FROM IMCAT

# IMpulse

THE PULSE OF INSTRUCTIONAL MATERIALS IN TEXAS • 4Q 2015



Light up the tiki torches and prepare to go tribal, because the theme this year for I.M. Texas 2015, IMCAT's 24th Annual Conference, is "I.M.A. Survivor." If you've made it this far with the Legislature, Proclamation 2015 and the usual stresses of Texas public education, you've survived. We won't vote you off the island; we're short-handed as it is.

I.M. Texas 2015 brings together all facets of the state's instructional materials community Dec. 6-9 at Hyatt Lost Pines in Bastrop, just down the road from the Austin airport.

Online registration — with check, p.o. or credit card — is already available on the IMCAT website, **www.imcat.org**. Register by Nov. 16 to get a discounted rate.

Registration fees are approved for IMA reimbursements. Full registration (\$350/person early) includes breakfasts Dec. 7-9, luncheons Dec. 7 and Dec. 8, and admission to the



IMCAT's Annual Conference will be held Dec. 6-9 in Bastrop, Texas.

Welcome
Reception,
sponsored by
Follett and
Children
International,
which includes heavy
hors d'oeuvres and

**CONTINUED PAGE 15** ► **CONFERENCE** 

## Chapter 66 Undergoes Revisions

Instructional materials coordinators would have to complete Texas Education Agency-developed training on "use of the instructional materials allotment" and use of EMAT, under suggested revisions of state regulations.

Associate Commissioner Monica Martinez and T.E.A. Counsel Von Byer unveiled the overhaul of Chapter 66, part of the Texas Administrative Code, at the State Board of Education's September meeting.

The Board took no action on the provisions, allowing time for stakeholder groups to weigh in before the November meeting. The Board is likely to adopt a version of the Chapter 66 revision for "first reading" in November.

That initiates a period of public comment, leading up to final adoption in early 2016.

The proposed Section 66.107(d) sets out that school districts' boards of trustees must require "the employee responsible for ordering instructional materials" to complete the T.E.A.-developed training prior to ordering instructional materials and "again each time the district or charter school is notified by the [T.E.A.] that the training has been updated."

CONTINUED PAGE 9 ► CHAPTER 66

### Letter from IMCAT President Kellie Skarda

It's been an extraordinary year at IMCAT. Your association has done things that needed to be done, but people told us we couldn't do.

First, your Board of Directors determined the association's goals for the 84th legislative session.

One of those goals was front-loading the distribution of the instructional materials allotment to the first year of the state's two-year budget. District after district was telling us that, under the old way of doing things, they wouldn't have enough money to purchase the instructional materials included in the mammoth Proclamation 2015.

The SBOE had delayed Proclamation 2016, so this seemed like a no-brainer. But a lot of really smart and really well-placed folks were shaking their heads and telling us, "Oh, no, you'll never be able to do that. That's not possible."

Your IMCAT Board of Directors did not agree.

To accomplish this goal, we hired a firm to give us legislative representation. We'd never done that before, and we were eager to welcome Colby Nichols and the staff at Austin's Powell & Leon to the cause of ensuring adequate instructional materials for Texas schoolchildren.

Colby went straight to work and enlisted the support of Rep. Gary VanDeaver. Even though he was a freshman, Rep. VanDeaver, a

CONTINUED PAGE 10 ► LETTER FROM THE PRESIDENT



While House Bill 1474 made it easier to purchase the materials you needed for the opening of school in 2015, it's important to remember that it will require a lot of planning.

The IMA funds put in your EMAT account are all the money you'll receive until Sept. 1, 2017 (or maybe later, depending on when the Legislature passes the next biennial budget).

There won't be any new money put into your account for the 2016-2017 school year. Come to the I.M. 2015 Annual Conference to discuss strategies for stretching your IMA.

Make sure that curriculum, technology and business office staff involved in instructional materials selection understand that what you got is what you got.

