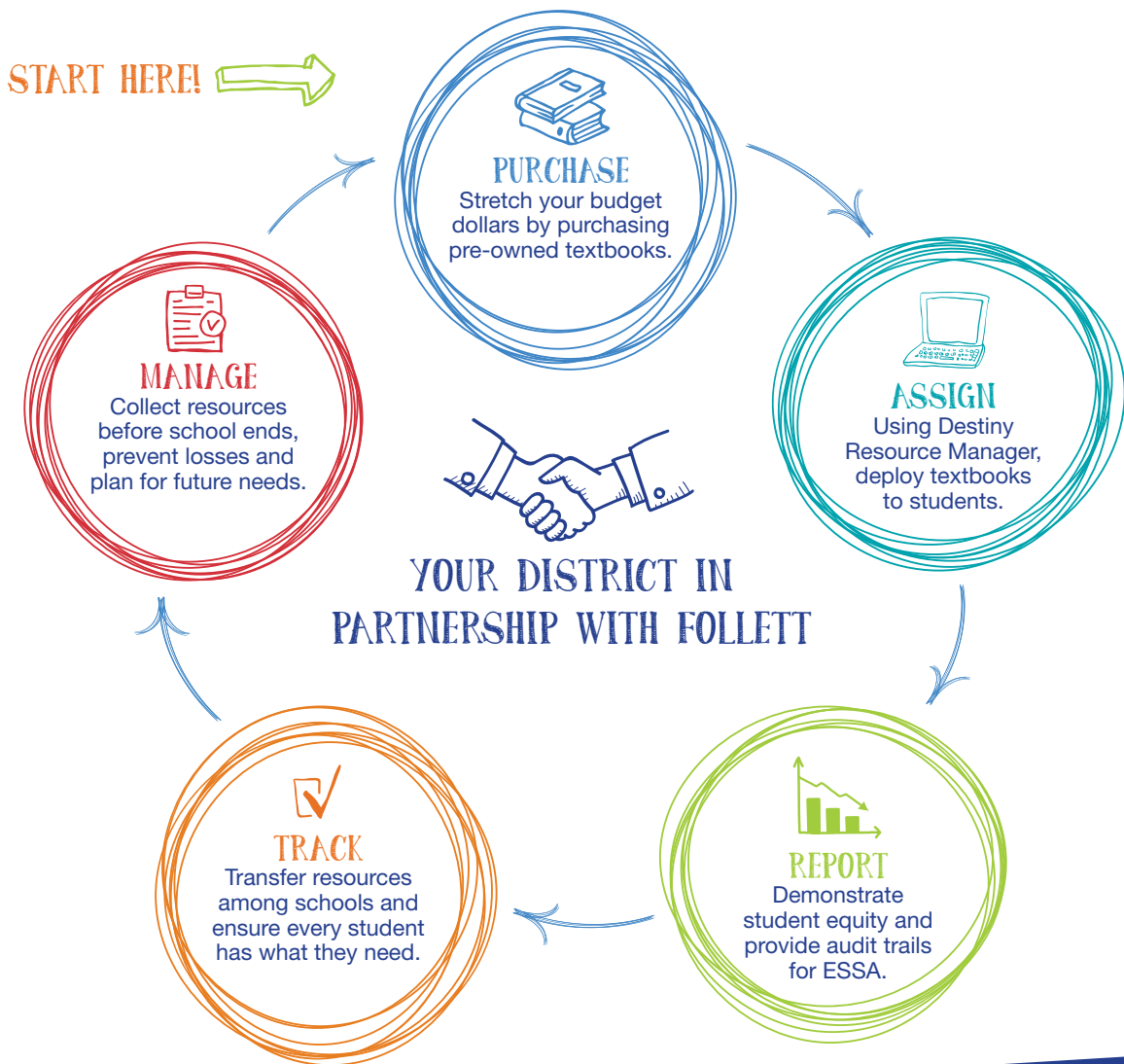


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General Land Office Stops Contributions to Permanent School Fund

By Cliff Avery

IMCAT Executive Director

The State's General Land Office will make more money available directly to the state fund that pays for instructional materials in the coming biennium.

But the GLO won't add to the Permanent School Fund administered by the State Board of Education (SBOE), and that may reduce—both in the short-term and the long-term—the amount of money that the SBOE can provide for instructional materials.

At its Aug. 21 meeting, the GLO's three-member State Land Board voted to transfer \$300 million a year in the 2020-2021 biennium to the Available School Fund (ASF). Under 2011 legislation, half of the ASF goes to the Instructional Materials Fund.

