



FROM IMCAT

IMpulse

THE PULSE OF INSTRUCTIONAL MATERIALS IN TEXAS + 2Q 2016

IMCAT Opens Registration for 2016 Summer Institutes

June 8 – July 28 • 12 sites in Texas

Instructional materials professionals can get a sneak peek at Proclamation 2017 as part of IMCAT's Instructional Materials 101, offered at 12 sites across the state this summer.

The multiple venues allow educators to select a session that works with their schedule. IM101 is offered at each site and features all the information you need to begin your school year. It's great for instructional materials professionals who are new to the process or for veterans who want a summer refresher.

T.E.A. has confirmed that Instructional Materials Allotment funds may be used to pay the Summer Institute registration fee.

Registration is available on the IMCAT website or with the form on Page 9. Costs for the training are:

Member (*employee of Texas public school or open enrollment charter school*): Cost: \$65, includes morning refreshments, lunch and materials

Nonmember (*employee of Texas public school or open enrollment charter school*): Cost: \$95, includes morning refreshments, lunch, materials and 2016 IMCAT Membership

Representative of Commercial Enterprise: Cost: \$225, includes lunch and materials

Commercial entities may also contact IMCAT at 512-251-8101 for sponsorship opportunities.

Here's the schedule for 2016:

(*Note: Registrants may attend one session at any site; city/region listings are for suggestion only*):

Corpus Christi Area

Monday, July 25

8 am-2 pm

West Osco ISD

CONTINUED PAGE 8 ► Summer Institutes

EMAT Opens

Instructional materials coordinators will likely notice few changes when they use EMAT, the state's online ordering system, after it reopened in early May.

That's partly because there's no Proclamation 2016 materials to order and wrangle into classrooms this fall. To stretch the dollars in the state's Instructional Materials Fund for the 2016-2017 biennium, the State Board of Education pushed back its call for new Career and Technology Education materials until 2017.

Another factor is front-loading. Legislation passed in 2015 "front-loaded" Instructional Materials Allotment (IMA) funds to school districts and open-enrollment charter schools so that they received all their IMA funds in the

CONTINUED PAGE 11 ► EMAT



Incoming IMCAT Pres. Abel Villarreal and outgoing Pres. Kellie Skarda congratulate State Rep. Gary VanDeaver of New Boston after he was named "Legislator of the Year" at IMCAT's Annual Conference. VanDeaver was the author of House Bill 1474, which "front-loaded" distribution of schools' Instructional Materials Allotment in the first year of the state's biennial budget. For more conference highlights, see Page 6.

Letter from IMCAT President Abel Villarreal



Greetings and salutations as another school year rapidly approaches an end. We can reflect back on IMCAT's victory with House Bill 1474, which the IMCAT board was instrumental in passing legislation for front-loading the Instructional Materials Allotment. We pause to celebrate this accomplishment and for making it through another massive instructional materials adoption: Proclamation 2015.

We can all breathe a sigh of relief as this summer we can enjoy a much needed break coming off back-to-back adoptions. Our next adoption will be Proclamation 2017. Please know your IMCAT Board is working hard to prepare for what promises to be a very challenging legislative session next spring.

Many districts are already feeling the impact of lower oil prices, and the State's revenue from oil and gas taxes has also decreased. When the Legislature reconvenes in January, less money to work with is an almost certainty.

At the same time, it is likely that the courts will rule on the State's school funding system. Many predict that the courts will order the state to put more money into the schools. If so, the question will be: "Where does the money

come from?"

IMCAT wants to represent you as these issues of funding are discussed and we want to protect the gains we made in the last legislative session.

Although the budget crunch may present a large obstacle, we'd also like to reinstate the Tech Allotment the Legislature cut in 2011. Since that cut, schools are using dramatically less of their IMA funds for technology, and our kids are not getting what they need to compete in a world full of rapidly changing technology.

IMCAT selected Rosa Ojeda, of Waller ISD and IMCAT's President-Elect, to testify to the Public Education Committee in the Texas House of Representatives on May 11 to explain that schools need the funding to provide the infrastructure — for example, broadband access — that will support learning in the 21st century.

You can help IMCAT by contacting the candidates and having a conversation of the advantages of front-loading and the need to fund public education instructional materials. Talk to them now, so we can talk to them again in Austin next year. Find your representative at <http://www.fyi.legis.state.tx.us/Home.aspx>.