#### **IMCAT IMpulse**

Official Newsletter of the Instructional Materials Coordinators' Association of Texas

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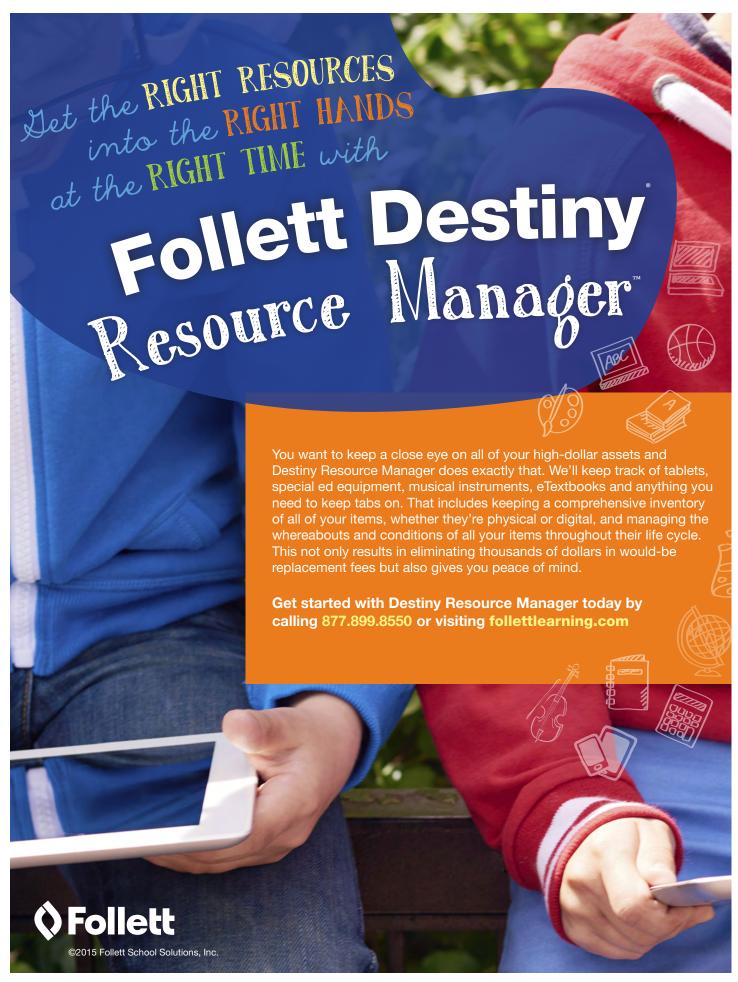
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## Speaker Jimmy Cabrera Will Energize I.M. Texas 2015

Jimmy Cabrera, internationally-known motivational speaker, will liven up I.M. Texas 2015 because, like the theme of the conference, Jimmy is a "Survivor."

Jimmy's first motivational talk was a flop, he recalls on his website. This was when others told him, "You will not make it in sales or ever become successful." Something turned and tightened within him, and he decided that he would make it; he discovered that he was a self-starter. He remembers that day so well; it was a hot day in July, 1974, and he was alone and full of fear. But a commitment was made that day, and he moved forward to experience the taste of success. His first motivational talk turned out to be more POSITIVE than negative.

Jimmy's friend, George Roach, encouraged him to read books to gain knowledge about sales, persuasion, negotiation, self-empowerment, business trends, etc. At first Jimmy was not receptive; up to that point in his life, reading was not a priority, not even a pastime. What jolted Jimmy into picking up a book was something George said to him: "Jimmy, if you elect not to read, you are as bad off as someone who cannot read at all." So, at the age of 28, Jimmy read his first book cover-to-cover, word-for-word.

For the first time in his life, the words he read came alive. He realized at that very moment that nothing was impossible; he discovered that there is life after high school.

He attended various seminars and workshops on communication and persuasion skills. Jimmy learned to take the phrase "Knowledge Is Power" to the next level, which is "Applied Knowledge Is Power." A lesson he learned, and is now passing on to all his audiences, is "Success is not an Art... Success is a Discipline."

Today, if you were to ask Jimmy, "Is there life after high school?" you know he would answer, "Not only is there life after high school, there is life after each adversity and challenge that we may experience. Always remember: It is always too soon to quit!" Through dedication, commitment, and the application of self-discipline, Jimmy has learned to deal with adversity. By helping others, Jimmy realized he was helping himself. Yes, it becomes a "win/win" situation for everyone involved.

Jimmy will speak at the IMCAT Conference during the general session Tuesday, Dec. 8 at 8:30 a.m. and will also conduct a breakout session at 11 a.m. that day.



