FROM IMCAT

IMpulse

The pulse of Instructional Materials in Texas • 4Q 2017

Be an Education Superhero

at IMCAT's 26th Anniversary Annual Conference

If you're involved in instructional materials in Texas, you're already a superhero. You've braved natural disasters, confusing policies, tight money and a host of other nemeses to get instructional materials to the most important people in the world, Texas schoolchildren.

All the superheroes are gathering at I.M. Texas 2017—IMCAT's 26th Annual Conference, Dec. 3-6 at the Embassy Suites Conference Center in San Marcos. This year's conference brings together all facets of the state's instructional materials community—instructional materials coordinators, curriculum specialists, school technology staff, business office personnel and publishers—traditional and electronic.

Online registration—with check, p.o. or credit card—is already available on the IMCAT website, **www.imcat.org**. Register by Nov. 21 to get a discounted early rate. IMCAT offers a \$50 discount for online group Full Registrations of three or more, so it make sense to bring all the players from your school. Remember: It's only available online.

The Texas Education Agency has approved IMCAT registration fees for instructional materials allotment reimbursements. Full registration (\$350/person early) includes luncheons Dec. 4 and

CONTINUED PAGE 5 ► CONFERENCE

IMCAT Board Meets with TEA

Enrollment figures on the last Friday in October will determine whether growing school districts and open enrollment charter schools qualify for additional instructional materials allotment

Hurricane Harvey was the most devastating natural disaster in Texas for this century, probably the worst since the Galveston hurricane of 1900.

It will take a while to get back to normal. For information about TEA's response to Harvey, click to a FAQ page at https://tea.texas.gov/Academics/Hurricane_Harvey_Instructional Materials Assistance/

funds.

That was the word from Kelly Callaway, senior director of TEA's Instructional Materials Division, when she and other division staff met with the IMCAT Board of Directors Oct. 9 for a

CONTINUED PAGE 7 ▶ TEA



IMCAT Welcomes Commissioner Morath to its Annual Conference

Texas Commissioner of Education Mike Morath is scheduled to address IMCAT's Annual Conference during the Dec. 5 luncheon at Embassy Suites Conference Center in San Marcos.

Commissioner Morath was appointed



Commissioner Mike Morath is scheduled to address IMCAT's Annual Conference.

to his post by Gov. Greg Abbott in December 2015, took office in January 2016 and was unanimously confirmed by the Texas Senate (85th Legislature) in March 2017.

As Commissioner, he heads the Texas Education Agency. Since taking the reins, he has worked to focus the state agency on his four priorities including: Recruiting, Supporting, and Retaining Teachers and

CONTINUED PAGE 8 ► **MORATH**

Letter from IMCAT President Rosa Ojeda



Hurricane Harvey arrived about the same time as the opening of schools for the year, and it taught us all a very important lesson: We need each other.

From the heroism of first-responders to the willingness of volunteers to help their neighbors, we saw story-after-

story of people taking the extra step to keep others safe in the face of one of the worst disasters in our state's history.

Harvey was an enormous event, and no one—not even a Texan—could withstand its devastation alone. We survived Harvey because we worked together for everyone's safety.

We have a long tradition of working together and helping each other at IMCAT events. IMCAT's focus, since its founding 26 years ago, has been on giving instructional materials professionals the knowledge they need to do their job better. And that job is important—getting instructional materials to more than 5 million schoolchildren in Texas.

Because of its difficulty, the job of instructional materials coordinator may turn over often within a school district or open enrollment charter school. At any one of our IMCAT conferences, almost a third of the participants have had the job for less than a year. Often the new coordinator may discover that the knowledge and skills developed by his or her predecessor is lost in the turnover.

IMCAT, at its Annual Conference and in its Summer Institutes, provides the "corporate memory" that allows a newcomer to hit the ground running in the very important job he or she is asked to do.

Like the volunteers who plucked folks off roofs during Harvey, veteran IM professionals are happy to share their experience and their inside tricks with the newcomer (and the not-so-new) at IMCAT's Annual Conference.

This year, we've made it easier to give and receive that knowledge. When you register for the Annual Conference, new IM professionals and those with five or more years of experience have the opportunity to sign up for mentorship or to serve as mentors, respectively.