IMCAT Impulse

Official Newsletter of the Instructional Materials Coordinators' Association of Texas

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T.E.A. Undergoes Leadership Reorganization

AUSTIN – Under a reorganization announced by Commissioner of Education Mike Morath in April, T.E.A.’s Instructional Materials and Education Technology Division will report through a new deputy commissioner, one of five overseeing the operations of the agency.

As the new Deputy Commissioner for Academics **Penny Schwinn** oversees the T.E.A. Assessment and Accountability Division, as well as Standards and Programs. Associate Commissioner of Standards and Programs Monica Martinez, whose area includes instructional materials, will report to Schwinn.

Schwinn began her work in education as a high school economics and history teacher in Baltimore and also served as a new teacher coach in south Los Angeles.

Her efforts earned her the Peter Kannam Award for Teaching Excellence, an Americorps Service Award, the Street Law Supreme Court Summer Institute placement and the Gilder-Lerhman Fellowship.

According to a T.E.A. press release, prior to joining the agency, Schwinn served as Assistant Secretary for the Delaware Department of Education, and before that as Assistant Superintendent of Performance Management for the Sacramento City Unified School District. As an assistant

superintendent in the Sacramento public school system, Schwinn created the first school choice calculator in the country as a tool for parents. Schwinn also helped lead the Sacramento Pathways initiative, a collaborative with higher education institutions to ensure students complete college after high school graduation.

Other new deputy commissioners included:

Martin Winchester – Deputy Commissioner of Educator Support – Overseeing the T.E.A. Educator Leadership and Quality Division. An educator with more than two decades of experience and former National Board Certified Teacher, he holds degrees from the University of North Carolina at Charlotte, the University of Minnesota and the University of Texas-Pan American. He also holds a principal certification from the State of Texas, as well as teacher certifications in English Language Arts, English as a Second Language and Social Studies Composite. He began his education career in 1995 in the Rio Grande Valley and has taught at the elementary, middle and high school levels. He most recently served as an Advanced Placement/Dual

CONTINUED PAGE 12 ► T.E.A.



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I.M. Texas 2015 Conference Highlights



Kelly Griffin of T.E.A.'s Instructional Materials and Educational Technology Division shares information about the instructional materials process at IMCAT's Annual Conference.

Instructional materials professionals packed the Exhibit Hall at IMCAT's Annual Conference to learn more about exhibitors' goods and services. More than 50 exhibitors displayed their wares.



Former IMCAT Pres. Karla Christman of Brazosport ISD was named recipient of the P.D. Thomas Award, which recognizes the support for instructional materials professionals in their efforts to get instructional materials to Texas school children. During her term as president in 2009, Christman walked the halls of the Capitol to show lawmakers the amount of materials schools had to deal with. (File photo)



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Corpus Christi, TX 78416
Abel Villarreal, Betty Adamson, Frank Hernandez and Belinda Gamez

Houston Area

Thursday, June 16
8 am-2 pm
Spring Branch ISD Technology Training Center
14330 Memorial Drive
Houston, TX 77079
Jill Dorland, John Bridges and Wayne Schaper

North Houston Area

Tuesday, June 14
8:30 am-2:30 pm
Waller ISD Technology and Training Center
1914 Key Street
Waller, TX 77484
Rosa Ojeda

San Antonio Area

Thursday, July 28
8:30 am-2:30 pm
Schertz-Cibolo-Universal City ISD
Central Administration Building
1060 Elbel Road
Schertz, TX 78154
Kelly Mosley, Margaret Martinez and Brian Squyres

Austin Area

Monday, July 11
8:30 am-2:30 pm
Leander ISD Support Services Bldg.
1900 Cougar Country Drive
Cedar Park, TX 78613
Greg Wright

East Texas Area

Wednesday, June 8
8 am-2 pm
Region 7 ESC
1909 N Longview St.
Kilgore, TX 75662
Tony Black

DFW Area

Wednesday, June 22
8 am-2 pm
Lewisville ISD
Assessment and Textbook Warehouse
900 South Mill St.
Lewisville, TX 75057
Kathryn Rey and Nick Gleicher

Wichita Falls Area

Wednesday, June 15
8 am-2 pm
Wichita Falls ISD Education Center
1104 Broad Street Room 302
Wichita Falls, TX 76301
Shannon Troester

