



FROM IMCAT

IMpulse

THE PULSE OF INSTRUCTIONAL MATERIALS IN TEXAS • 2Q 2017

Summer Institutes offer training, look at 85th Legislature

IMCAT's Summer Institutes will not only offer training close to home – at 11 sites around the state; they offer a chance to review changes to the instructional materials process made by the 85th Legislature.

At presstime, many of the proposed changes – including the level of funding that schools can expect for the fall – are still pending. The Legislature adjourns May 29.

Unless there's a need for a special session, most questions will be answered by the time that Summer Institutes get underway.

Even without trying to interpret the intentions of the Legislature, IMCAT's Summer Institutes offer great training to prepare newcomers to the IM arena (and veterans who want to refresh their skills).

Register online at www.imcat.org.

Here's the schedule for 2017 (Note: Registrants may attend one session at any site; city/region listings are for suggestion only):

Abilene Area

8:30 am-2:30 pm, Thursday, June 8
Abilene ISD Administration
Valley View Room
241 Pine Street
Abilene, TX 79601
Kim Slough and Teresa Howard

Austin Area

8:30 am-2:30 pm, Monday, June 12
Leander ISD Support Services Bldg.
1900 Cougar Country Drive
Cedar Park, TX 78613
Greg Wright and Julie Salvato

CONTINUED PAGE 10 ► Institutes



P.D. THOMAS WINNER – IMCAT 2016 President Abel Villarreal congratulates Brian Squyres of Northside ISD after Squyres was named winner of the P.D. Thomas Award. Squyres, a two-time IMCAT president, was honored for his selfless commitment to support of instructional materials coordinators. The presentation was made at IMCAT's Silver Anniversary Conference in Galveston.

Pearson letter addresses U.S. K-12 'strategic review'

Editor's Note: On May 5, Pearson's corporate parent in the United Kingdom announced that it was initiating a "strategic review" of its K-12 courseware publishing in the U.S. Some business press outlets interpreted that as a potential sale of Pearson's educational publishing. Senior Vice Pres. James Lippe offered this letter to clarify the company's intentions.

Dear IMCAT,

The purpose of this statement is to provide additional information regarding Pearson's recent announcement that it is doing a strategic review of its US K-12 Courseware publishing business, which could lead to a joint-venture, strategic partnership, possible sale or a continued ownership of this division.

While we cannot be certain at this time which outcome this review will render, we can see the benefits of these options for

CONTINUED PAGE 10 ► Pearson

Letter from IMCAT President



By Rosa Ojeda
Waller ISD

By the time you read this, the 85th regular session of the Texas Legislature will be nearing an end.

At this writing, the conference committee trying to reconcile the House and Senate versions of the budget is still working. Passing a budget is the only thing the Legislature is required to do.

There are some major differences between the two versions of the budget, enough that no one is ruling out the need for a special session after the regular session ends May 29.

Until a budget is passed and signed by the governor, it is highly unlikely that TEA will allow schools to spend the 80 percent “advance” on their biennial instructional materials allotment. It is not a practice for TEA to presuppose their appropriation.

One thing we do know is that both the House and Senate versions of the budget cut the amount of money for instructional materials from the amount that the State Board of

Education distributed from the Permanent School Fund. However, we are seeing that the actual Instructional Allotment is more than we have received in the past.

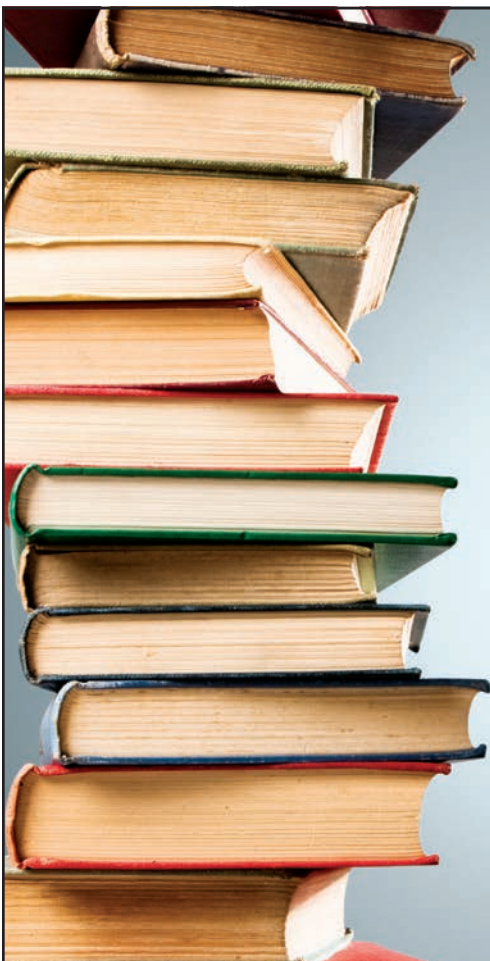
Under Senate Bill 6 in 2011, the distribution from the Permanent School Fund was to be divided, half to the Available School Fund and half to the Instructional Materials Fund.