Before the conference, we'll match up newcomers with veterans based on geographic area and job title. Mentors will reach out to their "mentees" to offer assistance, including suggestions about which sessions to take at the

CONTINUED PAGE 5 ▶ PRESIDENT



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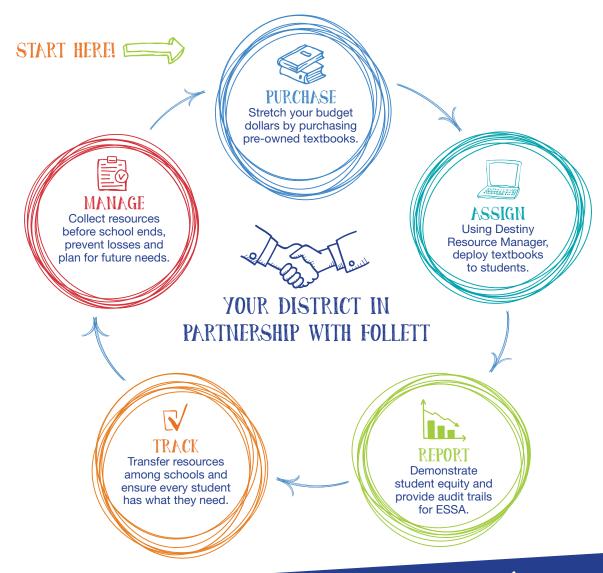
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IMCAT to Elect New Board Members at Annual Conference

IMCAT will elect a president-elect, treasurer, members of the IMCAT Board of Directors and an alternate during its Annual Meeting at noon Tuesday, Dec. 5 at the 26th Annual Conference at the Embassy Suites Conference Center in San Marcos

Candidates must have the support of their districts to attend, at district or personal expense, at least three quarterly meetings each year at various locations in the state and the Annual Conference during their term of office.

Officers serve one-year terms, except for the secretary and treasurer, who serve two-years. Board members serve three-year terms.

"We hope to attract experienced coordinators with the drive to continue building on IMCAT's success as the premier source for knowledge on Texas instructional materials," said Pres. Rosa Ojeda. Candidates for officer—president-elect and treasurer—must be serving on the Board and have served on the Board for one year. Candidates must be the coordinator or designee for a district or open-enrollment charter school.

Two employees of the same district or charter school may not serve on the Board at the same time.

For consideration as a candidate in the Nominations Committee report, a member should fill out the nomination form on page 6 and send it to IMCAT at PO Box 676, Pflugerville, TX 78691 or return it to the registration counter at the Annual Conference no later than 9:30 a.m. Monday, Dec. 4. For information, contact the IMCAT office at 512-251-8101 or by email: textbook@texas.net.

Nomination for the positions closes at the conclusion of regional meetings Monday morning, Dec. 4

President from Page 2 Conference

from Page 1

conference.

At the conference, there'll be time set aside for the pairs to get together.

If you haven't had a chance to volunteer your help or to ask for help, please let us know by emailing **textbook@texas.net**.

IMCAT President-Elect Tony Black and the Conference Committee have put together a great program that will cover every aspect of the instructional materials field. A tentative program appears on pages 10 through 11. Because of fast-changing events, including Harvey, the program is being fine-tuned, so make sure to check your emails, the IMCAT website and the printed program at the conference for the final schedule.

If you haven't registered for the Conference, it's easy to do. Just go to **www.imcat.org** to register online (There's a \$50 deduction if you register three people at the same time online) or there's a hard copy registration form on page 9.

See you in San Marcos.

Dec. 5, and admission to the Welcome Reception/Casino Night, sponsored by Follett, which includes heavy hors d'oeuvres and beverages on the evening of Dec. 4.

To help guide you to the information you need, we've color-coded the breakout sessions for each interest area—Administrator, Curriculum, Technology, Purchasing/Finance and Warehousing. A tentative schedule is available on pages 10 and 11 but please refer to the conference program for the updated agenda once you arrive at the conference. The designations are a guide only; feel free to mix up

your sessions when you get to the conference.

The conference is expected to draw more than 500 participants from across the nation and as many as 40 exhibit booths. Check in with the exhibitors in the exhibit halls for a sticker at each Exhibitor booth, fill up your Exhibingo card, and you're eligible in the drawing for an amazing prize.

If you're involved in selecting, ordering, processing or distributing instructional materials to Texas schoolchildren, this is the place to be.

A special Preconference Workshop from 2 to 5 p.m. Sunday, Dec. 3 offers "IM101" for beginners and for veterans who need a refresher. The workshop is free to full attendees, but pre-registration is required, and space is limited.

Keep watching **www.imcat.org** for conference details. See you in San Marcos!



