

# Publishers' Perspectives on Texas Textbook Adoption

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# Overview

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- Today's school publishers.
- The important role we play in Texas.
- The current situation in Texas.
- What we know from other states.
- Five principles to consider.

# Today's school publishers

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- We are *knowledge leaders* in education.
- We play a key role in today's education environment by:
  - Developing print & digital content aligned to state standards.
  - Integrating content & technology in ways that work for students & teachers.
  - Investing in R&D in order to boost student achievement.

## **Role we play in Texas**

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- We help the state fulfill its constitutional guarantee to provide instructional materials in core subjects to every child.**
- Publishers help the state link curriculum standards to instructional materials & to the state's accountability system.**
- We help the state provide choice & flexibility to Texas school districts.**

## Current situation in Texas

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- State guarantees free textbooks for every child in Texas.
- Opportunity to learn.
- Effective systems are in place for purchasing, tracking, & distributing approved materials efficiently.

## Current situation in Texas

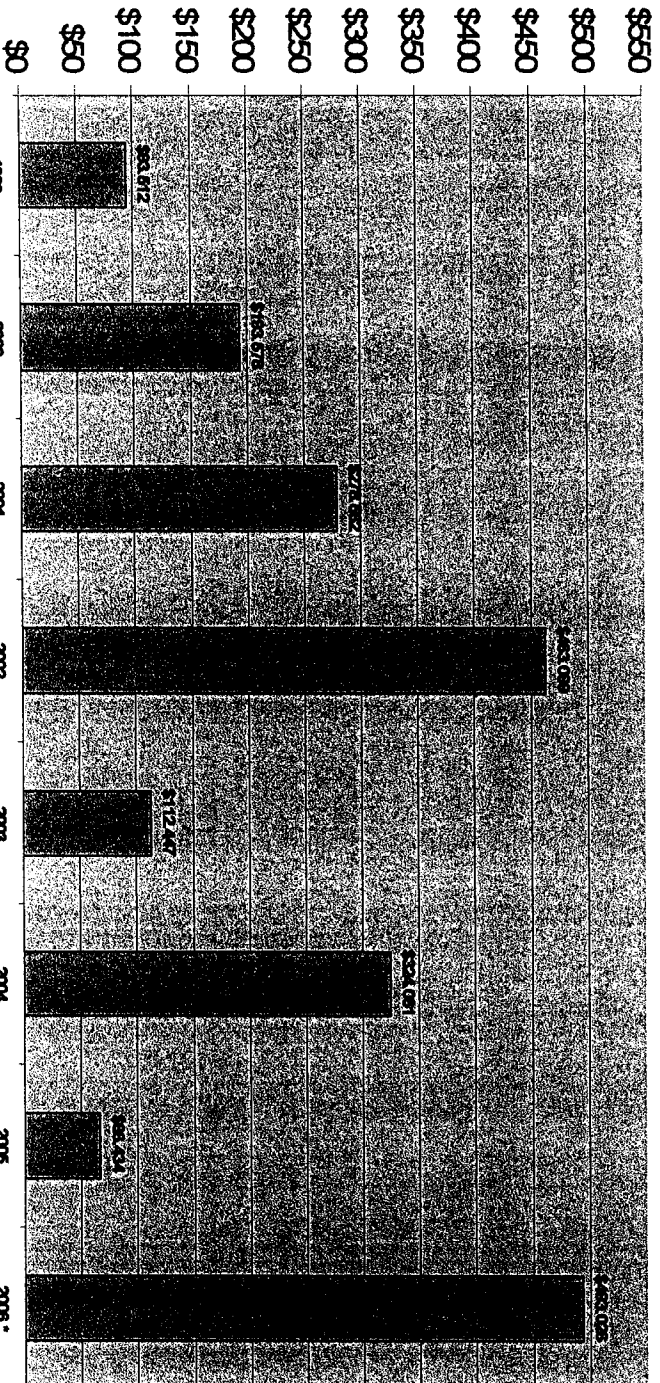
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- Texas adoption system works when it is properly funded.
- However, funding has been unpredictable & inadequate.
  - From 1999 to 2005, state spending on instructional materials fluctuated from \$94.65 to \$36.31 per pupil per year.
  - On average, Texas spends .35 cents per student per day on instructional content.

# Fluctuating textbook expenditures

## Texas Textbook Expenditures Fiscal Years 1999-2006

Expenditures in Millions of Dollars  
Includes federal funds for Braille, large type and audiocassette textbooks



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# Per pupil fluctuations – Texas

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□ The state's annual per pupil expenditures for instructional materials fluctuates significantly by year.