Abilene Area

Wednesday, June 15
8:30 am-2:30 pm
Abilene ISD Administration
241 Pine Street
Abilene, TX 79601
Kim Slough

Midland/Odessa Area

Thursday, June 23
8:30 am-2:30 pm
MISD Administration Bldg.
615 W. Missouri, Room 101
Midland, TX 78701
Kim O'Connor

Amarillo/Lubbock Area

Monday, July 11
8:30 am-2:30 pm
Region XVI Education Service Center
5800 Bell St.
Amarillo, TX 79109
Tammy Swartz and Kathryn Rey

El Paso Area

Thursday, July 7
8:30 am-2:30 pm
Harmony School of Innovation
5210 Fairbanks Dr.
El Paso, TX 79924
Jill Myrick and Kathryn Rey

Instructional Materials Coordinator 101

IMCAT Summer Institute 2016 12 sites in Texas

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(*Includes IMCAT membership through Dec. 2016)
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Cancellations will receive a credit for the IMCAT Annual Conference, Dec. 4–7, 2016, at Moody Gardens in Galveston.

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first year of the biennium.

That gave school officials more flexibility and more money to pay the huge bill for new materials for Social Studies and secondary mathematics, which went into classrooms last fall.

That legislation will provide some of the minor changes coordinators might notice when EMAT is reopened. Several reports will have new labels to reflect biennial, rather than annual, allotments.

Many publishers amended their pricing in EMAT, which delayed EMAT’s opening by a week.

Another change is in an acronym: EVI becomes AEM (Accessible Educational Materials). In line with the Federal Office for Special Education Programs, TEA will refer to instructional materials provided in an accessible format as AEM beginning with this year’s opening of EMAT.

In an initial step toward implementing regulations adopted by the SBOE in January, new coordinators will have to attest to the T.E.A.’s Instructional Materials and Education Technology Division that they have taken online training available on the division website before they will be issued an EMAT login.

The SBOE revisions to Chapter 66 of the Texas Administrative Code added a section that said:

“The board of trustees of a school district shall require the employee responsible for ordering instructional materials to complete Texas Education Agency-developed training in the use of the instructional materials allotment and the use of the instructional materials ordering system known as EMAT. Training shall be completed prior to ordering instructional materials for the first time and again each time the district or charter school is notified by the Texas Education Agency that the training has been updated. The school district or charter shall maintain documentation of the completion of the required training.”

Guidance videos are available on the IMET website at http://tea.texas.gov/IMET/Ordering_Instructional_Materials. The training does not provide any certification upon completion, but new coordinators must keep a record of their training — possibly in the form of an internal memorandum — at their district or charter school.

Veteran coordinators who already have an EMAT login are not required to take the training, although T.E.A. recommends they do so. The training is recommended for the disbursement process through EMAT, which is a consistent problem area.

T.E.A. is developing training for all coordinators and will notify coordinators when that training is available.

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Enrollment U.S. History teacher at PSJA High School in the Pharr-San Juan-Alamo Independent School District.

Winchester also worked to launch the HEROES Academy, a college-preparation middle school in the district. He served for three years as the Chief Schools Officer of IDEA Public Schools overseeing the recruitment, selection, training and supervision of all the district's principals and curriculum team. Winchester also has experience as an executive director, curriculum specialist and literacy facilitator. In addition, he has trained more than 1,000 teachers and served as an Expert in Residence at the University of Notre Dame.

A.J. Crabill – Deputy Commissioner of Governance

– Overseeing the T.E.A. Accreditation and School Improvement Division, as well as the Office of Complaints, Investigations and Enforcement. Prior to joining T.E.A., he served eight years on the board of the Kansas City (MO) Public Schools. He led a broad suite of reforms that radically transformed the district. As a result of these efforts, grade-level proficiency in literacy and numeracy rose markedly throughout the district. Graduation rates also climbed.