After deductions for state expenses (e.g., freight, accessible materials), the bulk of the Instructional Materials Fund is parceled out to Texas schools as the Technology and Instructional Materials Allotment, which is why we're talking about it in IMCAT's newsletter.

The School Land Board's contribution is neither the only way nor the major way that the ASF gets money. The SBOE administers the \$33 billion Permanent School Fund, which is more than three times the size of the fund that the School Land Board administers from royalties and rents received from state land and from real estate investments.

Proceeds from the SBOE-administered Permanent School Fund—about \$1 billion a year in the last biennium—go to the Available School Fund, too.

For the first time in at least 15 years, the GLO won't transfer funds to the SBOE-managed Permanent School Fund, the "corpus" of the 164-year-old trust set up to pay for instructional materials. SBOE Member David Bradley, who chairs the board's committee that oversees the Permanent School Fund, said that prior to legislative action in 2001, the School Land Board was required to transfer 100 percent of its assets to the SBOE-administered fund.

Think of the Permanent School Fund as the State's instructional materials "golden goose." It lays the "golden eggs" that, as the Available School Fund, pay for technology and instructional materials in schools. The more the GLO feeds it, the more eggs it will produce down the line. But now, instead of feeding the goose, the GLO is just throwing in some eggs of its own for one biennium.

GLO transfers to the Permanent School Fund since 2004 have ranged between \$200 million and \$500 million a biennium.

Bradley said the GLO State Land Board's decision will

affect the amount that the SBOE sets to distribute to the ASF when it meets this fall.

Bradley told *IMpulse* that the GLO's contribution to the Permanent School Fund is factored into the SBOE's formula for setting the biennial disbursement. No GLO contribution means a lower disbursement and, inevitably, a lower amount that will go to schools' instructional materials allotment from the SBOE distribution.

In its Aug. 21 discussion of its contribution, the School Land Board was unaware of the SBOE formula. Asked if the SBOE was expecting a transfer to the Permanent School Fund, Rusty Martin, the GLO's chief investment officer, responded that any SBOE expectation was "mere conjecture."

Martin had recommended that the GLO transfer \$655 million in the 2020-2021 biennium: \$300 million a year to the ASF, and the remainder to the Permanent School Fund. The GLO transfer to the ASF is capped at \$300 million a year.

Land Commissioner George P. Bush, who chairs the School Land Board, moved that the board only transfer \$300 million year for the two-year budget cycle to the Available School Fund, citing discussions with legislators who will need to address school finance issues during a tight budget year. Bush's two colleagues on the board agreed.

"The fact that this board can move in a historic fashion and make a \$600 million distribution directly to the Available School Fund to aid the legislature shows the public the high-profile returns to the Permanent School Fund has achieved and the PSF Board's determination to be a good steward of taxpayer dollars," Bush said in a Tweeted statement.

Bush's use of the term "Permanent School Fund Board"

CONTINUED PAGE 14 ► GLO

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tbwagner@texas.net or
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Pearson Developing the “Netflix of Education”

Here is an excerpt of an interview with Albert Hitchcock, Chief Operating Officer and Chief Information Technology of Pearson. The interview is conducted by Peter High and appeared on Forbes website (<https://www.forbes.com/sites/peterhigh/2018/08/20/how-174-year-old-pearson-is-developing-the-netflix-of-education/#27a46513c0a>) on Aug. 20.

High: You described the vision of delivering Pearson’s education, content, and services through a single platform as creating the “Netflix of Education.” Could you talk about this long-term vision?

Hitchcock: The intention of the message was to have the viewpoint that we needed to move to a platform type of model where we have all our products, services, and capabilities that we deliver to our customers in a single ecosystem. A great deal has been written around this model at Pearson, and that is especially relevant as our company grew through acquisitions. Ours is a diverse business that is over 170 years old and has had many different types of companies under the umbrella of Pearson for many years. Recently, education has become the primary focus, but that complexity that was acquired over those decades was inherent within the company. The way we serve our customers had been across many different brands and many different types of digital products. We sell millions of books and material on the digital side. We had to figure out how to transform that to be a consistent, high-quality branding experience and one that is comparable to the best customer experiences out there.

