

**MEETING MINUTES – FADIMA CONFERENCE
NOVEMBER 12-14 2014
PALM BEACH GARDENS, FLORIDA**

Wednesday, November 12, 2014

Opening Luncheon: Meeting began at 12:00 p.m. with a luncheon. Students from local Middle and Elementary Schools performed during luncheon.

Welcome and Introductions: Presentation of the Colors and Pledge opened the meeting. Bill Purtell, FADIMA President welcomed all and there was a welcoming speech from Karen Whetsell, Assistant Superintendent of Palm Beach County. Bill shared numbers of registered attendees with the group. There were 43 attending members representing 40 counties. Cost Analysis numbers indicate 2.7 million students in Florida with 2.1 million of those students being represented at this meeting.

This was followed with each FADIMA member introducing themselves, county represented, number of years in IM position and number of conferences attended. Most members in attendance have 5 years or less with IM/FADIMA. Bill shared that at one time it was considered to dissolve FADIMA, but he was encouraged not to. This new growth in the meeting and membership is important to keeping the group functioning and it is important for everyone to share, learn and ask questions of each other.

Bill shared the updated FADIMA Website (<http://fadima.net>) and the resources found on the site. . He is asking for feedback on the site. Ways to make is better/changes/likes.

Ballot for New Officers: Kathy Green shared the ballot of nominees for next year's board. Members were each provided with a ballot and were asked to complete the ballot and submit to a current board member by 11:00 a.m. tomorrow (Thursday, November 13, 2014).

Kathy is looking for volunteers to work with her on the committee next year. She also encouraged any/all members who may be interested in being on future ballots for Board positions to contact her.

Treasury Report: Vicki Cornman shared the Treasures Report. A hard copy was included in each members folder. Vickie explained the line item regarding anticipated funds. Registration/membership was completed online and these funds are disbursed to FADIMA twice a month. She is aware of the amounts to be disbursed in the next payment and has included them as "Anticipated" funds. It was decided to let the members' review the report and time would be provided tomorrow for members to ask questions and vote on the report.

State of the State Legislative Report: Jessica Janasiewicz, Mixon and Associates, began with discussing events/important points from the last session.

- There were many House members up for re-election as well as about half of the Senate and the Governor. It was anticipated to be a quiet session as historically not a lot of bills are presented during an election year. Instructional Materials Adoption processes became a focus and backed/highly supported by the Senate President. Historically when a Bill has the full support of the President, there is little opposition and the Bill will pass. During this process, the President worked hard on the floor and this doesn't happen often. Senators O'Toole and Fresen worked hard against the Bill. The House fought the Bill and rewrote it. It wasn't perfect, but better.

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- A couple of Bills failed but we are likely to see come back up in the next session. One may be the Gun Bill that would allow districts/principals to allow a staff member to carry a gun on campus. Another related standard charter school contracts with regards to facilities monies. Charters are getting facilities allocations, but the districts are not. It is not anticipated for FRS Reform to come up as this has failed three times already.
- With the new House and the interests of those elected, we may see some legislation regarding Homeschooling, funding for SWD for development, water projects and agricultural issues.
- In the Senate, may see some Bills related to:
 - Current lawsuit regarding Tax Credit Scholarships that has been brought by the School Board Association and Teachers Union
 - School Board Salaries (to limit salaries)
 - Accountability as related to new assessments and teacher evaluation processes
 - School dress codes
 - Delay (5 year) in penalties for school grades
 - Health care issues as related to Medicare
 - Uber and B&B as they are not regulated and taxed like taxi companies and hotels
 - Charlotte's Web that passed last year allowing for a limited strain of medical marijuana
- Jessica encouraged members to contact their local Legislature. She indicated that they do like to hear from their local community on issues and it is important to establish a relationship with them. They like to connect with the individual not just the organization like FADIMA. Expect the unexpected.

Herb Stanley: Mr. Stanley remembered about 2 years ago when FADIMA was beginning to falter. The group came around and a difference has been made in Legislation due to efforts of FADIMA. Jessica, through Mixon and Associates, has consistently stood up for IM and their support is critical.

