

INSIGHTS FOR EDUCATIONAL PUBLISHING IN THE 21st CENTURY



Greetings and Happy 2010!

After a very needed break and time with family and friends, [EdGate](#) staff members are back working hard on projects to assist you with marketing and promoting your curriculum for classroom use across America. We are very excited about starting a new year with you as we find ways to exploit a digital future.

This year, we will expand our offerings with our parent company, [EDmin.com](#), and expect that there will be many opportunities to engage you and your content in this endeavor. We are also revamping the [edgate.com](#) website which will illustrate these new products for K-12 educators.

In this issue of the EdGate Observer, we have focused on our neighbor to the north, Canada, host of the 2010 Winter Olympics. You can also read about international standards developed by Oxfam and some non-traditional publishers of educational content-- museums and broadcast companies. Finally, you will find out that we updated just under a half million standards in 2009!

This week ushers in the first of many big conferences for all of us--FETC in Florida. We hope that this conference will be the first of many to produce great opportunities for you in 2010!

Regards,

Sandra Schugren, ECS General Manager

Burning Question

Where's your Olympic Spirit and... does Canada have educational standards?

Vancouver, British Columbia, our neighboring city to the north, is the venue for the 2010 winter Olympics that are set to start in 37 days. Many of our staff members love to go to nearby Whistler for ski vacations and are eager to see the games begin.

When it comes to educational standards, Canada has been working on standards since 1994. These cover similar subjects as the U.S., but also have unique subjects specific to those areas as well. Beyond the four core areas of learning for elementary and secondary education (i.e., English Language Arts, Mathematics, Science, and Social Studies), Canada Departments of Education also have developed curriculum for Early Learning, Arts, English as a Second Language, Health and Physical Education, Native Languages and Studies, and Technological Education.

The 13 Canadian provinces are: Alberta; British Columbia; Manitoba; New Brunswick; Newfoundland and Labrador; Nova Scotia; Nunavut; Northwest Territories; Ontario; Prince Edward Island; Quebec; Saskatchewan; Yukon.

English and French are the official languages of Canada; however, Quebec's preferred language is indeed French, while the Northwest territories and Nunavut utilize a combination of English, French, and indigenous languages such as Inuktituk and Inuinnaqtun.

Hot Topic



Are you ready for the world in 2010?

A client called and asked about "the ECG Standards." We all looked at each other and said, "ECG Standards?" It was quickly decided that ECG probably didn't stand for "Education Gone Crazy." So we went into the research mode and discovered the Oxfam Standards for "Education for Global Citizenship." With the Winter Olympics only weeks away, an emphasis on global citizenship seems appropriate.

Our next questions were, who is Oxfam and what is this program? Oxfam International is a confederation of 13

national organizations, and classified as a non-governmental agency. The name "Oxfam" derives from the Oxford Committee for Famine Relief, which was founded by a group of Quakers, social activists, and Oxford academics in 1942. During World War II, Oxfam worked to get food past a naval blockade to starving women and children in enemy-occupied Greece. Issues that the organization currently focuses on range from poverty and injustice to education and the environment. One of the member groups is here in the United States and it provided help during the American Gulf Coast disaster.

Oxfam tries to ensure that its Education for Global Citizenship curriculum helps children explore, develop, and express their own values and opinions while listening to and respecting other people's points of view. EGC also helps them make informed choices about how to exercise their own rights as well as their responsibilities to others. The curriculum spans all ages and abilities.

Do you think your materials might fit with this curriculum? If so, contact your EdGate sales representative to have your content correlated to the Curriculum for Global Citizenship. One of the other hot buttons for 2010 is Service Learning. We are researching and analyzing the National Service Learning Standards and will have a report for you soon.

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Client Solutions

Finding New Ways to Provide Content to the Classroom

Standards correlations have typically been requested and used by the K-12 publishing market. But increasingly, non-traditional clients have branched out into the educational arena and requested EdGate's services to correlate content they have provided educators for use in the classroom. Organizations such as the Smithsonian, the Library of Congress, and NBC have all designed classroom resources that utilize their large repositories of asset collections.

For example, NBC has created an Archives on Demand site to avail their vast collection of video resources, primary sources, historic footage, images, mini-documentaries, and text resources to teachers. And the Smithsonian has provided engaging teachers materials, online lessons, and links to online museum exhibitions that are all accessible to educators for use in the classroom. We expect to see more and more non-traditional content in the future as educators look to provide more diverse educational resources to their students, and content providers discover new ways to provide value added materials to teachers and their students.

Sandra Schugren, General Manager
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Standards Update



Just as the President of the United States presents a report on the condition of our nation to Congress, EdGate presents the "State of the Standards" address to all our clients as the new year begins!

2009 brought about many new and exciting endeavors for EdGate and our clients. One of the major efforts we focused on was adding Early Childhood Education standards for all U.S. states. This was a new subject added to the database and we are receiving positive feedback from clients for meeting their needs in this content area.

In one year, 286 subjects were updated according to new state adoptions. For a repository containing 1.8 million standards, this equates to approximately 450,000 standards changed in 2009 alone! Some organizations we recently added are:

- Bermuda Ministry of Education
- Puerto Rico Department of Education
- National STEM Standards
- 21st Century Skills Framework

For 2010, here's a list of upcoming adoptions and what EdGate is currently working on to be added soon to the Repository.

Upcoming Adoptions:

Alabama: Mathematics draft 2009, Social Studies draft 2010, Health and PE draft 2009

Connecticut: Social Studies draft 2009,

Louisiana: Health draft 2009
Minnesota: Arts Standards final draft
New Jersey: Language Arts draft 2009, Mathematics draft 2009
North Carolina Essential Standards 2011-2012: Mathematics draft 2009
Oregon: Social Studies beginning revision process
Washington: Arts Education draft expected approval early 2010
Wisconsin: Language Arts draft 2009, Mathematics draft 2009
ECS in Process

Arizona: Health Education and Physical Education adopted 2009
Colorado: Language Arts adopted 2009, Mathematics adopted December 2009, Science adopted December 2009, Social Studies adopted 2009, Arts Education adopted December 2009, Physical Education December 2009, World Language adopted December 2009
Pennsylvania: Language Arts adopted 2009, Mathematics adopted 2009, Science adopted 2009, Social Studies adopted 2009
Utah: Health and PE Secondary adopted 2009

We have some exciting projects underway and will be sure to keep you posted on the progress. **EdGate** is committed to providing you with the most reliable, up-to-date information for your business needs.

Feel free to contact me if you have any questions regarding these standards and I will be happy to assist you.

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EdGate Services

Correlate to State Standards to Become a stronger Partner in Education

Classroom assessment is both a teaching approach and a set of techniques. The more educators know about what and how students are learning, the better they can plan learning activities to structure their teaching.

As content providers and partners in education, a growing number of **EdGate** clients are creating added value for educators by correlating their content to State Assessment Standards. In doing so, they've made the job of choosing materials that work with state assessments easier for their customers.

For more information about assessment standards correlations, please contact Leslie Kolber lkolber@edgate.com or Bill Walsh bwalsh@edgate.com.

They'll be happy to help.

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](#)

Contact Information

Please contact Bill Walsh at 631-754-0288 or Leslie Kolber at 847-559-9929 for more information