Silicon Valley companies create the benchmark for the digital experience by being platform businesses. Our vision is to leverage the opportunity to transform along similar lines in terms of having a single platform globally that could deliver all our educational content and courseware. Furthermore, this would allow us to move into a more personalized experience that delivers high-quality education outcomes. It would be game-changing for not only Pearson, but for the entire industry if we could create that single platform, similar to Netflix, Spotify, and Amazon. This platform would be highly scalable, global in nature, high-quality, and a platform that could deliver all our experiences around the world to millions of learners. We are currently working to deliver high-quality courses to students that are proven to help them learn and progress their lives through education and ultimately to their professional lives.

High: Your transformation has been centered around change. How have you thought about the waves of change that you incorporate to breathe life into these ideas?

Hitchcock: Some of those phases have become evident as we have gone through the cycle. In my first few months at Pearson, it became clear that we needed to do this radical simplification. As I mentioned, Pearson grew through acquisition and therefore nothing had ever been fully integrated. Because of this, it was an extremely complex vendor landscape as nearly every technology vendor was inside the company somewhere. We had 63 ERP systems across the company, over three thousand applications, and 93 data centers. The first phase I called the radical simplification and reduction phase. This phase was about understanding our cost base and radically addressing cost, taking out complexity, and reducing duplication. The next phase I called platform strategy, which was centered around implementing common core platforms across the company. Specifically, this was about getting everything in the cloud including new content publishing, editorial offering systems, content distribution, the single ERP on Oracle, the single salesforce CRM, and the single identity platform. This allowed us to begin decommissioning all data centers as we started out with 93 and are now down to less than thirty. Our goal is to have them all shutdown and have everything in the public cloud within the next few years. We also moved from three thousand apps to around a thousand, and our goal is to have less than 300 with every one of them in the cloud.

We are now going into what I call the exploitation phase. This phase is focused on moving from the implementation of platforms into the exploitation of platforms and technology. This is the event where we start to innovate to scale and bring an eminent customer experience together

CONTINUED PAGE 16 ► PEARSON

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State Board of Education Announces Survey Results

(TEA Press Release) Texans believe the top two desired outcomes for public schools are to teach communications, problem-solving, critical thinking and other employability skills and to prepare students to be productive citizens, according to results of a survey conducted on behalf of the State Board of Education.

As part of the board's effort to gather citizen input as it prepares a new Long-Range Plan for Public Education, a survey was conducted on five topics:

- Desired outcome of public education
- Equity and access
- Educator preparation, recruitment, and retention
- Student empowerment and engagement
- Family empowerment and engagement

A total of 11,462 Texans responded to the survey between Jan. 25 and March 2.

"The input we received from the survey and from in-person meetings during community events held around the state will help our Long-Range Plan for Public Education Steering Committee and the board craft long-term goals for our schools," said SBOE Chair Donna Bahorich. "These goals will help the board focus on issues that are a priority to Texans."

The board plans to set goals through the year 2030.

Survey results show that when asked about equitable access, about 66 percent of the respondents think there is good or excellent access to advanced level coursework, such as dual credit or Advanced Placement courses. Seventy-four percent believe there is good to excellent access to extracurricular activities.

However, about 55 percent of the respondents rated

equitable access to school funding as poor.

The Texas Legislature created the Texas Commission on Public School Funding to study the finance issue. The commission is to make recommendations to the legislature when it reconvenes in January.

When asked to rate the job Texas schools do for certain student groups, the survey found that 54 percent of the respondents felt schools do a good to excellent job for students who are gifted/talented. But only about 37 percent felt schools were doing a good to excellent job for students living in poverty.

Texans, in the survey responses or during community meetings suggested mentoring programs, pay and benefit enhancements, the creation of new career options for teachers who want to stay in the classroom, and staffing flexibility as methods for retaining teachers.

To increase student support and empowerment, survey respondents suggested creating career and postsecondary learning experiences and allowing students to be more responsible for their own learning.

To increase parental engagement with the schools, Texans suggested, providing classes about ways parents can help children at home; providing transportation and childcare when parent meetings are held at school; and increasing communications between parents and families through means such as social media and newsletters.

The survey results are available at <https://bit.ly/2GW6oUV>.

A new Long-Range Plan for Public Education is expected to be approved by the board this fall.

President *from Page 2*

If you only do one thing after reading this, do this: Get started! Go to www.imcat.org and join TODAY! If you're able, commit to attending the annual conference. Your registration (which includes membership) is an allowable TIMA expense and we'd love to see you there and get you "started" in becoming a part of the Instructional Materials Coordinators' Association of Texas.

Register for the I.M. Texas 2018 Conference Today!