At its 26th Annual Conference, IMCAT will be collecting donations of toys and gift cards for CASA of Central Texas, court-appointed special advocates for children in the foster care system. Along with toys and gift cards collected, IMCAT will raffle off a beautiful quilt donated by Misty Fisher of Duncanville ISD. Proceeds from the raffle will go to CASA.

IMCAT NOMINATION FORM 2017

NAME
DISTRICT or CHARTER SCH.
ESC REGION#
ADDRESS
CITY/STATE/ZIP
PHONE
CELL
E-MAIL
POSITION SOUGHT
Please indicate your agreement to the following statements:
I understand that during my term of service, I will be expected to attend three to four Board of Directors meetings at various sites across Texas as well as the IMCAT Annual Conference at my personal expense or at the expense of my employer.
I have the support of my district or charter school to serve as a member of the IMCAT Board of Directors.
Signed:
Date:

Return form to textbook@texas.net or to the IMCAT Registration Counter in the lobby of the Embassy Suites Conference Center by 9:30 a.m. Monday, Dec. 4, 2017.

TEA from Page 1

wide-ranging discussion.

TEA set aside \$20 million for the 2018-19 biennium to be distributed among rapidly growing districts.

Callaway explained that in previous biennia, fast-growth districts could apply for additional allotments based on their growth. However, after further research, TEA determined that some applicants were growing slower than the state's average growth.

After the snapshot of enrollment at the end of October, TEA will analyze the growth rate in the state and determine how to divide the \$20 million among the fastest growing districts and open enrollment charter schools.

Callaway also discussed the Instructional Materials Division's efforts to help schools recover from Hurricane Harvey and encouraged school districts that want to offer assistance to work directly with districts that asked for help.

At the urging of Commissioner Mike Morath, IM Division staff programmed a system that allowed stormaffected districts to ask for help, such as replacement of water-logged materials.

The system, quickly forged as the storm hit, specifies ISBN numbers, but donating school districts are not committing to provide every component of that ISBN, such as multiple years of online licenses.

"What we're hoping will happen is that you'll see that ABC District needs social studies, you'll send an email to saying you can help with that request," Callaway said. "When you click that you can fulfill that need, that is not connected to your instructional materials [inventory]. Those transactions are not connected to publisher; they're not connected to money."

Donating districts may have to pay shipping costs, then request a disbursement of IM allotment funds from TEA to reimburse the shipping district.

Donating districts may face some accounting headaches as part of paying for shipping. "There are going to be these knots that need to be untangled," Callaway cautioned. One potential workaround is having the requesting district pay for the shipping, then requesting reimbursement.

TEA is advising districts affected by Hurricane Harvey to investigate whether insurance covers the damaged instructional materials; if not, then work with FEMA as a possible source of funds for recovery.

Among other topics discussed at the IMCAT Board meeting:

WEB PORTAL: A web portal, with a \$10 million price tag in the biennium, was created by legislation passed last spring and is in its early stages of development.

The portal will evaluate instructional materials on a



TEA's Janet Warren, Kelly Callaway and Latrice Burleson met with the IMCAT Board on Oct. 9 to discuss a range of topics.

broader standard than just meeting the Texas Essential Knowledge and Skills standards and rate the instructional materials on a scale to be created for that purpose.

Callaway stressed the web portal is distinct from the State Board of Education adoption process, which her division administers. Her division is not directly involved in the development of the portal.

TECH LENDING: A technology lending program created by the Legislature will be overseen by the new Digital Learning Division. Under a reorganization announced Oct. 1, the Digital Learning Division incorporated the Educational Technology group and the Texas Virtual School Network. Educational Technology was removed from the predecessor of the Instructional Materials Division.

OPEN EDUCATION RESOURCES: Callaway noted that a request-for-proposal in the previous biennium generated several Open Education Resources for science, technology, education and math subjects. She agreed with IMCAT directors who expressed concern about timing of the previous releases, because many districts had already purchased materials before they could take advantage of the free resources.

Callaway said she hoped that timing would be considered in the \$20 million development of OER materials this biennium.

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Morath from Page 1

Principals; Building a Foundation of Math and Reading; Connecting High School to Career and College; and Improving Low-Performing Schools.

Prior to becoming commissioner, Morath served on the Dallas Independent School District board of trustees for more than four years. During that time, he focused on academic improvements. By his final year on the board, DISD had seen improvement in various areas including a rise in kindergarten readiness, math proficiency and graduation rates.