Motivational Speaker Jimmy Cabrera will speak at the the IMCAT conference general session Tuesday morning and will also teach a breakout session that day.

## BREAK THROUGH

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**IMpulse** | 4Q 2015 5

#### **IMCAT Will Elect New Board Members at Annual Conference**

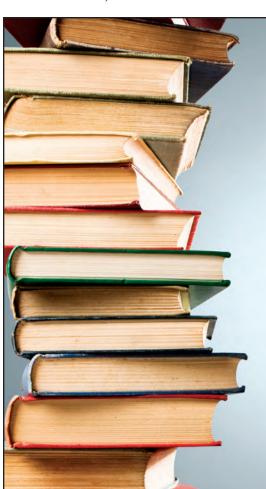
IMCAT will elect a president-elect, treasurer, members of the IMCAT Board of Directors and an alternate during its Annual Meeting at noon Tuesday, Dec. 8, at the 24th Annual Conference at the Hyatt Lost Pines in Bastrop.

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.

"We hope to attract experienced coordinators with the drive to continue building on IMCAT's success as the premier source for knowledge on Texas instructional materials," said Pres. Kellie Skarda. 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.

Nominations Committee Chair is Susan Lenox, immediate past president. For consideration as a candidate in the Nominations Committee report, a member should contact the IMCAT office at 512-251-8101 or by email: textbook@texas.net.

Nominations for the positions close at the conclusion of regional meetings Monday morning, Dec. 7.



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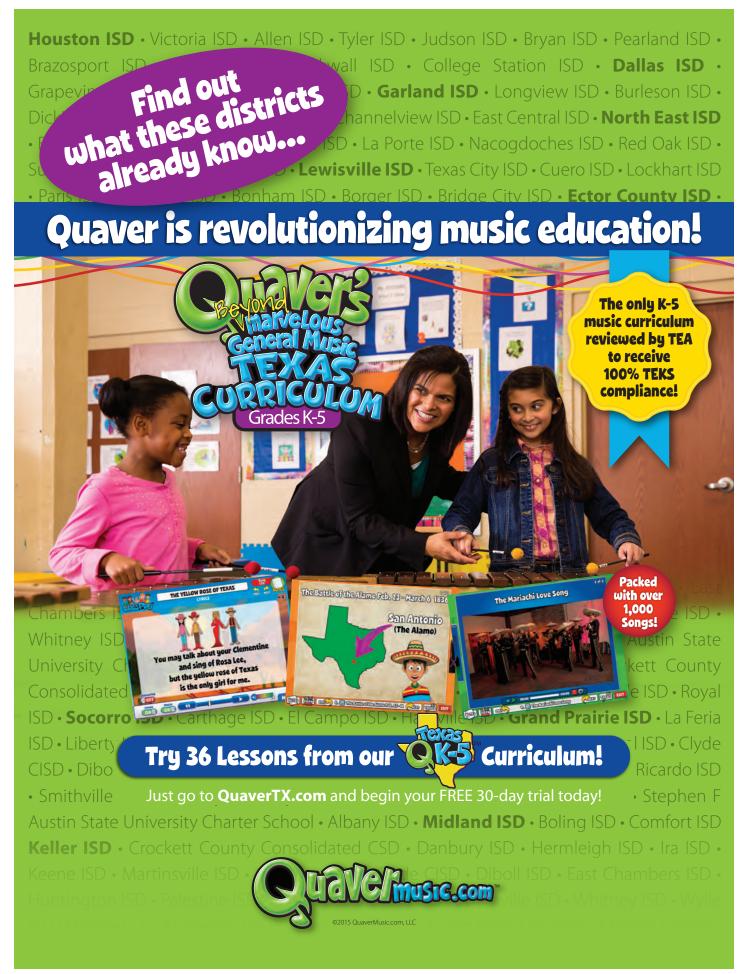
The BuyBoard purchasing cooperative enables school districts to save money on the products and services they need, while streamlining the purchasing process.

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buyboard.com 800.695.2919

IMCAT's 24th Annual Conference Register today at www.imcat.org!