Mr. Stanley asked the group to consider the following:

- Superintendents meeting with Commissioner of Education in December. Ask someone to discuss IM within the DOE past/present and some the previous disconnect. How important is IM funding and the timelines for the Evaluation Process at the DOE review level to ensure time for districts to follow new guidelines set by the state legislature?
- He applauded districts and publishers for jumping in and making IM decisions for kids even though the state was not complete.
- Keep pushing for funding for both IM and digital IM.
- New Bill reinforced the need for individual districts, especially the small/medium districts to speak up. These districts sometimes have a greater impact than the larger districts and groups (like FADIMA).
- Question the funding for technology. This needs to be reinstated as its own categorical fund. Currently, districts can spend out of IM funding after March of the school year IF there is any funding left and most often, there is not any left.
- Wants members to remember that there are some House/Senate members that are understanding and supportive of education, but we need to continue to stay in contact with them (individually, as a district and as a group).

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FADIMA 101 Part 1:

- IM funds can be used to buy hardware no earlier than March 1 if there are IM allocated funds leftover. FL Statute 1011.62(6)(5)
- Districts are meeting FL Statute 1006.40(3)a if they are purchasing digital materials bundled with print materials. Bill Purtell contacted Senator Munford and Joy Frank for confirmation. Publishers represented (McGraw Hill, College Board, HMH, Pearson and Wiley) indicated that they want to work with Districts on creative bundling. Some districts have already begun some creative options:
 - Miami-Dade: Ninth Grade World History all online with devices. This process took a year to get organized and worked out before implementation.
 - Orange: Class sets of print with student edition online at about half of their High Schools.
 - Seminole: Civics is currently digital. A survey of the students indicated that they wanted options to access both print and digital sources.
 - Sumter: Wants to have access to downloadable content to a device as opposed to online access. This would allow students without internet access at home to still have the content on their devices.

DOE Updates (Katrina Figget): Katrina utilized a detailed PowerPoint Presentation which will be placed on the FADIMA website. Some information shared out during her presentation included:

- Statute changes regarding the role of the Office of Technology and Information Services.
- Digital Classroom Plan (DCP) due date.
- New Look to the TRI Website.
- Race to the Top information
- HB 503: \$165 million available this year
- New Agency for State Technology (AST)
- Florida Information Protection Act (SB 1524 created section 501.171 FL Statute)
- Educational Data Privacy requires annual notice of student rights with regards to records and placed limits on data collection (voting history, religion, etc...). Biometric collection of data not allowed. The Identification Number assigned to students must be different than the student's social security number.
- Additional detailed Legislative information by department can be viewed at the following link:
<http://www.fldoe.org/GR/>
- A lot of money has been spent on 6 different digital tools listed below. Can contact the Service Center at (855) 814-2876 or IENHELP@fldoe.org:
 - CPALMS: Standards based with course descriptions found here. Many standards based lessons available. Continuing to iCPALMS with single sign on. Working to integrate Course Code Directory and reporting function into CPALMS.
 - Student Tutorial and Resources: Based on CPALMS platform. Student access to tutorials related to standards but not monitored by teachers. Similar to FCAT Explorer without teacher monitoring.

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- IBTP (Item Bank and Test Platform): This site contains 90,000 test items covering CTE, ELA, Health Education, Math, Performing Arts, PE, Science and NGSSS Science Access Points, Social Studies and Social Studies NGSSS Access Points as well as World Languages. Can download/export test items and create test forms.
- ELA Formative: Work in progress for grades K-8
- PMRN: Still to be used by districts.
- Post-Secondary Text Demand Study (by WestEd): Qualitative/Quantitative analysis of text. Published in 2012 and showed a gap between High School and Post-Secondary education texts. The study provides recommendations to teachers on how to close gap/scaffold.
- Virtual Education: FL Statute now requires online course catalog.
- Florida Approved Courses and Tests (FACT) Initiative: Course can apply to requirements for promotions in whole or subparts or combo. Conditional approvals for a year. Submissions looked at on a continuing basis.
- Bureau of Standards of Instruction Support (BSIS): This is focused on student achievement and showed a plateau of proficiency at 25%. The question is how to get to 90%. Some ideas included individualized instruction and technology. Instructional technology should be seamless and not disruptive. Two new Technology Integration Specialist positions recently filled.
- Project Optimize: New project to develop best practices for Instructional Technology (content based instruction). This year \$1.5 million was allocated. There is request for \$5 million for next year. Piloting in 4 districts (Alachua, Flagler, Pinellas and Taylor).
- New Look to DOE Website coming soon.

Cost Analysis: The cost analysis document is currently on the FADIMA website and abbreviated version was provided in member's packets. The document is recommending a total of \$299,879,678.00 for the 2015-2016 school year. This is broken out to be \$289,813,169.00 for K-12 IM funding and \$15,066,509.00 for Dual Enrollment Materials funding.