A strong advocate of public education, Commissioner Morath graduated from Garland High School in the Garland Independent School District. He went on to earn a Bachelor of Business Administration degree, summa cum laude, from George Washington University in two-and-a-half years.

While starting his first company, Morath was asked to teach an advanced computer science class at his high school alma mater after the previous teacher resigned suddenly. He taught through the school year until a permanent teacher was hired and remains amazed at how difficult it is to teach.

Morath has participated in numerous volunteer activities, including church Missions Team, schools and juvenile justice facilities and serving as a mentor Big Brother. While in Dallas, he helped organize a trip to orphanages in southern India to set up clean running water systems, and volunteered at an eye clinic in rural Mexico, where he met another volunteer, Dr. Laura Vondra, who is now his wife. They are the parents of a daughter and son.

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26th Annual Conference

Dec. 3-6, 2017 • Embassy Suites Hotel & Convention Center • San Marcos Copy form as needed • One form per participant, please

Name:					
First Name for Badge:					
Your Title:		_ ESC Region #: _			
School District/Organization	n:				
Address:					
City:		State:	Zip:		
Work Phone:					
Email address (<u>required</u> for					
□ PRE-CONFERENCE WORKSHOP: IM 101 FREE with Full Conference Registration (Special instruction for beginners, Sunday 12/3, 3:30-5:30 pm; FREE with Full Conference Registration)					
Postmar FULL CONFERENCE REGISTRATION (includes all scheduled activities, lunch 12/4 & 12/5, bread)		narked by 11/20/17 \$350 preakfast 12/6, & 20	\$400	\$	
SINGLE-DAY REGISTRATIO	N (CHECK ONE OR BOTH	I)			
☐ Monday 12/4 (includes activities, lunch & 2018 dues)		\$190	\$190	\$	
☐ Tuesday 12/5 (includes activities, lunch & 2018 dues)		\$190	\$190	\$	
☐ COMMERCIAL REPRESENTATIVE \$650 \$750 \$ (Open to representatives of publishers or other commercial entities. Includes all scheduled activities, lunch 12/4 & 12/5, breakfast 12/6, & 2018 membership dues)					
	AL (ADD RIGHT	COLUMN)	\$		
A \$50 FEE WILL	BE DEDUCTED FROM RE	EFUNDS; NO REF	UNDS AFTER NOV. 2	20	
Note: Because of availability of o	complimentary hotel breakt	asts, no breakfasts	are included in the pr	ogram Dec. 4 and Dec. 5.	
I have been involved with Texas instructional materials:	What concerns would you like to see addressed at the conference?				
☐ LESS THAN ONE YEAR					
☐ 1-5 YEARS					
☐ MORE THAN 5 YEARS					
☐ I have special dietary needs.	Specify:				
□ I would like to participate in IMCAT as a committee member or director.					
• Remember: You may use your school's IMA funds for the IMCAT Annual Conference registration fees.					

nl

Make district/personal check payable to: IMCAT State Charter No: 01291643 Federal Tax ID No: 76-0461362

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Or mail this form with check or PO to IMCAT, c/o GCP Association Services, PO Box 676, Pflugerville, TX 78691 Email to info@imcat.org. Payment must be received by Nov. 30, 2017.

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IM Texas 2017 Tentative Schedule

Please Note: Agenda is subject to change.

Check www.imcat.org for the most up-to-date schedule and consult the Conference Program when you reach San Marcos. Color of circles next to a listing suggest interest area for that session (see circle key at right).

A ---- Administration

(C) Curriculum

P Purchasing/Finance

Technology

Warehousing

SUNDAY, DECEMBER 3

1-5 pm Exhibitor Move-In

1-6:30 pm Registration

2-5 pm IM 101 A C P W

Overview of instructional materials information. Pre-registration required. Offered Sunday only.

MONDAY, DECEMBER 4

7 am-5 pm Registration

8:15-8:50 am General Session: Welcome

9-9:20 am Regional Meetings

Regions 1, 2, 3, 4 Regions 5, 6, 7, 8 Regions 9, 10, 11, 12 Regions 13, 14, 15, 16 Regions 17, 18, 19, 20

9:30 am Deadline for nominations for the

IMCAT Board

Breakout Session 1 » 9:30-10:30 am

A C P W*The Questions I Wish I Had Asked as a 1st Year Coordinator

A P W*Empowering Tips for TIPWeb

A G P T W IM 101 Part 1

A () *Chromebook 101

A C P T W *Step-by-Step Adoption Process

A O P W *TASB Update 108

*Use of Technology for Effective Writing Instruction – Access for ALL!