The easiest way to register is online.
Go to www.imcat.org for more
information.

Early registration ends Oct. 20.



Chairman Dan Huberty is scheduled to address IMCAT's Annual Conference.

Huberty's educational background propelled him onto the Public Education Committee as soon as he landed in the Capitol and in the four sessions since he has carried a wide array of measures affecting public education, including:

- measures to reduce the amount of testing for public school students,
- an opt-in grant program for pre-kindergarten, carried at the request of Gov. Greg Abbott, and
- passage of the Foundation High School Program.

As chairman of the Public Education Committee in 2017, he spearheaded a measure that would have begun the process of reforming the state's flawed public school finance system and added \$1.8 billion in new funding for schools.

The bill—House Bill 21—ran out of time in the Regular Session. In the special session in the summer of 2017, the

Senate stripped out the reforms and cut out \$1.5 billion, and schools did not receive any new money. The House reluctantly concurred in the Senate version.

The Legislature did create a Commission on Public School Finance to make recommendations for the Legislature that begins in January, and Huberty is a commission member.

Active in his community, Huberty is a board member of the Lake Houston Area Chamber of Commerce and works with the Kingwood Chamber of Commerce and the Crosby-Huffman Chamber of Commerce. He is a member of the Knights of Columbus and the Humble Intercontinental Rotary club; in addition, he is a board member of the Be an Angel Fund, and is active in organizations for each of his children's schools and their extra-curricular activities.

Dan and his wife, Janet, have been married 22 years. They live in Walden on Lake Houston with their three children, Brianna, Ryan and Dylan. They are active parishioners at Saint Martha's Catholic Church.

Take a Shot at IMCAT'S Golf Tournament

The IMCAT Golf Tournament gets you in the swing at 10 a.m. Sunday, Nov. 11 at the beautiful Moody Gardens Golf Course.

Proceeds benefit the Russell Owen Memorial Scholarship Fund, which opens the door to the Conference and its learning opportunities for some first-time attendees.

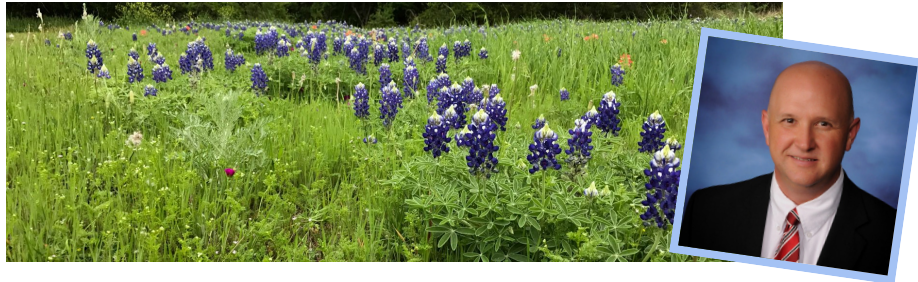
For more information or to register, go to www.imcat.org. Or contact tournament coordinator Steve Hanson at 832-386-1005 or shanson@galenaparkisd.com.





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“Tour of Texas!”



IMCAT is coming to your Regional Service Center and we WANT YOU THERE!

The Instructional Materials Coordinators' Association of Texas understands that not **everyone who is tasked with purchasing and managing instructional materials in your school district** is aware of who we are and how we can help you. (www.imcat.org)

That's why we're going on "tour" to bring the organization to you. Tony Black, IMCAT President, is coming to each Regional Service Center in the state to meet with anyone that is a part of the instructional material process. If you're a current member of IMCAT or you've never heard of us, please see the schedule below and make plans to attend the meeting that's nearest to you to learn and to share with your fellow coordinators. (All meetings will occur at Region ESC's unless otherwise noted.)

Tour Schedule

Region 1 - Oct. 1, 2018	Region 9 - Sept. 4, 2018	Region 16 - TBA
Region 2 - Oct. 2, 2018	Region 10 - April 13, 2018*	Region 17 - TBA
Region 3 - Oct. 17, 2018	Region 11 - April 13, 2018*	Region 18 - Oct. 9, 2018
Region 4 - May 4, 2018	Region 12 - TBA	Region 19 - Oct. 8, 2018
Region 5 - TBA	Region 13 - TBA	Region 20 -TBA
Region 6 - TBA	Region 14 - Oct. 10, 2018	*Combined meeting
Region 7 - April 17, 2018		
Region 8 - Aug. 1, 2018	Region 15 - TBA	

IMCAT to Elect New Board Members at Annual Conference

IMCAT will elect a president-elect, secretary and members of the IMCAT Board of Directors during its Annual Meeting at noon Tuesday, Nov. 13 at the 27th Annual Conference at the Moody Gardens Hotel and Conference Center in Galveston.