The group is asking all members to please send Bill Purtell an email indicating the total funds spent on Dual Enrollment materials for the 13-14 school year and if possible, the amounts spent to date for this year.

Thursday, November 13, 2014

General: Looking to ensure the information on past FADIMA award winners is up to date and accurate. If you or someone you know has received an award in the past, please let Bill Purtell, Jimmy Greene and Kathy Green know.

FSBD: Barbara Johnson introduced the FSBD staff in attendance and welcomed and addressed the group. She spoke about improvements to the shipping season this year from last year. FSBD is working on upgrading and improving their website and plan to have the new site up and running Spring 2015. They will soon be able to accept electronic payments for purchases from districts.

Herb Stanley - The Story: Mr. Stanley shared the story of IM in Florida and FADIMA's role through history (1958 – today).

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FADIMA 101 Part 2:

- Can purchase items not on state list. Fifty percent is to be spent on digital content. Districts can purchase materials not on state list as long as it meets the 50% digital criteria.
- There was a question regarding Letters of Agreement and what should be included in them. Palm Beach County's Letter of agreement was shared with the group as an example. If other districts have something they can share with the groups, they can send it to Bill Purtell.
- Question regarding Charter Schools IM funding. This is most likely taken from the top of the Districts IM funds and given to the Charter Schools. Some districts have expressed concerns that these funds are not being spent on current materials and questioned why Charter Schools do not have to submit to the state requirement for certifications of IM alignment to standards and the adoption process.
- It was asked whether or not districts have a teacher vote or not. Ideas were shared across the room and some districts do have a teacher vote and others do not.
- A publisher question was presented asking how districts determine what materials they are going to review. Many /most stay with the state list. Some will review other materials if they know it is out there and it comes in during the review time frame. This is one of the reasons districts are wanting there to still be intent to submit bid process so they know who to contact to request materials/digital access for review.
- Question about how AP titles are determined at the state level. Katrina shared that DOE will look at the courses that have the highest interest/enrollment as courses for consideration for the state level adoption process.
- There was a question about the state-wide initiative regarding search enabled digital instructional materials and if there were going to be guidelines. At this time there is not anything at the state level regarding this initiative.
- The use of next year's fiscal funding to purchase IM time line was asked about. Currently, districts can encumber 20% of next year's IM funding after February 1 and 90% can be encumbered after April 1st.
- It was questioned about how districts hold students/parents responsible for damaged/lost IM materials. Many districts track using Destiny others have different procedures. It was agreed that this is a difficult process.

DOE Updates 2 (Katrina Figget): Katrina utilized a detailed PowerPoint Presentation which will be placed on the FADIMA website. Some information shared out during her presentation included:

- If you need to contact Katrina by phone, please leave a voice mail and she will get back with you, or you can email her.
- Stipends for State Reviewers: There will now be a stipend for state IM reviewers of \$330.00 per title reviewed. There will be a time limit on review process in order for the reviewer to be paid. FADIMA pushed this with legislation and this should help with state release timeline.
- Changes to Policy and Procedures IM: Publisher could be charged a smaller fee if they are submitting for multiple small adoption courses (such as CTE). This should help with smaller publishing companies being able to submit materials for review. All submission for review must be digital.

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- Section 1006.283 requires 2 IM certifications from districts. By March 31 of each year the district Superintendent must certify that all IM is aligned to standards instruction. The second certification from District Superintendents is the certification of the process for reviewing, selecting and adoption of IM is in compliance with state statute.
- New Adoption Cycle: The updated Adoption Cycle should be up on the DOE website soon. The new cycle will include the following
 - 2015 – 2016: World Language K-12 (ASL, German, Latin and Portuguese); CTE (see DOE form for full list of courses); Health/PE K-8; Visual Arts/Music K-12
 - 2016 – 2017: Social Studies K-12
 - 2017 – 2018: Science K-12
 - 2018 – 2019: Math K-12
 - 2019 – 2020: ELA/Reading K-12
- A district must go through some type of review process if they are adopting at the district/state level.
- If school sites are using their funds to purchase a book, that does not have to go through the adoption process or be reviewed. If district funds/ordering is being completed for ANY IM, a full review process must occur.
- For AP Courses, College Board makes changes and recently purchased books are already becoming obsolete. DOE has no communication/input into the AP course changes and often don't know about it until after the fact.

Budget Report: Budget report was presented on previous day and members were given time to review overnight. There were no questions regarding the report. Representative from Martin County moved to approve the budget report and it was seconded by a representative from Clay County. All members agreed.