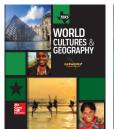
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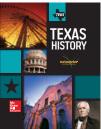


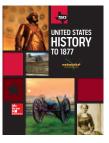
## McGraw-Hill Education Delivers Instructional Solutions Built For Texas

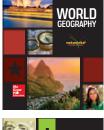
We are excited to announce our product offerings submitted for Texas Proclamation 2015. Each instructional solution provides:

- Complete coverage of the TEKS and ELPS.
- Rigorous content to drive student success.
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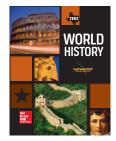






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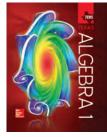


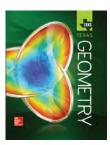




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Chapter 66 from Page 1

To date, T.E.A. has not developed any formal training.

"We look forward to assisting T.E.A. staff in any way possible to make sure that coordinators get the training they need," said IMCAT Pres. Kellie Skarda. "With T.E.A.'s assistance, IMCAT has been comprehensively training coordinators longer than any other organization in the state."

Another suggested change, in Section 66.104(b), removes the requirement that a school district must submit an annual report to T.E.A. listing the instructional materials selected for use.

Section 66.104(e) is also suggested for removal. It states that "a school district or open enrollment charter school may order replacements for instructional materials that have been lost or damaged directly from the publisher of the instructional materials."

The proposed Chapter 66 revisions would also tweak the schedule for issuing proclamations to adopt new instructional materials, tying the proclamations to the revision of the Texas Essential Knowledge and Skills for a subject area.

After revising the TEKS requirements, the SBOE must conduct "an investigation" to determine the extent of the revisions required in the instructional materials.

Depending on how extensive the revisions are, the

SBOE can then issue a proclamation ordering:

- · new instructional materials for a subject;
- supplemental instructional materials for a specific subject and grade level or course;
- new information demonstrating "alignment of current instructional materials to the revised TEKS for a specific subject and grade level or courses;" or
- any combination of the three.

In other words, the proclamation can call for allnew materials, supplemental materials that bring current materials into line with the TEKS or re-evaluate the existing materials to see how they comply with the revised TEKS. Additionally, the Board has undertaken the task of "streamlining" the TEKS. This could result in less TEKS, which would increase teacher flexibility with classroom time and preparation.

Much of this language is similar to Senate Bill 313, which passed the Legislature in the 84th legislative session, but was vetoed by Gov. Greg Abbott. That bill, and its companion House Bill 2811, sought to cut instructional materials costs.

SB 313 also required the SBOE to limit its proclamations for a biennium to 75 percent of the total amount used to fund the instructional materials allotment. That provision drew the ire of some SBOE members who felt it took away prerogatives.

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former school superintendent, was named to the prestigious Appropriations Committee and the Public Education Committee. Rep. VanDeaver took up our cause and introduced House Bill 1474.

Colby, Rep. VanDeaver, Senate sponsor Sen. Kevin Eltife and the lawmakers' staffs worked long and hard to introduce and shepherd House Bill 1474 through the sausage-grinder that is the Legislature.

This legislation was all the more remarkable because it carried a "fiscal note." That is, the Legislative Budget Board said that it would cost the state some money (in lost interest). That could have killed the bill in a staunchly conservative Legislature, but Colby managed to navigate around that landmine. House Bill 1474 passed, and Gov. Abbott signed it.

We were able to do it. It was possible.

With this experience, the IMCAT Board is prepared to continue to press the organization's goals in the 85th Legislature. We've retained Colby and Powell & Leon for the next two years.

We have several goals to accomplish, e.g. the re-establishment of the old Tech Allotment Fund, separate from the Instructional Materials Fund. And we'll need to keep vigilant as the Legislature addresses broad issues on public school finance.

We'll need your advice. What issues would you like to see IMCAT tackle? How can we make your job easier? How can we make sure all our schoolchildren get the materials they need?

Talk to an IMCAT board member or send your suggestions to IMCAT at **textbook@texas.net**. This is your organization. Make it work for you.