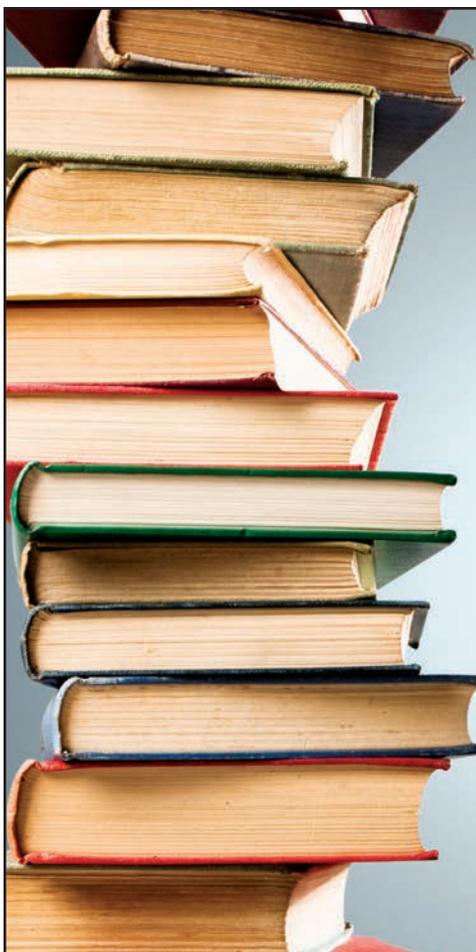
Additionally, the district's financial situation (which had been in a constant state of disarray and subject to political corruption) was placed on solid, fiscally conservative footing. Crabill has also served on the board of the Missouri School Boards Association, the executive committee of the Council of Great City Schools and provided governance training to school districts nationwide to help refocus school board members on the core mission of improving student outcomes.

The T.E.A. release noted, "Raised as a foster child, he was born and has been known as Airick Leonard West until recently when he honored a promise to his foster parents to go through the adult adoption process, taking their name and marking the significance of the journey God put him on to become Airick Journey Crabill (or A.J)."

Megan Aghazadian – Deputy Commissioner of Operations

– Responsible for the agency's strategic planning process and coordinating efforts to ensure performance goals and milestones are reached in an effort to improve student outcomes statewide. She also oversees

CONTINUED PAGE 13 ► T.E.A.



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CONTINUED FROM PAGE 12 ► T.E.A.

the T.E.A. divisions of Communications, Governmental Relations and Human Resources. Aghazadian previously served as Director of Annual Planning and Strategic Projects at the KIPP Foundation, driving organization-wide planning. In addition, she has served as the Director of College Partnerships on the KIPP Through College Team, where she developed KIPP's college partnership strategy, established 70 college partnerships nationwide and led the launch of KIPP's College Match campaign.

She has worked on the strategy and policy team at DC Public Schools and was Portfolio Director at the DC Public Education Fund, where she raised more than \$5 million to support strategic initiatives in DC Public Schools. While working with The New Teacher Project, she supported the implementation of a new teacher appraisal system in the

Houston Independent School District. Aghazadian began her career in education as a middle school Language Arts teacher in the Bronx.

Kara Belew – Deputy Commissioner of Finance
– Overseeing the T.E.A. divisions of School Finance, Grants and Fiscal Compliance, Agency Finance, as well as the Permanent School Fund.

She previously served as the Statewide Budget Director for Gov. Greg Abbott. Belew also served as Gov. Rick Perry's Director of Financial Accountability and Senior Education Advisor. She is on the Board and is the former Chairwoman of A Community for Education (ACE), a non-profit dedicated to ensuring economically disadvantaged children are reading at grade level before third grade. Her leadership position with the agency was previously announced in February.

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IMCAT Treasurer's Report Explained

By Cliff Avery
IMCAT Executive Director

When the treasurer's report was submitted to the membership at our Annual Conference in Bastrop last December, some were alarmed by the deficit we had in Fiscal Year 2014-2015, and the IMCAT Board asked me to provide a more detailed, written explanation in the **IMpulse**.

Yes, the report showed a deficit of \$47,866.37, but most of that deficit was expected.

The IMCAT Board changed the Association's fiscal year in 2015. The "new" fiscal year conforms with the State's, beginning Sept. 1 and ending Aug. 31. This new setup also allows us to have a better picture of our financial status than the old Nov. 1–Oct. 31 fiscal year.

When the old fiscal year was set up, most of the receipts for the Annual Conference didn't come on the books until late in the year, usually after Nov. 1. But with professional staff soliciting exhibitors and with higher interest in our conference almost as soon as school starts in August, we're seeing a lot of revenue come in during the late summer.

