

FADIMA EXECUTIVE BOARD MEETING

Meeting Minutes
December 13, 2007

I. Call to order

President Peggy Finch called to order the regular meeting of the FADIMA Executive Board at 11:00am on December 13, 2007, in Jacksonville, Florida. This meeting included a 12:00pm conference call, and attendance by Board Members of the FCITL organization.

II. Attendance

The following persons were physically present: Peggy Finch (Marion), Burt Jordan (Duval), Kathy Green (Seminole), *Lou Greco (St. Johns), Don Griesheimer (Lobbyist), Herb Stanley (FSBD), *Lisa Jones (Clay), FCITL guest –Bill Ralls (Clay).

The following persons participated by conference call: Charlie Carraway (DOE), Patricia Ceci (DOE), Diane Vaccari (DOE), Cookie Grafton (Volusia), Nancy Palermo (Orange), Bill Purtell (Palm Beach), FCITL guests – Don Manderson (Escambia) and Randi Zwicker (Collier).

*Dual Membership in FADIMA/FCITL

III. Unfinished Business

- A. The May 8th and 9th, 2008, Cost Analysis will be hosted in Ocala.
 - 1. The planned location is at the community college
- B. The 2008 Conference will be on November 12th, 13th and 14th, in Ocala, possibly at the Holiday Inn.
 - 1. Pat Evans will handle registrations for the Conference
 - 2. Don Griesheimer offered to assist with the conference program
 - 3. The conference agenda will be more diverse and include break out sessions

IV. New Business

- A. Changes to, or items for, the FADIMA web page, www.fadima.net, should be sent to Burt Jordan who will forward them to the web designer.
- B. Burt Jordan will co-chair the Conference/Awards committee and Bill Purtell, Cookie Grafton and Nan Palermo will join this committee. Peggy Finch will Chair the Legislative Committee. The Digital Committee consists of Sharon Richert (Chair), along with Lisa Jones, Jimmy Greene and Michelle Rivera.
- C. FADIMA newsletters were discussed and it was agreed that the Public Relations committee should have input on the newsletter. A suggestion was made for by-yearly publication to the website, one newsletter following the yearly conference and then another after the cost analysis.

1. Kathy Green agreed to put together the newsletter with articles to be contributed by Lou Greco (conference summary), Lisa Jones (Instructional Resources survey), Nan Palermo (Benefits of attending the Conference for newcomers), Charlie Carraway (DOE website and upcoming adoptions, possibly STAR survey), and other possibilities such as an FSBD column (# of boxes shipped, etc.) and FIM Web reminder.

V. Other- FADIMA/FCITL Agenda

- Lisa Jones facilitated the FADIMA/FCITL Digital Delivery of Content and Related Issues agenda, which was previously printed and/or sent out to members by email. Notes from this discussion/conference call are below.
- Peggy Finch discussed the FADIMA Cost Analysis, how it was created and sent to the Governor, House, and Senate each year with actual funding requirements for Instructional Materials based on a typical curriculum, broken down by grade level, and including actual costs for current materials. She stated the funding requested in the FADIMA Cost Analysis was typically the amount funded in the budget for Instructional Materials and that these costs included the cost of the content along with web access and software. The state typically checked the figures provided in the Cost Analysis.
- Don Manderson stated that there were many issues that FCITL was concerned with; including disparity among the districts, and that possibly money should come from Facilities at DOE. He also said that it would be beneficial to have all stake holders at the table, including publishers.
- Discussion ensued about the “digital divide” and that there were challenges connecting students to content, not only from home, but also within the school infrastructure.
- It was proposed that it might be beneficial for FCITL to prepare a document with formulas determining crucial needs for hardware, bandwidth, and training (project based and other) funding to deliver digital content.
- Randi Zwicker was concerned that districts should try small projects instead of waiting on everyone having the technology needed. She felt districts should have choices in digital content. Equity within the district was mentioned as a concern.
- Charlie Carraway explained that districts do have flexibility in Instructional Materials and the ability to purchase digital content.
- Don Manderson stated he was not convinced that more flexibility was needed in Statute, but that more training and embracing of technology was necessary.
- Randi Zwicker expressed her concern that whatever the current adoption was, those materials appeared to be the only priority and that perhaps publishers could change their content periodically as in a contract for digital content.
- There was discussion about many schools still desiring and requiring textbooks, the need for an adoption cycle, but movement more towards digital content so that all districts and schools would have their needs covered - those more text based and those able to handle more digital content. It was discussed that digitally delivered content would not be free, or necessarily even less costly, but would consist of subscriptions and be a component for the future.
- Don Manderson stated the FCITL vision for digital content was not a textbook digitally delivered, but a database, indexed by standards or methodology, more project based, and a place where students could also apply content.

- Lisa Jones talked about the Instructional Materials adoption process and if digital content specifications should be included. Also, if there needed to be a review process for digital content so that digital content could be tied to curriculum.
- FADIMA members asked to see the revised FCITL agenda document, and Don Manderson indicated that when it was approved it would be sent to Burt Jordan to share with FADIMA members.
- Discussion began about learning management programs. Bill Purtell talked about the seven districts in Florida now involved in a portal, distributing digital content. He stated that Instructional Materials costs for the digital textbook and accompanying materials did not increase but that there were district costs for infrastructure, Information Services support, and the price of the portal used.
- Lisa Jones asked if a supplemental document might be added to the Math adoption specifications, perhaps the template provided by the portal districts to the publishers when asking for the required information for the portal. Charlie Carraway explained that the specifications for Math were due out in January.
- A suggestion was made that a supplemental document be prepared by FADIMA and FCITL, not a part of the specifications, but to be shared with publishers. A publisher's workshop is scheduled for February 19th, 2008, and Charlie Carraway will put the FADIMA/FCITL presentation on the agenda. The portal template will be provided to Bill Ralls to share with Don Manderson. A conference call was scheduled for Wednesday, January 16th, at 10:00am in preparation for the February presentation, and should include Bill Ralls, Don Manderson, Randi Zwicker, Don Griesheimer, Ken St. James, Lisa Jones, Burt Jordan, Bill Purtell, Peggy Finch and Mike Henriquez. A possible dinner meeting during the FETC conference was also discussed.
- A question was asked of FCITL members if they saw a need to go back to a software adoption process or state book of approved software. Neither Randi Zwicker nor Don Manderson felt it was necessary.
- Don Manderson said that digital content would eventually be part of the adoption process and the state depository should be the broker of the digital content. The depository would maintain the database and the districts would pay based on usage.
- Peggy Finch invited Don Manderson and Randi Zwicker to the May 8th and 9th, 2008, FADIMA Cost Analysis and said that FADIMA would assist in lobbying for reinstatement of the Public Technology Funds.
- FADIMA agreed to pay travel expenses for FADIMA members presenting to publishers on February 19th, in Tallahassee.

VI. Adjournment

A. The meeting adjourned at **2:28pm**.

Respectfully submitted
Kathy Green