#### **IMCAT's 24th Annual Conference**

December 6-9 ► Hyatt Lost Pines ► Bastrop, Texas

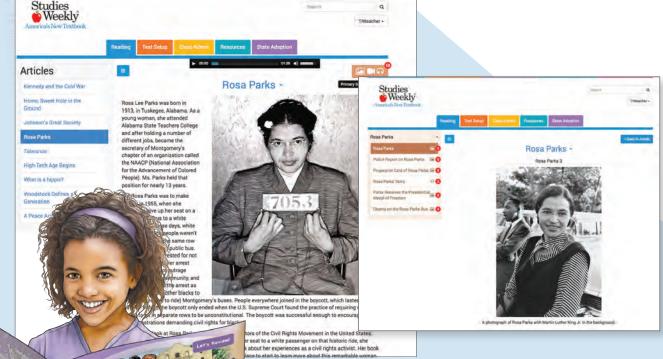
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## How to Apply for the Russell Owen Memorial Scholarship

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 2015.

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 24th Annual Conference, Dec. 6-9, Hyatt Lost Pines in Bastrop, 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 a superintendent or director as to 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 a superintendent or director.

A copy of the application form is available on the IMCAT website at **www.imcat.org** or on page 13 of this newsletter.

The packet must be postmarked on or before Oct. 30, 2015 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 board member, via email at **john. bridges@fortbend.k12.tx.us** or call 281-634-2946.

## Stay connected with IMCAT!

Stay up-to-date with the latest legislative information! Join the IMCAT **Google Group** and follow us on **Facebook**.

Links are available at www.imcat.org.



The Instructional Materials Coordinators'
Association of Texas (IMCAT)



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## INSTRUCTIONAL MATERIALS COORDINATORS' ASSOCIATION of TEXAS



#### RUSSELL OWEN MEMORIAL SCHOLARSHIP APPLICATION

Return by Oct. 30, 2015 to Russell Owen Scholarship, C/O IMCAT, PO Box 676, Pflugerville, TX 78691

Name of Applicant:		Date:		
School District:	Position:	Position:		
Address:	Email address:			
Office Phone #:	Fax #:	Cell #:		
Department:	#of yı	#of yrs./ months:		
Superintendent: Name	Phone:Email address:			
Director: Name				
Director: Name	Phone: Email address: scholarship to Instructional Materia			
Director:	Email address:	l Coordinators' Association of		



IM Texas 2015
Instructional Materials Coordinators' Association of Texas

#### **24th Annual Conference**

Dec. 6-9, 2015 • Hyatt Lost Pines • Bastrop

Copy form as needed • One form per participant, please

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First Name for Badge:							
Your Title:	ESC Region #:						
School District/Organizatio	n:						
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☐ Monday 12/7 (includes a		\$220	\$				
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A \$50 FEE WILI	BE DEDUCTED FROM RE	FUNDS; NO R	EFUNDS AFTER NOV. 18				
I have been involved with Texas instructional materials:	What concerns would you	ike to see addre	ssed at the conference?				
☐ LESS THAN ONE YEAR							
☐ 1-5 YEARS							
☐ MORE THAN 5 YEARS							
☐ I have special dietary needs	. Specify:						
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S	Make district/personal tate Charter No: 01291643						

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 Fax to 512-251-8152. Payment must be received by Nov. 27, 2015.

**Conference** from Page 1

beverages on the evening of Dec. 7.

On Tuesday, Dec. 8, stop by after dinner for a fun **Casino Night**, **sponsored by HMH**, and the chance to use your winnings from the blackjack, poker or roulette tables to win prizes.

The 24th Annual Conference of the Instructional Materials Coordinators' Association of Texas has plenty of information for instructional materials coordinators, curriculum specialists, school technology staff, business office personnel and publishers — traditional and electronic.

To help guide you to the information you need, we've color-coded the breakout sessions for each interest area — Administrator, Curriculum, Technology, Purchasing/Finance and Warehousing. Check out the schedule in this newsletter.

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 500 participants from across the nation and as many as 50 exhibit booths. 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 2:30 to 5:30 p.m. Sunday, Dec. 6 offers "IM101" for beginners and for veterans who need a refresher. The workshop is free to full attendees, but pre-registration is required, and space is EXTREMELY limited.

The ultimate test of survival is the Exhibitor Bingo. Check in with the exhibitors in the exhibit halls for a sticker at each Exhibitor booth, fill up your card, and you're eligible in the drawing for an amazing prize.

The easiest way to register is at **www.imcat.org**. A paper form is also available on Page 14 of this newsletter.