Announcement of Voting Results for New FADIMA Board Members: Ballots for the new board members was tallied and results shared to group. The new board will become effective at the close of the conference on Friday, November 14, 2014.

President:	Valentina Pasaron from Miami-Dade
Vice President:	Sheila Brandt from Escambia
Secretary:	Sandra Spicer from Hillsborough
Treasure:	Vicki Cornman from Palm Beach
Director (2012-2015):	Jimmy Green from Sumter
Director (2013-2016):	Lorrie Cosgrove from St. Johns
Director (2013-2016):	Pat Lusher from Pinellas
Director (2014-2017):	Tina Sparks from Palm Beach
Director (2014-2017):	Rob Manoogian from Sarasota

Awards: FADIMA awards were presented to the following people for their outstanding leadership and support of FADIMA and IM:

Senator Rene Garcia (Miami-Dade, District 38)
Dana Anderson (FSBD)
Jessica Janasiewicz (Mixon and Associates)

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Digital Specifications (George Perrault): George shared information on the immense project he has been working on for his district and in conjunction with publishers and software companies. He did not push one vendor/program over another and suggested that each district determine what their needs are, look at what is available and then determine what will meet their needs. He will share his PowerPoint with FADIMA to be placed on the FADIMA website. Some points made during the presentation were:

- Digitized Content vs Digital Curriculum: We need digital materials to be adaptive and interactive not just a PDF version of the print.
- Acronyms/Terms shared that will be used in the presentation:
 - SSO – Single Sign On
 - SIS – Student Information System
 - AD/ADFS – Active Directory/Active Directory Federated Services
 - SAML – Security Assertion Markup Language
 - LTI – Learning Tool Interoperability (Rostering)
 - LOR – Learning Object Repository (where you stored stuff for access)
 - Authentication
 - IMS Global is an organization setting standards for digital content
- Login Credentials: Currently many of the publishing companies have their file standard. We need to get publishers to use our own authentication process. Expect them to adapt to our credential standards not us to theirs. This will require the district to work/partner with the publisher. Some things to consider when establishing this partnership are:
 - Planning for technological surprises
 - True SSO
 - Managing key codes/ISBN for any size district to include mobility, classes, student enrollment in these classes, teacher changes during the year and the multitude of courses taught that teachers/students will need access to.
 - Licensing issues (site/district)
- Districts need to look for Hybrid approaches to IM selection and uses. Consider how materials will be purchased and used (digital only, digital blend, workbooks only, class sets...etc...). Orange County has all teachers preview digital materials as they want them to get used to the digital formats even if they will be receiving a print set of TE's. Sometimes they will get the TE's and SE's in print, but all other materials will only be available digitally.
- When determining the LOR for your district, consider how the software will handle the metadata, is the content uncoupled, and is there interoperability (the more interoperability the more desirable the program).
- To make this happen, districts need to make it clear to the publishers on their needs and write these specifications into the contract and keep their technology people in the process/discussions.
- Districts need to make sure all the right people are involved throughout the process. This is not limited to but could include: IM Personnel; Curriculum Personnel; Instructional Technology Personnel; Information Technology Department; Procurement, Budget and Finance Departments.
- George provided a demonstration of the work they have completed so far. He worked with an SSO vendor (in this case Launchpad). Student and Teacher login is their Active Directory login. This updates with the AD updates. All applicable links are accessible with one click. This can also be accessed from home with the AD login credentials for both teachers and students.
- The system has worked for not only SSO but also to include rostering information/updates so that teachers do not have to create their classes, they are all automatically uploaded.

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- Teachers have the ability to add/delete some items from their LMS (Learning Management System).
- They have a site in the developmental stage. This site will provide teachers with the ability to have direct links to publisher's site's information from district LMS without having to login again. This doesn't expose publisher's content but allows links to be imbedded content in the search on the LMS – click link and the teacher is automatically redirected onto the publisher's site and the link itself without have to complete a second sign on and search process.
- George worked on a Digital Plan document that is shared on the FADIMA Website.