After using a portion of the Instructional Materials Fund for state expenses, such as Accessible Instructional Materials and some shipping, the remainder of the fund was divided among schools as their Instructional Materials Allotment.

The House version cuts the amount we should have received by \$125 million; the Senate by \$104 million. Lawmakers say that we’re still getting more than we did in the previous biennium. Although the increase does show progress, we have some ISDs that are unable to meet the needs of their districts. These cuts, if approved, redirect the funds that should have been allocated for instructional materials to be tapped into for other ideas.

If either of the budget versions made it into law, it’s a retreat from the commitment the Legislature made in SB6 in 2011. This is very concerning.

Make sure and ask your legislators about that when they’re running for re-election in 2018.



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IMCAT's 25th Birthday

IMCAT "took the cake" when it celebrated its 25th Birthday at the Annual Conference in Galveston. (Right) It may have been IMCAT's birthday, but SBOE Member Keven Ellis received an appreciation gift from incoming IMCAT Pres. Rosa Ojeda after addressing the general session. (Below) A near-record crowd joined a record number of exhibitors in the Exhibit Hall.



(Right) Pres. Rosa Ojeda presents proceeds from the annual Quilt Raffle and donated toys to representatives of the Shriners Hospitals of Texas. (Far right) Outgoing Pres. Abel Villiarreal presents a plaque of appreciation to veteran Betty Adamson of Victoria ISD after she completed long service on the IMCAT Board.



(Right) Newly elected IMCAT Board members are, from left, Tony Black (Whitehouse ISD), president-elect; Jeff Funderburgh (Birdville ISD); Frank Hernandez, III (United ISD); Susan Lenox (Plano ISD); Amy Melching (Georgetown ISD); Kelley Mosley (Schertz-Cibolo-Universal City ISD); Greg Wright (Leander ISD); Derral Shelton (Splendora ISD); and Misty Fisher (Duncanville ISD), secretary.



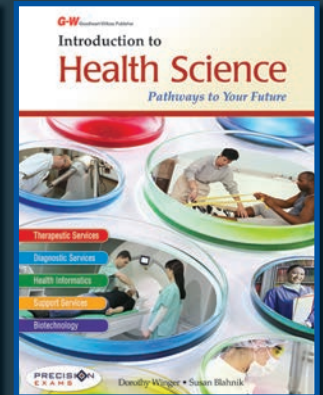
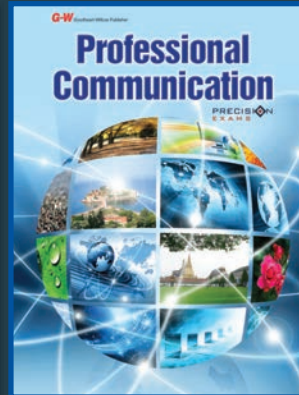
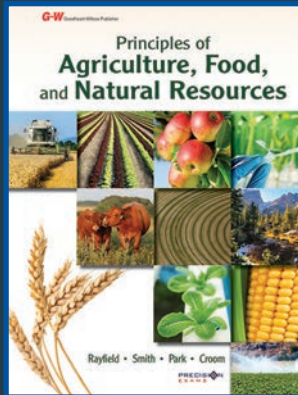


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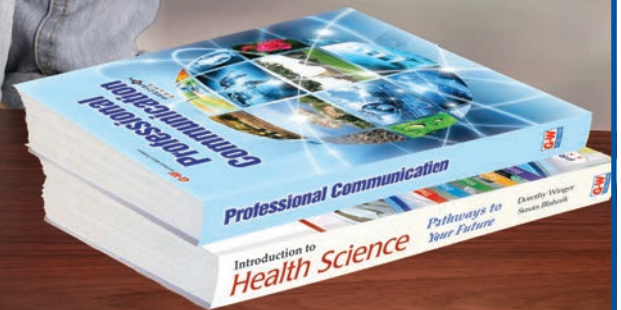