## Toys For Tots Collection at I.M. Texas 2015

It's become an IMCAT tradition: As Christmas nears, bring an unwrapped toy that you can share with a child who might not get one, except for Toys For Tots.

Drop off your donation for the Toys For Tots Drive, a project of the U.S. Marine Corps Reserve, at 6:30 p.m. Tuesday, Dec. 8 before Casino Night in the Lost Pines Ballroom.

Plus you'll have a chance to win a beautiful

hand-made quilt in a raffle conducted during the conference.

IMCAT will present the toys and proceeds from the raffle to the Marines, and the Marines will get them to the kids (kind of like we do with instructional materials).



IMCAT will sell raffle tickets during the conference to win this quilt, donated by IMCAT Board Member Misty Fisher. All proceeds will be donated to Toys for Tots.

IMCAT's 24th Annual Conference Dec. 6-9, 2015 ► Bastrop

The easiest way to register is online at www.imcat.org!

### IM Texas 2015 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 Bastrop. Color of circles next to a listing suggest interest area for that session (see circle key at right).

A ····· Administration

Curriculum

P Purchasing/Finance

···· Technology

W -----▶ Warehousing

#### **SUNDAY, DECEMBER 6**

**IMCAT Golf Tournament** 9 am-2 pm

2-6 pm Registration

2:30-5:30 pm IM101: Overview of instructional

> materials information. Pre-registration required. Limit 75. Offered Sunday only.

Exhibitor Move-In 8:30 pm

#### **MONDAY, DECEMBER 7**

7:30-8:30 am **Breakfast** 7 am-5 pm

Registration 7:30-10 am **Exhibitor Move-In** 

General Session: Welcome 8:30-9 am

9-9:20 am Regional Meetings

Deadline for nominations for the 9:30 am

**IMCAT Board** 

#### Breakout Session 1 » 9:30-10:30 am

- C TEA EVI, Braille, Large Type, Read Aloud
- Coping with Small District Troubles
- A Looking to Proclamation 2017
- Exhibitors Forum
- Curriculum Changes, 5 STEMS & the **Effects of Instructional Materials**
- Dual Credit, AP & Early College HS
- Organize Online Access Codes Code. Master Codes, Usernames, Passwords
- IMA Survivor 101: Part 1

10:30-11 am Exhibit Hall Grand Opening/

Door Prizes

Sponsored by Texas Educational **Publishers Association** 

#### Breakout Session 2 » 11 am-Noon

P IMA Reimbursement/Disbursement

- Curriculum & IMA
- Ordering eBooks vs Print Materials
- Exhibitors Forum
- Student Information Systems, SSO, FTP, Licenses, Confidentiality Agreements & **Troubleshooting**
- Navigating Useful Websites IMCAT, TEA,
- W Audits & Inventories
- IMA 101: Part II

Noon-2 pm President's Luncheon

2-2:15 pm VISIT EXHIBITS/Door Prizes

#### Breakout Session 3 » 2:15-3:15 pm

- A Writing a Policy & Procedure IM Manual
- Best Practices for Local Adoption
  - IMA Survivor Questions & Answers by **Veteran Coordinators**
  - Exhibitors Forum
  - Organize Online Access Codes Code, Master Codes, Usernames, Passwords
  - Curriculum Changes, 5 STEMS & the **Effects of Instructional Materials**
  - Coping with Small District Troubles
  - A Looking to Proclamation 2017

VISIT EXHIBITS/Door Prizes 3:15-3:30 pm

#### Breakout Session 4 » 3:30-4:30 pm

- TEA New Processing, Bundles & Shipping
- Curriculum & IMA
- Student Information Systems, SSO, FTP, Licenses, Confidentiality Agreements & **Troubleshooting**
- Exhibitors Forum

- P Bid/Quote Process, Co-Ops, Ethics & Purchasing 101
- W Out of Adoption Materials, Donating, Selling & Recycling
- W Audits & Inventories
- Ordering eBooks vs Print Materials