Candidates must have the support of their districts to attend, at district or personal expense, at least three quarterly meetings each year at various locations in the state and the Annual Conference during their term of office.

Officers serve one-year terms, except for the secretary and treasurer, who serve two-years. Board members serve three-year terms.

Candidates for officer—president-elect and treasurer—must be serving on the Board and have served on the Board

for one year. Candidates must be the coordinator or designee for a district or open-enrollment charter school.

Two employees of the same district or charter school may not serve on the Board at the same time.

For consideration as a candidate in the Nominations Committee report, a member should fill out the nomination form on page 13 and send it to IMCAT at P.O. Box 676, Pflugerville, TX 78691 or return it to the registration counter at the Annual Conference no later than 9:30 a.m. Monday, Nov. 12.

For information, contact the IMCAT office at 512-251-8101 or by email at textbook@texas.net.

Nomination for the positions closes at the conclusion of regional meetings Monday morning, Nov. 12.

IMCAT Impulse

Official Newsletter of the Instructional Materials Coordinators' Association of Texas

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Shannon Troester, Wichita Falls ISD

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Lynn Grell-Boethel, Columbia-
Brazoria ISD (alt)

Past Presidents

Joe Morales, Corpus Christi ISD, 1991-1992

Bert Curtis, Garland ISD, 1992-1993

Russell Owen, Dallas ISD, 1993-1994

Audrey Baker, Spring ISD, 1994-1995

Randy Strickland, Pflugerville ISD, 1995-1996

Mark Rogers, Austin ISD, 1996-1997

Anne Tweedt, Humble ISD, 1997-1998

PD Thomas, Allen ISD, 1998-1999

Mike Fowler, Pasadena ISD, 1999-2000

Steve Cavender, Schertz-Cibolo ISD, 2000-2001

Steve Hanson, Galena Park ISD, 2001-2002

Lori Mankin, Fort Bend ISD, 2002-2003

Brian Squyres, Northside ISD, 2003-2004

Perri Ann Huntley, La Joya ISD, 2004-2005

Phil Brasher, Lancaster ISD, 2005-2006

Courtney Witherell, Judson ISD, 2006-2007

Brian Squyres, Northside ISD, 2007-2008

Karla Christman, Brazosport ISD, 2008-2009

Abel Villarreal, Corpus Christi ISD, 2009-2010

Kim Slough, Abilene ISD, 2010-2011

John Bridges, Fort Bend ISD, 2011-2012

Jill Dorland, Clear Creek ISD, 2012-2013

Susan Lenox, Plano ISD, 2013-2014

Kellie Skarda, Goose Creek CISD, 2014-2015

Abel Villarreal, Corpus Christi ISD, 2015-2016

Rosa Ojeda, Waller ISD, 2016-2017

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IMCAT NOMINATION FORM 2018

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CITY/STATE/ZIP _____

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POSITION SOUGHT _____

Please indicate your agreement to the following statements:

I understand that during my term of service, I will be expected to attend three to four Board of Directors meetings at various sites across Texas as well as the IMCAT Annual Conference at my personal expense or at the expense of my employer.

I have the support of my district or charter school to serve as a member of the IMCAT Board of Directors.

Signed: _____

Date: _____

Return form to textbook@texas.net or to the IMCAT Registration Counter in the lobby of the Moody Gardens Conference Center by 9:30 a.m. Monday, Nov. 12, 2018.

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 27th Annual Conference, Nov. 10-14 at the Moody Gardens Convention Center in Galveston.

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 wishes 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 15. 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 texbook@texas.net or call 512-251-8101.

GLO

from Page 5

for the School Land Board raised some eyebrows. Bradley said the GLO was overstating its expansion of the portion of the Permanent School Fund it oversees during Bush's tenure.

Bradley also noted that the total amount that GLO is transferring in the 2020-2021 biennium is 24 percent less than it transferred (both to the Available School Fund and to the SBOE Permanent School Fund) in 2018-2019. That drop comes, he noted, even as the state is receiving more oil and gas revenues.

In a presentation to the SBOE in June, Bradley pointed out that almost 40 percent of the assets that the GLO administers for the Permanent School Fund—more than \$3 billion—was parked in a low-interest cash account.

