

FADIMA MONTHLY

FLORIDA ASSOCIATION OF DISTRICT INSTRUCTIONAL MATERIALS ADMINISTRATORS

President's Message: Bill Purtell, Palm Beach County



News coming from the DOE...

By now, many of you are aware the Commissioner has recently signed off on the paperwork to make the math adoption process final.

A little later than usual. Apparently, Chancellor Haithcock doesn't believe that all

materials recommended by the state adoption committees meet the new standards. The rumor that the DOE is preparing a list of "acceptable" vs "non-acceptable" programs has dissipated.

This has been a minor delay in the process, so it is now time to move forward and begin the planning and the preparation for the new adoption and instructional materials purchase for the fall.

The new legislative session is about to be-

gin. Again we will be tracking bills and keeping the Houses informed about educational and instructional materials issues.

On March 2nd I will be speaking before members of the House and Senate regarding the State Adoption Process. The State Adoption process seems to be under some scrutiny. I will have more information to share next week.



Learning Management Systems/Virtual Textbooks

On February 9, 2010 the Senate PreK-12 Education Appropriations Committee, under the direction of Chairman Senator Wise, met to have a panel discussion regarding Virtual Textbooks and Learning Management Systems.

It is the first time, in recent memory, that FADIMA was asked to

be a part of their agenda.

The work being done on FADIMA's Digital Cost Analysis was part of the discussion.

Since I was unable to attend, Peggy Finch volunteered to carry FADIMA's message to members of the Senate and House

of Representatives.

The feedback out of Tallahassee was that Peggy did a phenomenal job informing both Houses that our organization is embracing the future of digital content.

Thank you Peggy!

Special points of interest:

Digital Committee's next teleconference: March

Cost Analysis May 13-14, 2010



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Educators say paying to improve math education is essential, despite budget cuts (February 15, 2010 Orlando Sentinel)



Amid widespread budget cuts, the state plans to spend nearly \$200 million to change the way it teaches math next school year in the hope that students will learn more if they cover fewer skills each year.

A new version of the Florida Comprehensive Assessment Test will gauge students' performance against streamlined math standards in the spring of 2011. Educators say that without new books and materials and teacher train-

ing this fall, students won't be prepared for the FCAT — especially in elementary and middle schools, where the changes are the most significant.

State Sen. Stephen Wise, R-Jacksonville, said schools will get the money they need to buy the new math textbooks. Although the state will be cutting elsewhere, textbooks are sacred, said Wise, chairman of the Senate appropriations committee for kindergarten through 12th-grade education.

"You can't go without kids having textbooks. You can scrimp on cell phones, but not books," said Wise, who has been complaining about the proliferation of expensive cell phones among school-district administrators.

The complete article can be viewed at:

[http://
www.orlandosentinel.com/
news/education/os-new-
math-textbooks-
20100215.0.5132616.story](http://www.orlandosentinel.com/news/education/os-new-math-textbooks-20100215.0.5132616.story)



FSBD Update—Gearing Up For Math 2010

The metaphor that life can be a Roller Coaster Ride has taken on new meaning for us at FSBD over the last three years. The 2008 Reading Year proved to be our biggest year ever in several categories: volume of materials received (25 to 30 trailers a day in March and April), weight of freight shipped (over 34.7 million pounds), and titles shipped to customers (629,000 total line items on purchase orders). This high mark in our production levels was followed by the worst year in our company's history in 2009. We have all been affected by the recession, and it has certainly impacted the Instructional Materials community. FSBD was forced to take major steps to reduce costs and scale down our operations last year. Through careful planning and the hard work and dedication of our staff we were able to weather the downturn without sacrificing our service commitments to you. All of us at FSBD have learned many lessons through these trials. Our employees are more flexible, productivity is higher, and we are looking forward to the challenges ahead in gearing up for a potentially huge shipping season in 2010. The Roller Coaster is heading back up...

We began planning for the Math Adoption months ago as Davis MacRae and the Product Information Team began their new title work after the Math bids were released last May. Davis and his staff are currently refining the catalog copy and title master file information and hope to have it available for you very soon. We have also met with the Math publishers by phone or in meetings to forecast you specific needs and the needs of the state overall. I would like to thank you for responding to our Math Surveys and follow up questions. This market information is very valuable in assuring that your inventory needs are met later in the

FSBD Update—Gearing Up For Math 2010

spring and summer. Please keep the lines of communication open as you make your final selections and your plans for ordering the new Math materials.

2010 will present many logistical challenges for FSBD, just as the Reading year did in 2008. The volume of materials to receive, store, and distribute to you will be immense. We encourage you to place your orders as early as possible and to communicate with us regarding your timeline on placing your orders and your specific logistical needs for deliveries. Liz Inman and her team in the Customer Order Department will be reaching out to you in the coming weeks to discuss these issues.

The 2010 Math Adoption is the first K-12 Core Subject Area Adoption for Florida. While we realize that budget constraints may play a limiting factor in the K-12 implementation statewide, FSBD is taking a proactive approach in ramping up our materials handling capacities. We are making significant investments in additional staff and equipment to meet your needs in the upcoming months. We are also upgrading our computer system, conducting cross training, scheduling departmental meetings on the math programs, and will be training our warehouse staff on the new products as they are received. All of us at FSBD look forward to serving your needs for the Math Adoption in the coming months and genuinely appreciate the opportunity to serve you.

Paul Bent

President, FSBD

February's Hot Topic Results—Digital Readiness

Topic:

Members of the Florida Department Of Education believe that all 67 School Districts in the State of Florida currently have the infrastructure to support 100% digital content.

Is this an accurate statement regarding your county? Are you ready to receive 100% of your content digitally? How close is your district to this being a reality?

Responses:

We had a much better response to this topic than we did for January's. To me, the most interesting part of the results were that ten out of twelve counties that replied, asked me not to mention them by name.

Roughly 85% of the counties that reported felt that their counties infrastructure was nowhere near ready to receive 100% instructional materials content digitally.

Several counties, including Pinellas and Palm Beach, noted that a large percentage of their teachers may be ready to receive the content digitally, but the technology is not currently in place to support the teachers.

This Month's Hot Topic— Adoption Cycle

Have you looked at the new adoption schedule.

http://www.fldoe.org/bii/instruct_mat/pdf/cycle.pdf

According to Diane Vaccari, the schedule is only tentative at this time. She has requested that if we have any recommendations for a 6-year adoption schedule that we begin with 2011-2012 (Social Studies) and end with 2016-2017.

Are there other districts out there who also have concerns with this proposed new adoption cycle?

DON'T FORGET!

2010 Cost Analysis—Palm Beach

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May 14, 2010**

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