



The EdGate Observer

December 2009

INSIGHTS FOR EDUCATIONAL PUBLISHING IN THE 21st CENTURY



Greetings and happy holidays!

A very rewarding aspect of being a service organization is the opportunity to develop productive and friendly relationships with our clients. As I see it, ours is not simply a transaction business--it's a relationship business. The most exciting moments for our staff occur when we help you, the client, solve a problem or seize an opportunity.

To help make certain that we're providing what you need to be successful, this past October we commissioned an independent researcher to conduct in-depth telephone interviews with selected clients. Here are a few key findings I would like to share with you.

- **Our clients are working hard to cope with a digital future.** No one interviewed spent much time lamenting the poor economy. Rather, the emphasis was on how to exploit a complex business environment.
- **Clients expect EdGate to serve as a partner in transitioning to new technologies and emerging markets.** Order taking may suffice in a predictable, boom economy, but navigating fast-moving markets requires continuous innovation. We believe we must be proactive on behalf of our clients.
- **Interviews confirmed that EdGate is viewed as a people-oriented, relationship-driven company.** We intend to keep it that way.

Thanks to all of you who participated in the study. We will continue listening to clients' concerns and ideas.

Regards,
Sandra Schugren, ECS General Manager

Burning Question

How can a publisher track changes in state standards?

Keeping up-to-date with the latest state standards adoptions can be overwhelming! There are 487 subjects currently being tracked by [EdGate Correlation Services](#) for the United States alone. The ECS Standards Repository also manages U.S. assessment standards, supplemental standards from various educational organizations, as well as international departments of education standards. This brings the total to 923 subjects presently being tracked by ECS, which equates to over 1.5 million standards. And we anticipate this number to significantly increase throughout 2010!

As an [EdGate](#) client, you have access to an easy-to-navigate standards summary provided through the Publisher Information Center. Check out the state(s) in which you are interested!

When you log into EdGate's Correlation Center website, there is a link in the upper right corner labeled Publisher Information Center. This is where you will find the latest updates to state standards and other helpful tips.

Scroll down this page to see the updates completed for the current month. You can also access the detailed state standards information you are looking for by clicking on the EdGate Standards Summary (either U.S. or International) to view current subject standards and adoption dates. Included is a "Notes" section (far right column) for each state to keep you apprised of any upcoming adoptions, draft standards information, or what we are currently working on.

We also encourage you to follow us on Twitter to keep up with any daily changes and to share relevant information regarding education. twitter.com/EdGate

Hot Topic

STEM and the *Educate to Innovate* campaign

Two weeks ago, President Obama launched the Educate to Innovate campaign that provides money and other incentives to raise the bar in Science, Technology, Engineering, and Mathematics (STEM) education for U.S. students.

Why? Because U.S. Grade 4 students showed no improvement on the 2009 NAEP Math Assessment for the first time in years, and in 2006, the U.S. ranked 21 out of 30 nations in science literacy.

Obama has identified three overarching priorities for STEM education that will be supported with \$260 million in financial and in-kind support:

- Increasing STEM literacy so that all students can think critically in math, science, engineering, and technology
- Improving the quality of math and science teaching so American students are no longer outperformed by those in other nations
- Expanding STEM education and career opportunities for underrepresented groups, including women and minorities

The National Governors Association has called on every state to review their state

standards in this area and focus on building a sequential, rigorous, and coherent curriculum that is tied to international assessments such as TIMMS and PISA. The other significant recommendation is to ensure post-secondary readiness and have these standards aligned to workforce readiness.

STEM standards are based on the U.S. National Standards in these four areas. [EdGate](#) has the STEM standards in the ECS Repository, and they may be requested for inclusion in [EdGate](#) correlations. We also have tools that provide analysis of specific standards.

Several publishers have already been announced participation in this initiative with the development of new content, websites, and programs to support the specific standards identified in the STEM reports. Any publisher of content in these areas should monitor and advocate for a part of the funding that is available.

[EdGate](#) applauds the administration for this focus on science and math education and the demand for excellence in these areas. We recommend that every publisher be aware of the details of this initiative and know how their materials can be used to meet the goals of improving student achievement.

More information is available at:

[National Governors Association](#)
[0702INNOVATIONSTEM](#)
[Educate to Innovate](#)
[educate-innovate](#)
[TIMMS](#)
[PISA](#)

Client Solutions



Channel One Gets Emergency Treatment

Channel One, an [EdGate](#) client, writes a nightly news release script to be broadcast to students across the nation every morning. The news item is generally something important that has just happened, such as President Obama's long-awaited decision to increase troop presence in Afghanistan. Each night at 9pm Pacific time, Jennifer Larson, EdGate's project manager for Channel One, is sent the raw script. She reviews the content, then aligns this content to relevant standards before loading it into the [EdGate](#) system for viewing in the early morning, East Coast time.