Bradley said that the GLO was “stuck in campaign mode”

as Bush faces re-election in November and touts accomplishments in his first term. Hailing from a family with two U.S. presidents and son of a former Florida governor, Bush is widely speculated to aspire to higher office.

No matter how much either the GLO or the SBOE distribute to the Available School Fund, there's always an unknown: The Texas Legislature. The Legislature has the final say on how that money is spent.

At the SBOE's meeting in June, SBOE Member Keven Ellis reported that some lawmakers are looking at the Instructional Materials Fund to help solve the Legislature's school finance problems. Ellis sits on a special school finance commission that will report to the Legislature for possible action in the session that begins in January.

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INSTRUCTIONAL MATERIALS COORDINATORS' ASSOCIATION of TEXAS



RUSSELL OWEN MEMORIAL SCHOLARSHIP APPLICATION

Return by Sept. 21, 2018 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: _____

Why does applicant deserve scholarship to Instructional Material Coordinators' Association of Texas Annual Conference?

Does applicant have the support/ approval of Director & Superintendent to attend? 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



color-coded the breakout sessions for each interest area— Administrator, Curriculum, Technology, Purchasing/ Finance and Warehousing. A tentative schedule is available on pages 18 and 19 but please refer to the conference program for the updated agenda once you arrive at the conference. The designations are a guide only; feel free to mix up your sessions when you get to the conference.

The conference is expected to draw more than 400 participants from across the nation and as many as

Pearson

from Page 6

across the whole enterprise. There are a variety of questions that have to be answered such as how we track our customers' behaviors and insights, how we personalize experiences, and how we link our marketing to our customer service and to our product experiences. We want to focus on customer data and customer experience to figure out how to move to the best in cost operational processes to run the company. Furthermore, we want to figure out how to become more efficient, take out costs, and streamline operations. This phase has a big dependency on people and culture. We have to be able to attract new talent that we need to run this new digital business while developing our existing people to get to the next level. Furthermore, we must be able to change the culture from our traditional publishing culture to the digital native culture and figure out what that entails. This is the phase that we are still working on currently. I believe that the next phase is exciting and interesting because we have laid the foundation by implementing a single ERP and single CRM. We are building our global learning platform and we have one of the first products which we launched this month. This focus on culture, change, innovation, and exploitation is going to be exciting at Pearson over the next few years.

40 exhibit booths. Check in with the exhibitors in the exhibit hall for a sticker at each exhibitor booth, fill up your exhibitor bingo card, and you're eligible in the drawing for an amazing prize.

If you're involved in selecting, ordering, processing or distributing instructional materials to Texas schoolchildren, this is the place to be.

A special Preconference Workshop from 2 to 5 p.m. Sunday, Nov. 11 offers "TIMA101" for beginners and for veterans who need a refresher. The workshop is free to full attendees, but pre-registration is required, and space is limited.

IMCAT has added a golf tournament to the conference this year. A four-person scramble will start at 10 a.m. Sunday, Nov. 11 at the beautiful Moody Gardens Golf Course. The tournament benefits the Russell Owen Memorial Scholarship program. See www.imcat.org for more details and to register.

Keep watching www.imcat.org for conference details. See you in Galveston!

IMCAT Conference Hotel Information

The host hotel for IMCAT's Annual Conference is the Moody Gardens Hotel and Convention Center.

Make your reservations at Moody Gardens Hotel by calling 888-388-8484.

To keep lodging costs low, IMCAT negotiated its block of rooms at the prevailing State Per Diem in effect at the time of the conference, \$105/night (single).

Make your reservations by Oct. 20!



IMTexas 2018

Instructional Materials Coordinators' Association of Texas

27th Annual Conference

Nov. 11-14, 2018 • Moody Gardens Hotel & Convention Center • Galveston

Copy form as needed • One form per participant, please

Name: _____

First Name for Badge: _____

Your Title: _____ ESC Region #: _____

School District/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Work Phone: _____

Email address (**required** for processing): _____

PRE-CONFERENCE WORKSHOP: IM 101 FREE with Full Conference Registration

*(Special instruction for beginners, Sunday 11/11, 2-5 pm;
FREE with Full Conference Registration)*

	<u>Postmarked by 10/20/18</u>	<u>After 10/20/18</u>	
<input type="checkbox"/> FULL CONFERENCE REGISTRATION	\$295	\$355	\$ _____
<i>(includes all scheduled activities, lunch 11/12 & 11/13, breakfast 11/12-11/14, & 2019 membership dues)</i>			