- 1999 = 45.22
- 2000 = 79.24
- 2001 = 94.65
- 2002 = 50.24
- 2003 = 81.38
- 2004 = 36.31
- 2005 = 83.53

Average for 1999-2005 = \$67.22



# Fluctuations in Per Pupil Spending for Core Instructional Materials

## Top 15 All States -- 2005

1.	IN*	\$92.90
2.	FL*	\$90.01
3.	TX*	<u>\$83.53</u>
4.	MD	\$83.11
5.	NJ	\$81.26
6.	WV*	\$79.19
7.	VA*	\$79.19
8.	AR*	\$78.33
9.	NM*	\$78.30
10.	LA*	\$77.49
11.	NV	\$77.41
12.	AL*	\$74.17
13.	PA	\$70.97
14.	DE	\$69.90
15.	AZ	\$69.72

## Top 15 All States -- 2004

1.	FL*	\$85.80
2.	NJ	\$76.25
3.	WV*	\$72.26
4.	VA*	\$72.22
5.	PA	\$70.65
6.	IN*	\$68.89
7.	NY	\$68.05
8.	IL	\$67.02
9.	AL*	\$66.59
10.	NC*	\$66.58
11.	NM*	\$65.50
12.	SC*	\$65.10
13.	OK*	\$64.95
14.	ID*	\$64.61
15.	TN*	\$64.05

\*Adoption state/Source: AAP

TX ranked near the bottom at \$36.31

# Adoption states' average per pupil IM spending, 1999-2005 average

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1. Florida	\$78.30	11. Tennessee	\$60.62
2. Indiana	\$70.22	12. Alabama	\$58.59
3. California	\$69.52	13. North Carolina	\$58.05
4. West Virginia	\$67.45	14. Oklahoma	\$55.98
5. New Mexico	\$67.35	15. Arkansas	\$53.76
6. <u>Texas</u>	\$67.22	16. Kentucky	\$50.27
7. Louisiana	\$66.57	17. Mississippi	\$48.22
8. Georgia	\$65.39	18. Idaho	\$46.68
9. Virginia	\$64.28	19. Oregon	\$44.13
10. South Carolina	\$61.02	20. Utah	\$42.05

Source: AAP

## **"Less than a penny"**

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**□ "During the past decade, the state's textbook system has provided approximately \$70 per year for instructional materials – less than 1 percent of the public education budget."**

**Source: Texas SBOE**

## Other states

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### California

- 30-month adoption cycle, which is longer than Texas.
- Core subjects cycle planned for review of state framework & purchase of materials five years in advance.
- Uncertain funding led to the Williams lawsuit on equity.

# Other states

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## Florida

- The purchasing cycle is known in advance, but state standards are less clear in advance than CA or TX.
- FADIMA works with the state, schools, & publishers to forecast state spending on textbooks. It lays out a budget for the adoption in advance.
- Florida's budget has been increasing to meet growing number of students in state.
- However, the allocation system leads to a situation where it takes a couple years for an adoption to be fully funded & provide all children with state aligned materials.

# Principles for categorical funding reform

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□ Principle #1: "Do no harm." Honor the guarantee. Every child must have instructional materials. The focus must be on ensuring that every Texas student has equal access to quality instructional content that aligns with the TEKS.

# Principles for categorical funding reform

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- Principle #2: Honor & fund adoption proclamations. Under current rules, a proclamation is a *shared commitment* between Texas & school publishers. Publishers make immediate & substantial investments based on proclamations.

# Core principles for categorical funding reform

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- Principle #3: Texas must establish a predictable & funded purchasing cycle for instructional materials. Texas may want to consider moving to a *budget-based cycle* for instructional materials. A budget-based cycle would allow greater predictability.



# Principles for categorical funding reform

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- Principle #4: Retain state-level efficiencies. Current state procedures in contracting & distribution ensure equity & cost-effective efficiencies. Moving to a hybrid state/local system could create inequities & additional expense.

# Principles for categorical funding reform

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- Principle #5: Don't delay delivery. Children should not have to use outdated instructional content while the Legislature reforms the adoption process.

*During the 2007 session the Texas Legislature is charged with funding textbooks for elementary and secondary mathematics - subject matter critical to Texas school children. Without this funding approval, math and other subjects such as reading (originally scheduled for adoption in 2008) could be further delayed, leaving kids with outdated books that are not aligned with the testing standards in Texas.*

**For more information – AAP**

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**Association of American Publishers**

**[www.Texastextbooks.org](http://www.Texastextbooks.org)**

**[www.publishers.org](http://www.publishers.org)**