Exhibitor Forum

10:30-11 am Exhibit Hall Grand Opening/ Door Prizes/Refreshments

Breakout Session 2 » 11 am-Noon

A C P *What's the Proper Way to Reach Out to My Legislator?

A P W*TBInv (Textbook Inventory) - Agee Software

A C P T W*Google G-Suite

A O P What Can I Buy With My Allotment?

*Open Source Materials

Exhibitor Forum

Noon-2 pm President's Luncheon SPONSORED BY HMH

12:30-1:15 pm Legislative Update

Colby Nichols, Powell & Leon

TICKET REQUIRED

2-2:15 pm Visit Exhibits/Door Prizes/ Refreshment Break

Breakout Session 3 » 2:15-3:15 pm

A P W Warehousing/Inventory/Logistics

*Using Destiny

*Going Deeper with G-Suite Tools

A P W*Q&A with TEA

A P T W*Small District Round Table

A: P W*Q&A with Seasoned IM Coordinators

Exhibitor Forum

3:15-3:30 pm Visit Exhibits/Door Prizes/ Refreshment Break

Breakout Session 4 » 3:30-4:30 pm

*There's No Adoption This Year, What Should I Do to Prep for the Storm...?

A P T W TASB Update 108

A ©*Managing Online Licenses

A O P T*Purchasing/Adoption Process

Use of Technology for Effective Writing Instruction – Access for ALL!

Mentors Meeting

Exhibitor Forum

5-5:30 pm IMCAT Board Meeting

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6:30-9:30 pm Welcome Reception/Casino Night SPONSORED BY FOLLETT

TUESDAY, DECEMBER 5

7 am-5 pm Registration

7 am-5 pm Toy & Gift Card Collection for CASA

8 am-5 pm Visit Exhibits

8:30-9:30 am GENERAL SESSION

Breakout Session 5 » 9:30-10:30 am

*Using Destiny

A O P W*Building Your IMA Team

*Creating Requisitions/Disbursements BYOD

*Single Sign-On and What That Really Means...

*Small District Round Table

*Dual Credit, AP and Early College High School

Exhibitor Forum

10:45-11 am Visit Exhibits/Door Prizes/

Refreshment Break

Breakout Session 6 » 11 am-Noon

*There's No Adoption This Year, What Should I Do to Prep for the Storm...?

A C T*Chromebook 101

*What Can I Buy With My Allotment?

A C P W*Step-by-Step Adoption Process

*Creating Requisitions/Disbursements BYOD

*Managing Online Licenses

A 🕞 *Writing a Policies and Procedures Manual

Exhibitor Forum

Noon-2 pm President's Luncheon

Commissioner Mike Morath

San Marcos High School Orchestra Quartet

Vote on Officers/Board
TICKET REQUIRED

2-2:15 pm Visit Exhibits/Door Prizes/

Refreshment Break

Breakout Session 7 » 2:15-3:15 pm

A P W*Using TIPWeb

A C P W*Google G-Suite

*Open Source Materials

A C P W*The Questions I Wish I Had Asked as a 1st Year Coordinator

*Q&A with Seasoned IM Coordiators

*Dual Credit, AP and Early College High School

Exhibitor Forum

3:15-3:30 pm Visit Exhibits/Door Prizes/ Refreshment Break

Breakout Session 8 » 3:30-4:30 pm

A P T W*TBInv (Textbook Inventory) - Agee Software

*Use of Technology for Effective Writing Instruction – Access for ALL!

*Q&A with TEA

*Single Sign-On and What That Really Means...

*There's No Adoption This Year, What Should I Do to Prep for the Storm...?

A @ P *Purchasing/Adoption Process

A 6 *Writing a Policies and Procedures Manual

Exhibitor Forum

5-5:30 pm IMCAT Board Meeting

WEDNESDAY, DECEMBER 6

7 am-Noon Registration 7:30-8:30 am Breakfast

8:30-11:15 am General Session

"Because I Said I Would"
Guest Speaker: Alex Sheen

Election Results

San Marcos High School Chamber Orchestra

10:30-11 am Grand Prize Drawing/Quilt Raffle

11 am Conference Adjourns11:30-12:30 pm IMCAT Board Meeting

Check www.imcat.org for the latest conference schedule and news

There's still time to become an I.M. Texas 2017 sponsor! Contact Tracy Wagner at tbwagner@texas.net or 512-251-8101

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