5-5:30 pm IMCAT Board Meeting 6:30-9:30 pm Welcome Reception

Sponsored by Follett/ Children International

#### **TUESDAY, DECEMBER 8**

7:30-8:30 am
7 am-5 pm
8 am-5 pm
8:30-9:30 am

Preakfast
Registration
VISIT EXHIBITS
GENERAL SESSION

9:30-9:45 am VISIT EXHIBITS/Door Prizes

#### Breakout Session 5 » 9:45-10:45 am

- TEA Who Understands IM Bundles?
- A Writing a Policy & Procedure IM Manual
- Navigating Useful Websites IMCAT, TEA, EMAT
- Exhibitors Forum
- A W Tracking Instructional Materials
- A Best Practices for Local Adoption
  - W Audits & Inventories
  - P IMA Reimbursement/Disbursement

10:45-11 am Visit Exhibits/Door Prizes

#### Breakout Session 6 » 11 am-Noon

- TEA EVI, Braille, Large Type, Read Aloud
- Out of Adoption Materials, Donating, Selling & Recycling
- Student Information Systems, SSO, FTP, Licenses, Confidentiality Agreements & Troubleshooting
- Exhibitors Forum
- P Bid/Quote Process, Co-Ops, Ethics & Purchasing 101
- O Dual Credit, AP & Early College HS
- Curriculum Changes, 5 STEMS & the Effects of Instructional Materials

#### Motivational Speaker: Jimmy Cabrera

Noon-2 pm President's Luncheon
12:30-1:15 pm Legislative Update with
Colby Nichols, Powell & Leon
2-2:15 pm VISIT EXHIBITS/Door Prizes

#### Breakout Session 7 » 2:15-3:15 pm

- Curriculum & IMA
- P IMA Reimbursement/Disbursement
- IMA Survivor Questions & Answers by Veteran Coordinators
- Exhibitors Forum
- A Best Practice for Local Adoption
  - Navigating Useful Websites IMCAT, TEA, EMAT
  - Organize Online Access Codes Code, Master Codes, Usernames, Passwords

3:15-3:30 pm
3:30-4:30 pm
5-5:30 pm
6:30-8:30 pm
7:30-10:30 pm
Toys for Tots Collection
Casino Night: Join us after dinner for fun and games!

Sponsored by Houghton
Mifflin Harcourt & IMCAT

#### **WEDNESDAY, DECEMBER 9**

7-8:30 am
7 am-Noon
8:30-11:15 am
11-11:15 am
11:15 am
11:30 am-12:30 pm
Breakfast
Registration
General Session
Grand Prize Drawing/Quilt Raffle
11:40 am-12:30 pm
IMCAT Board Meeting

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

There's still time to become an I.M. Texas 2015 sponsor!

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## IMCAT 2015 Russell Owen Memorial Scholarship Golf Tournament

Dec. 6, 2015 • 9 am Shotgun Start Hyatt Wolfdancer Golf Club • 575 Hyatt Lost Pines Rd • Cedar Creek, TX 78612

Name:										
Company:										
Address:										
City:	State: _	Zi	p:							
Phone:										
Email address ( <u>required</u> for processing):										
□ Individual Player\$125\$ □ Foursome\$500\$  SPONSORSHIP OPPORTUNITIES □ Hole Sponsor\$100\$ □ Beverage Cart Sponsor\$500\$  EXTRAS □ Mulligansx\$10\$ (max of 2 per player)		FOURSOME REGISTRATION: Player 1: Name Company Player 2: Name Company Player 3: Name								
					***TOTAL (ADD RIGHT COLUMN)\$_		Company			
					FOR QUESTIONS OR MORE INFORMATION Steve Hanson, Galena Park ISD 832-386-1005 or shanson@galenaparkisd.com	Player 4: Name Company				
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Card #:	Total Amount Charged: \$									
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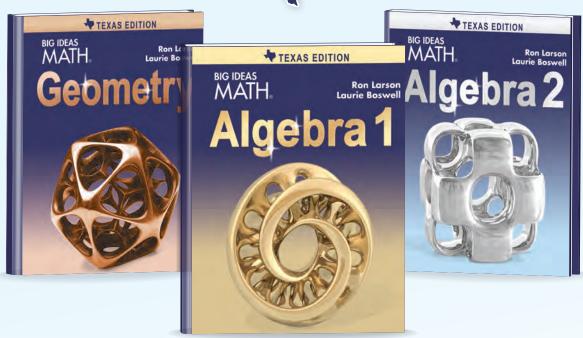
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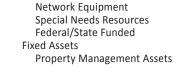


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