SINGLE-DAY REGISTRATION (CHECK ONE OR BOTH)

<input type="checkbox"/> Monday 11/12 <i>(includes activities, lunch & 2019 dues)</i>	\$195	\$195	\$ _____
<input type="checkbox"/> Tuesday 11/13 <i>(includes activities, lunch & 2019 dues)</i>	\$195	\$195	\$ _____

<input type="checkbox"/> COMMERCIAL REPRESENTATIVE	\$650	\$750	\$ _____
<i>(Open to representatives of publishers or other commercial entities. Includes all scheduled activities, lunch 11/12 & 11/13, breakfast 11/12-11/14, & 2019 membership dues)</i>			

*****TOTAL (ADD RIGHT COLUMN)** \$ _____

A \$50 FEE WILL BE DEDUCTED FROM REFUNDS; NO REFUNDS AFTER OCT. 20

I have been involved with Texas instructional materials:

- LESS THAN ONE YEAR
 - I'd like to be matched with a mentor
- 1-5 YEARS
- MORE THAN 5 YEARS
 - I'd be willing to serve as a mentor for a less-experienced coordinator

What concerns would you like to see addressed at the conference?

I have special dietary needs. Specify: _____

I would like to participate in IMCAT as a committee member or director.

• Remember: You may use your school's IMA funds for the IMCAT Annual Conference registration fees.

Make district/personal check payable to: IMCAT
State Charter No: 01291643 Federal Tax ID No: 76-0461362

REGISTER ONLINE (Credit Card, P.O., Check): www.imcat.org

Or mail this form with check or PO to IMCAT, c/o GCP Association Services, PO Box 676, Pflugerville, TX 78691
Email to info@imcat.org. Payment must be received by Nov. 9, 2018.

nl

IM Texas 2018 Tentative Schedule

Please Note: Agenda is subject to change. Check www.imcat.org for the most up-to-date schedule and consult the Conference Program when you reach Galveston. Color of circles next to a listing suggest interest area for that session (see circle key at right).

- A** Administration
- C** Curriculum
- P** Purchasing/Finance
- T** Technology
- W** Warehousing

SUNDAY, NOVEMBER 11

- 10 am Golf Tournament
- 1-5 pm Exhibitor Move-In
- 1-6:30 pm Registration
- 2-5 pm **TIMA 101** **A C P T W**
Overview of instructional materials information. Pre-registration required. Offered Sunday only.

MONDAY, NOVEMBER 12

- 7 am-5 pm Registration
- 7 am-5 pm Non-Perishable Food Collection
- 7:30-8:30 am Breakfast
- 8:30-9 am General Session: Welcome
- 9-9:20 am Regional Meetings
Regions 1, 2, 3, 4
Regions 5, 6, 7, 8
Regions 9, 10, 11, 12
Regions 13, 14, 15, 16
Regions 17, 18, 19, 20
- 9:30 am Deadline for nominations for the IMCAT Board

Breakout Session 1 » 9:30-10:30 am

- A C P T W** TIMA101: Part 1
- A C P** Proclamation 2020 Overview/Q&A
- A C P W** Writing a Policy Manual
- A C P T W** Small District Challenges Q&A
- A C P T W** Adoption from Beginning to End
- A C P T W** Legislative Update
- A W** Audits and Inventory

Exhibitor Forum

- 10:30-11 am Exhibit Hall Grand Opening/ Refreshments

Breakout Session 2 » 11 am-Noon

- A C P T W** TIMA101: Part 2
- A P** TEA: Requisitions and Disbursements
- A P T** Purchasing Laws: EDGAR and 1295

- A W** Warehousing - Big, Small and None!
 - A C** Building your TIMA Team
 - C P W** Managing your Continuing Adoption and Consumables
 - A W** How to Manage Out of Adoption Materials
- #### Exhibitor Forum

- Noon-2 pm President's Luncheon
TICKET REQUIRED
- 12:45 pm Cheryl Ellis, Handwriting Expert
- 1:30 pm Introduce Board Nominees
- 2-2:15 pm Visit Exhibits

Breakout Session 3 » 2:15-3:15 pm

- A P W** Small School Solutions - Tracking IM
- A C P T W** Accessible Instructional Materials
- A T** Google Forms - BYOD
- A P T** Purchasing Laws: EDGAR and 1295
- A T W** Managing Online Licenses
- A T** Learning Management Systems: What are They and How do They Work?