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Instructional Materials Coordinators Assoc of Texas
Profit & Loss
September 2015 through August 2016

	<u>Sep '15 - Aug 16</u>
Income	
Advertising Revenue	16,230.00
Annual Conference - Exh	61,540.00
Annual Conference - Reg	110,891.00
Annual Conference - Spons	119,000.00
Membership Revenue	870.00
Misc. Revenue	3,990.00
Russell Owen Fund	5,374.00
Summer Ins - Reg	13,530.00
Summer Ins - Spons	23,400.00
Total Income	<u>354,825.00</u>
Expense	
Bank Service Charge	12.00
Board Meeting Expenses	
Dinner	1,161.53
Room Rental	1,172.78
Travel	193.12
Board Meeting Expenses - Other	933.62
Total Board Meeting Expenses	<u>3,461.05</u>
Charitable Donation	400.00
Conference Expenses	
Awards	806.27
Badges/Ribbons	419.31
Casino Night	3,177.42
Conf Program Production	
Conference App	249.00
Conf Program Production - Other	3,500.00
Total Conf Program Production	<u>3,749.00</u>
Conference event	850.00
Conference Refund	3,450.00
Conference Supplies	1,813.86
Decorator Services	3,106.13
Hotel	138,547.31
Meals	109.11
Member Giveaways	8,485.50
Printing	219.82
Russell Owen Scholarship	1,016.32
Signage	306.02
Speaker fees	2,700.00
Video Expense	32.46
Total Conference Expenses	<u>168,788.53</u>
Contract Services	46,500.00
Insurance Expense	
D&O	800.00
Insurance Expense - Other	370.00
Total Insurance Expense	<u>1,170.00</u>
Meeting Expenses	
Food/Lodging	21.28
Travel	410.00
Total Meeting Expenses	<u>431.28</u>
Miscellaneous	114.20

IMCAT finances rebound nicely

By Cliff Avery
Executive Director

A year ago, IMCAT reported that its expenses had exceeded its revenues by about \$46,000. Part of that was from higher costs of putting on our Annual Conference, but most of it was because your Board of Directors “stepped up its game” and hired legislative representation in the 84th Legislature.

At the end of its most recent fiscal year, IMCAT, through a combination of increased revenues and decreased expenses, was able to report that **revenues exceeded expenses** (which is the way you generally want it to go) by more than \$48,000.

During the interim between legislative sessions, our legislative representation is less active and costs less. The emphasis is on preparing for the next session.

The rates go up once the session begins, but IMCAT should still be in good shape for the fiscal year ending Aug. 31, because our Silver Anniversary Conference at Moody Gardens Hotel and Convention Center was less costly than at other venues. And we keep trying to find ways to reduce our expenses.

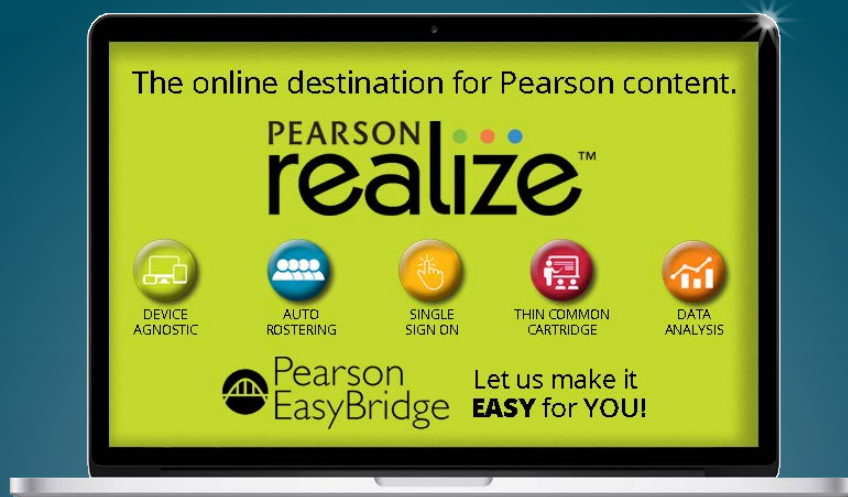
Our goal continues to focus on maintaining a healthy financial reserve so that if we have unexpected events that either slash our revenues or spike our expenses, IMCAT can continue to serve its members until things turn around.