SB 864:

- Emphasis again on the importance of all members to be involved and communicate with local legislature representative to educate and inform them (in a respectable fashion) on IM successes and needs for improvement.
- One good item that was in an earlier version of SB 864 was the section on Dual Enrollment (DE), but this part was pulled by the time the bill passed.
- Information was shared on the IM Policy and Procedures in place from Palm Beach County, Volusia County and Seminole County. If other districts have a plan they can share, please send them to Bill Purtell.
- When completing digital review of materials – be cautious of allowing parents access to all digital content such as TE's and TE Resources that parents could gather assessment information and answers for. Try to work with publishers to see if there can be a demo student sign on separate from the teacher review sign on.
- Palm Beach County keeps one copy of every student edition at one location for review with appointment.
- During the DOE review, parents/general public can also access digital materials as a guest. Once DOE has completed their review the guest site is closed.
- Some districts have a separate IM Policy and Procedures Manual from the School Board IM Policy. In many cases the Policy and Procedures manual is referenced in the School Board Policy, but it is not part of the School Board Policy. This does allow from some flexibility of updating Policy Procedures manual without a board meeting.
- Seminole County is allowing parents/public review of materials in conjunction with the publisher preview day for teachers.
- It was asked that as districts create their own plans for meeting SB 864 requirements are created, you share them with FADIMA.

Dual Enrollment:

- State statute states that IM funding for Dual Enrollment is to ONLY be spent on IM. These funds are NOT to be applied to tuition.
- Different counties handle IM in different ways:
 - Voucher System with IM returned to a book store
 - Voucher System with IM returned to the District
 - District provides IM and are returned to the District
 - Rentals from book store and returned to book store
- Miami-Dade is working on pilot with Follett Education Services for students/sites to order books that will be sent to the school and then returned to Follett at the end of the semester.
- All FADIMA members are asked to please send 2013 – 2014 IM expenditure amounts to Bill Purtell as soon as possible.

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Legislative Issues: The Legislative Committee will be going to Tallahassee in January/February 2015. The group discussed some priority issues to be discussed during these brief meetings with member of legislation:

- Charter Schools: Categorical funding (IM) and certification processes.
- Dual Enrollment Issue: Textbook Adoptions by Colleges and thank you for increased funding approval.
- SB 864: All 40 districts represented at FADIMA Fall Conference indicated that they were NOT taking advantage of the second option for adoptions process/procedures.

Board Membership: Looking for additional members to be active in the board. Each board position has different term limits and the group is in need of interested members to fill these positions as they become open. If you are a board member and are in need of travel assistance, this can be supported via FADIMA if your district will not support the travel.

Cost Analysis: The Cost Analysis will be hosted by Sheila Brandt in May 2015. At this time, the location will most likely be the same as last year (Residence Inn in Pasco County). More information on dates and rooms will be coming soon. This meeting is important for working a plan for future state funding of IM. FSBD supports and assists in this process to a very large degree. Pat Lusher (Pinellas) and Sandra Spicer (Hillsborough) have offered to assist Sheila with organizing this meeting.

Fall 2016 Conference: Discussion on location options. There were pro's and con's discussed regarding holding the conference in the Miami area (Presidents home area). Valentina was open to suggestions but emphasized the holding the conference in her location would allow for her to be able to work with local venues for rooms and meeting space as well as the organization component of students, setup, electronics, assistance from personnel and highlighting her district. There were some concerns from members about traffic and ease of access to the hotel/meeting site for others. Broward offered to assist in looking for a location closer to the Miami-Dade/Broward line and with personnel and setup. If held in the Miami area, it was suggested that a hotel with shuttle access to and from the airport be considered. It was decided that a survey be sent out to members to see if they were ok with attending in the Miami area and then make more concrete decisions from the results.

Miscellaneous Discussions:

- Davis McRae requested that DOE consider a 1 year extension on the current Arts adoption as it expires March 2015.
- Publishers are most likely already designing plan options for districts to purchase for the extension of the science adoption year.
- It is asked that districts please share results of adoptions when requests are sent out by FADIMA. This helps other districts as they make decisions and work on contracts with publishers.
- It was noted that some districts build in a staffing component to new adoption contracts. These are often negotiated as 2 year positions to support the implementation and training of newly adopted materials. Funding of the position is normally negotiated between the district and the publisher.

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- Appreciation was expressed for those members who send out and respond to questions on processes and information being collected. This is helpful for all to provide information on what others are doing and to be informed on what is going on across the state.
- Members are encouraged to share out their Letters of Agreements regarding technology, SSO and specifications as well as how they are meeting state statute requirements and guidelines. Smaller districts rely on the larger districts to set precedence and procedures for them to also use when working with/negotiating with publishers.
- Recognized two retiring members: George Perrault (retiring April 2015) and Lisa Jones (retiring June 2015). Both members have been instrumental in the FADIMA organization and will be missed.

Respectfully Submitted

Sandra Spicer, Ed.D.

Secretary, FADIMA