While the new fiscal year gives us a better picture, setting the fiscal year alone doesn't give us a complete picture of the receipts for an annual conference. We're still selling exhibitor booths for one conference just a few months after the previous conference ends. In fact, before we even went to the 2015 conference, we had a

commitment from one publisher for a \$10,000 sponsorship.

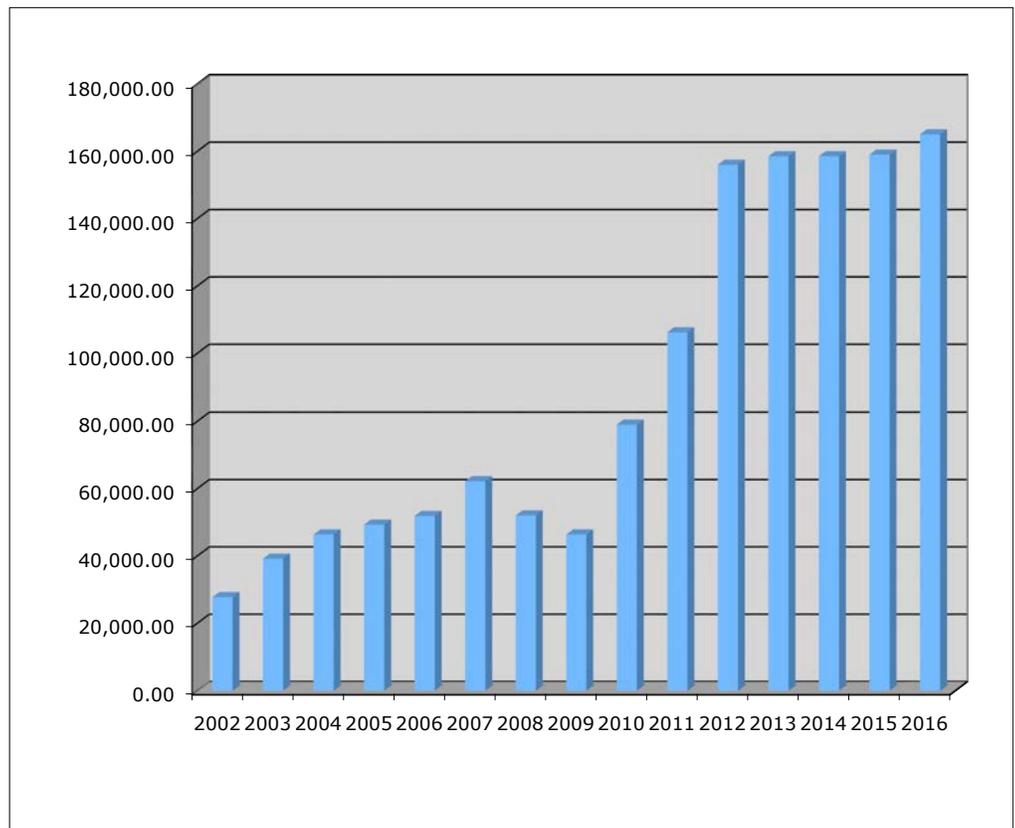
All this is to say that we're seeing the money from the Annual Conference in the previous fiscal year, so, in the case of the 2014-2015 report, revenues may be understated (and deficit overstated) because of timing. In fact, the 2013-2014 report showed a surplus of \$24,873.

But the big reason for the surplus was a very deliberate decision by the IMCAT Board of Director to use some of the fund reserves it had built up over the years to hire legislative representation. The direct result of this representation was House Bill 1474 by State Rep. Gary VanDeaver.

CONTINUED PAGE 15 ► Treasurer's Report

IMCAT BANK BALANCE FEB. 1

Following FY:	Amt.	Growth
2002	27,754.50	
2003	39,170.25	41.13%
2004	46,358.82	18.35%
2005	49,283.22	6.31%
2006	51,852.06	5.21%
2007	62,196.33	19.95%
2008	52,015.58	-16.37%
2009	46,350.56	-10.89%
2010	78,993.36	70.43%
2011	106,218.12	34.46%
2012	155,997.07	46.86%
2013	158,502.16	1.61%
2014	158,502.16	0.00%
2015	158,978.26	0.30%
2016	165,016.89	3.80%



CONTINUED FROM PAGE 14 ► **Treasurer's Report**

This major legislation gave Texas schools all their Instructional Materials Allotment in the first year of the biennium, instead of dribbling it out over the state's two-year budget cycle. That gave districts more flexibility in planning and more opportunities to meet the challenges of the huge Proclamation 2015.