	<u>Sep '15 - Aug 16</u>
Newsletter	
Ad Commission	2,284.00
Mailing Services	646.41
Postage	3,903.28
Printing	4,864.51
Production	6,300.00
Sales Tax	454.65
Total Newsletter	<u>18,452.85</u>
Outreach	1,314.22
Postage	32.30
Professional Fees	
Accounting	5,725.00
Legal	43,179.73
Total Professional Fees	<u>48,904.73</u>
RegOnline Fee	9,408.24
Sales Tax	146.69
Summer Institute Expenses	6,446.53
Webcast	500.00
Total Expense	<u>306,082.62</u>
Net Income	<u><u>48,742.38</u></u>



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San Antonio Area

8:30 am-2:30 pm, Thursday, June 15
Schertz-Cibolo-Universal City ISD
Marion Dolford Learning Center
200 W. Schlather St.
Cibolo, TX 78108
Kelley Mosley and Brian Squyres

Kilgore Area

8:30 am-2:30 pm, Thursday, June 15
Region 7 Service Center
1909 N. Longview Street
Kilgore, TX 75662
Tony Black and Connie Busby

Houston Area

8:30 am-2:30 pm, Thursday, June 15
Fort Bend ISD Tri-Plex Center
550 Julie Rivers Dr.
Sugar Land, TX 77478
Jill Dorland, John Bridges and Wayne Schaper

Midland/Odessa Area

8:30 am-2:30 pm, Tuesday, June 20
MISD Administration Bldg.
615 W. Missouri, Room 101
Midland, TX 79701
Kim O'Connor and Amy Miller

Southeast Texas * NEW SITE

8:30 am-2:30 pm, Tuesday, June 20
Splendora Junior High School
23419 FM 2090
Splendora, TX 77372
Derral Shelton

Wichita Falls Area

8:30 am-2:30 pm, Tuesday, June 20
Wichita Falls ISD Education Center
1104 Broad Street Room 330
Wichita Falls, TX 76301
Shannon Troester

DFW Area

8:30 am-2:30 pm, Thursday, June 22
Plano ISD Transportation Bldg.
600 Seabrook Dr.
Plano, TX 75023
Susan Lenox and Misty Fisher

Victoria Area

8:30 am-2:30 pm, Wednesday, July 19
Victoria ISD Conference Center
2902 Miori
Victoria, TX 77901
Abel Villarreal, Betty Adamson and Frank Hernandez

Lubbock Area

8:30 am-2:30 pm, Thursday, July 27
Region 17 Education Service Center
1111 West Loop 289
Lubbock, TX 79416
Emily Nowlain

Costs:

Member (employee of Texas public school or open enrollment charter school):
Cost: \$65.00; includes morning refreshments, lunch and materials

Nonmember (employee of Texas public school or open enrollment charter school):
Cost: \$95.00; includes morning refreshments, lunch, materials and 2017 IMCAT Membership

Representative of Commercial Enterprise

Cost: \$225.00; includes morning refreshments, lunch and materials. Commercial entities may also contact IMCAT at 512-251-8101 for sponsorship options.

our customers. The US K-12 Learning Services Courseware business has operated as a stand-alone business for a number of years, publishing the imprints of Prentice Hall and Scott Foresman.

Today, the K-12 curriculum publishing division has a broad footprint of market leading curriculum programs in addition to new products being released in the fall of 2017.

This group will continue to remain focused on producing and supporting the implementation of our K-12 Curriculum products.

Should Pearson's strategic review of its K-12 US publishing business lead to a partnership or sale of this division, contracts will continue to be fulfilled.

The new entity will be contractually bound to fulfill on the commitments that have been made to customers, as has been the case with other leading publishing companies that changed ownership over the past several years.

Pearson and its K-12 Learning Services Courseware curriculum group remain fully committed to K-12 US schools. This commitment is a driving purpose of this strategic review. Our goal is to determine how we can best provide top quality K-12 innovative curriculum products and services and we are open to exploring partnerships or other opportunities to make this happen.

Thank you for your longstanding partnership as we have worked together to provide the best possible learning opportunities for our students. We look forward to many more years of service to your district.

Sincerely,

James Lippe
Senior Vice President
Pearson K-12, Learning Services

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Instructional Materials Coordinator 101

IMCAT Summer Institute 2017

11 sites in Texas

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