This week, Jennifer (pictured above), was taken to her local hospital's emergency room at exactly that time. As she was being wheeled into the hospital, she was reported to have given her husband explicit instructions on whom to call and what to do so that the Channel One deadline would be met! She even delayed the emergency surgery so she

could complete her work. While she is recuperating, another staff member is taking care of the client for the interim so that Jennifer can recover knowing that her client is in good hands. We think she sets the bar for customer service!

Standards Update

Student Achievement in Social Studies

Social studies is the integrated study of the social sciences and humanities to promote civic competence. Within the school program, social studies provides coordinated, systematic study drawing upon such disciplines as anthropology, archaeology, economics, geography, history, law, philosophy, political science, psychology, religion, and sociology, as well as appropriate content from the humanities, mathematics, and natural sciences. According to the National Council for the Social Studies 1992 (NCSS), **The primary purpose of social studies is to help young people develop the ability to make informed and reasoned decisions for the public good as citizens of a culturally diverse, democratic society in an interdependent world.**

NCSS developed guidelines that include ten themes to assist educators in developing quality curriculum and to provide a foundation for teaching social studies. Although testing in the social studies has not been emphasized in many states, there are now 26 U.S. states that have developed state assessments for this content area. Regardless of your opinion surrounding standardized tests, a well-rounded education puts emphasis on all subjects. Student achievement in this content area is critical to help prepare them with the skills they need to become model citizens of the 21st century.

The following chart shows the social studies assessment standards currently provided

ALABAMA	9-12	NORTH CAROLINA	10, 11
CALIFORNIA	6-8, 10-11	OHIO	3, 4, 5, 6, 7, 8, 9, 10, 11, 12
DELAWARE	4, 6, 8, 11	OKLAHOMA	5, 7, 8, 9-12
GEORGIA	6, 7, 8, 9-12	OREGON	5, 8, 10
ILLINOIS	1, 2, 3, 4, 5, 6, 7, 8, 9-10, 11-12	SOUTH CAROLINA	3, 4, 5, 6, 7, 8, 9-12
INDIANA	5, 7, 9-12	SOUTH DAKOTA	9-12
KANSAS	6, 8, 9-12	TENNESSEE	3, 4, 5, 6, 7, 8, 9-12 (US History)
KENTUCKY	5, 8, 11	TEXAS - TAKS	8, 10, 11
LOUISIANA	4, 8, 11	VIRGINIA	3, 4, 5, 6, 7, 8, 9-12
MARYLAND	HSA (9-12)	WASHINGTON	3, 4, 5, 6, 7, 8, 9, 10
MASSACHUSETTS	5, 7, 10	WEST VIRGINIA	3, 4, 5, 6, 7, 8
MICHIGAN	6, 9, 11		
NEBRASKA	4, 8, 12		
NEW MEXICO	11		
NEW YORK	5, 8, 9-12		

through
the
ECS
Standards
Repository:

If you cannot find what you are looking for, feel free to contact me and I will be happy to research and answer any questions you may have.

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EdGate Services

Create a "win-win" situation with your customers by aligning your correlated content to commonly used textbooks

A growing number of EdGate clients are now mapping their unique content to leading basal textbooks around the country. Publishers have found that teachers like to know exactly where and when they can use supplemental materials with their adopted texts.

Texas Instruments, for example, has thousands of math and science activities available on their "Activities Exchange." These activities support the use of the TI graphing calculators in classrooms across the country. EdGate has correlated all of these activities to not only state standards, but also to over 200 classroom textbooks.

This strategy is proving to be a real "**win-win**" for publishers. It supports continued adoption of the basal text while encouraging the integration of supplemental materials into the classroom.

For more information, please contact Leslie Kolber lkolber@edgate.com or Bill Walsh bwalsh@edgate.com. They'll be happy to help you.

About Us

Founded in 1997, **EdGate Correlation Services** (EdGate) is a leader in the field of aligning educational content to US states, Canadian, and international standards.

Through the power of our technology and the professional experience of our subject-area specialists, EdGate provides more than 125 educational publishing clients with **accurate and continually updated correlations, on-demand correlation reporting capabilities, and effective website integration options.**

EdGate can also provide standards licensing, customized taxonomy solutions, correlation to assessment standards, and more.

Quick Links... [Our Website](#)