HB1474 made life easier for instructional materials professionals, and without IMCAT hiring Colby Nichols of Powell & Leon as its representative, I doubt we'd have that law.

Lobbying costs money, and the IMCAT Board committed to drawing down its reserves as much as \$50,000 for the effort. That's the going rate for lobbyists in Austin. As it turns out, the fees in 2014-2015 came in at \$35,337.53.

IMCAT also spent a little more on speakers and food at the Annual Conference in Fort Worth in 2014 (Remember: The treasurer's report you received at the 2015 conference covered the 2014 conference).

We felt we needed to spend a little more to attract attendees, because the 2013 conference suffered the now-fabled ice storm that turned Fort Worth into a Frigidaire. We wanted to give people a reason to come back in 2014 and beyond.

There may have been a loss on IMCAT's 2014-2015 annual report, but IMCAT had prepared for years for that eventuality. IMCAT continues to enjoy a comfortable account balance of \$165,016.89 as of February 1, as illustrated in the bar graph on Page 14. The FY 2015-2016 finances are healthy, showing a small surplus year-to-date.

Since I began serving as executive director in 2000, I have worked with IMCAT directors and officers to build up the surplus so that when we needed something — like rewriting the way that districts acquire their instructional materials — IMCAT had the money to accomplish it goals. Nothing in the most recent treasurer's report changes that.

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Instructional Materials Coordinators Assoc of Texas	
Profit & Loss	
September 2014 through August 2015	
	<u>Sep '14 - Aug 15</u>
Income	
Advertising Revenue	13,190.00
Annual Conference - Exh	21,550.00
Annual Conference - Reg	132,588.50
Annual Conference - Spons	53,500.00
Membership Revenue	1,000.00
Misc. Revenue	449.00
Russell Owen Fund	2,695.00
Summer Ins - Reg	13,965.00
Summer Ins - Spons	22,700.00
Total Income	261,637.50
Expense	
Board Meeting Expenses	
Lunches	1,419.21
Room Rental	1,325.71
Board Meeting Expenses - Other	434.04
Total Board Meeting Expenses	3,178.96
Charitable Donation	378.00
Conference Expenses	
Awards	703.44
Badges/Ribbons	49.03
Casino Night	4,775.00
Conf Program Production	3,500.00
Conference event	880.00
Conference Refund	575.00
Decorator Services	3,282.14
Hotel	146,364.77
Member Giveaways	7,647.98
Mileage	1,040.92
Printing	2,456.87
Signage	377.89
Speaker fees	11,485.57
Travel	3,781.52
Total Conference Expenses	186,920.13
Contract Services	43,839.00
Information Brochure	
Postage	1,305.39
Printing	2,237.27
Total Information Brochure	3,542.66
Insurance Expense	
D&O	800.00
Insurance Expense - Other	370.00
Total Insurance Expense	1,170.00
Meeting Expenses	
Travel	724.12
Meeting Expenses - Other	58.53
Total Meeting Expenses	782.65
Newsletter	
Ad Commission	2,587.50
Mailing Services	340.94
Postage	868.32
Printing	2,265.64
Production	8,400.00
Total Newsletter	14,462.40
Outreach	4,863.90
Postage	9.80
Professional Fees	
Accounting	625.00
Legal	35,337.53
Total Professional Fees	35,962.53
RegOnline Fee	7,191.74
Russell Owen	394.76
Sales Tax	624.67
Summer Institute Expenses	6,182.67
Total Expense	309,503.87
Net Income	-47,866.37



**Instructional Materials
Coordinators' Association of Texas**

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- Student Textbooks
- Teacher Editions
- Content Subscriptions
- Resource Kits
- Literacy Library Resources
- Components
- Novels
- Dictionaries
- Band/Athletic Equipment

- Non-Capital Assets
- I:I Student/Staff Devices
- Standard Classroom Equipment
- Course Classroom Standards
- Network Equipment
- Special Needs Resources
- Federal/State Funded
- Fixed Assets
- Property Management Assets



There is a TIPWeb solution for every school district size, goal, and budget.

For more information: visit: www.hayessoft.com call: 800-749-5086 email: sales@hayessoft.com