- A C P T W** Q&A with Seasoned TIMA Coordinators
- #### Exhibitor Forum

- 3:15-3:30 pm Visit Exhibits/Door Prizes/ Refreshment Break

Breakout Session 4 » 3:30-4:30 pm

- A P T W** Purchasing: Disbursements, Bids, Quotes and POs
 - A T** Google Suite for Educators - BYOD
 - A C T** Open Educational Resources: What's Out There?
 - A C P T W** Questions I Wished I Had Asked as a New Coordinator
 - A C P T W** Small School Solution: How to Manage all of the Jobs That I Have to Do
 - A P T** Using TIMA Funds to Hire Personnel
 - A P T W** Tips for Using TIPWeb
- #### Exhibitor Forum

4:30-5 pm Mentor/Mentee Debrief
 5:15-5:45 pm IMCAT Board Meeting
 8-9 pm Informal Welcome Mixer
 (Dinner on your own)
Burnt Toast Band

TUESDAY, NOVEMBER 13

7 am-5 pm Registration
 7 am-12 pm Non-Perishable Food Collection
 7:30-8:30 am Breakfast in Exhibit Hall
 8:30-9:30 am General Session: Dr. Robert Bayard,
 Director of Technology, Clear Creek ISD
 9:30-9:45 am Visit Exhibits

Breakout Session 5 » 9:45-10:45 am

- A P T W** TEA: Requisitions and Disbursements
- A C P T W** Small District Challenges Q&A
- A C T** Managing Online License
- A C P T W** Q&A with Seasoned TIMA Coordinators
- C T** Open Educational Resources:
What's Out There
- A T** Google Suite for Educators - BYOD
- A P T** Using TIMA Funds to Hire Personnel
- Exhibitor Forum

10:45-11 am Visit Exhibits/Refreshment Break

Breakout Session 6 » 11 am-Noon

- A C T** Interoperability: Machine Readable TEKS
- A C P T W** TASB Update
- A C P T W** Legislative Update
- A C P T W** TEA: Accessible Instructional Materials
- A C P** Don't Sweat the Small Stuff; Tips and Tools
for a Successful Adoption
- A C P T W** Small School Solutions: Tracking Your IM
- A C P T W** Learning Management Systems:
What are They and How do They Work?
- Exhibitor Forum

Noon-2 pm Keynote Luncheon
TICKET REQUIRED
 12:30 pm State Rep. Dan Huberty, *Chairman of the
House Committee on Public Education*
 1:30 pm IMCAT Business Meeting
 1:45 pm Vote for New Board Members
 2-2:15 pm Visit Exhibits

Breakout Session 7 » 2:15-3:15 pm

- A C T** Interoperability: Machine Readable TEKS
- A C P T W** TASB Update
- A C P W** Writing a Policy Manual
- A P W** Audits and Inventory
- A T** Google Forms - BYOD
- A C P T W** Small School Solutions: How Do I Manage
All of the Jobs That I Do?
- A C P T W** Questions I Wished I Asked as a New
Coordinator
- Exhibitor Forum

3:15-3:30 pm Visit Exhibits/Door Prizes/
Refreshment Break

Breakout Session 8 » 3:30-4:30 pm

- A C P T** Adoption from Beginning to End
- A W** Warehousing: Big, Small and None
- A C P W** Managing your Continuing Adoption and
Consumables
- A C P W** How to Manage Your Out of Adoption
Materials
- A P W** Purchasing: Disbursements, Bids, Quotes
and POs
- A C P T** Building your TIMA Team
- A P T** Tips for Using Destiny
- Exhibitor Forum

4:30-5 pm Mentor/Mentee Debrief
 5-5:30 pm IMCAT Board Meeting
 6:30-9:30 pm Casino Night *Sponsored by
Follett School Solutions*

WEDNESDAY, NOVEMBER 14

7 am-Noon Registration
 7:30-8:30 am Breakfast - **TICKET REQUIRED**
 8:30-11 am General Session
 Campus Performance
 Keynote: Kay Douglas, *TASB*, Take This
Job and Love it!
 Board Election Results
 11:15-11:30 am Grand Prize Drawing and Quilt Raffle
 11:30 am Conference Adjourns
 11:45-12:30 pm IMCAT Board Meeting

Check www.imcat.org for the latest conference schedule and news



**Instructional Materials
Coordinators' Association of Texas**

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WWW.IMCAT.ORG

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