



## INSIGHTS FOR EDUCATIONAL PUBLISHING IN THE 21st CENTURY

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### Client Solutions

#### New Service! Incremental Bulk Download in XML format

This summer EdGate was pleased to sign **Verizon-Thinkfinity** as a client!

Based on their specific needs to handle a large volume of correlations and data, EdGate is now developing an incremental bulk download in XML format as a new service. Following receipt of a full data download, this allows clients to receive only the updated standards and correlations each week instead of processing the entire data set. We anticipate having this option as an alternative deliverable in November 2010.

For those clients who think an incremental bulk download in XML format might be the solution for them, please contact either your sales or project manager and we would be happy to provide you a quote!



Jennifer Larson  
Social Studies  
Project Manager

### Quick Links

[Our Website](#)

[EdGate Services](#)

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### Welcome Verizon Thinkfinity!

The Verizon Foundation Selects EdGate Correlation Services as their Content Alignment Partner

[Read More](#)

### Welcome to The EdGate Observer!

#### Greetings everyone,

In this month's newsletter, the topics and discussions surround Partnering Trends in Publishing (**Hot Topic**), What is the Industry Standard for Availability of Service? (**Burning Question**), New Incremental Bulk Download in XML format (**Client Solutions**), and following up with a Common Core Update and the new Texas TEKS Social Standards which are now available (**Standards Update**).

This month, look for Sandra Schugren and Leslie Kolber at T+ L in Phoenix on October 20-22 and Leslie at the National Media Market in Kansas City October 24-29.

As always, EdGate is your source for staying abreast of any new developments in education. We welcome any questions, thoughts or comments you may have.

Regards,

Sandra Schugren, EdGate General Manager

### Hot Topic

#### Publishers sharing data to maximize revenue, without increasing costs

At the recent EdNET conference in Boston, several attendees noted the growing incidence of K-12 publishers and content providers now partnering and working cooperatively to promote the use of their respective programs. Traditional rivals are increasingly opting to share correlations and content mapping data to show school districts and potential adopters how their programs complement each other to more fully address the needs of mutual clients.

For example, two well-established supplemental classroom publishers recently began sharing correlation reports with each other as a cost-effective way of "filling gaps" in standards coverage, and thereby securing a portion for each of an otherwise unattainable district adoption. Talk about a "win-win" situation!

Please click on this link to participate in our survey (research purposes only): [Seeking Active Partners](#)

Interested in learning more about content-to-content mapping and seeing how your company could benefit from such data sharing? Just contact either **Bill Walsh** ([bwalsh@edgate.com](mailto:bwalsh@edgate.com)) or **Leslie Kolber** ([lkolber@edgate.com](mailto:lkolber@edgate.com)) for more information. They'll be happy to help.



### Burning Question

#### What is the Industry Standard for Availability of Service?

Users want their systems, for example wrist watches, hospitals, airplanes or computers, to be ready to serve them at all times. Availability refers to the ability of the user community to access the system, whether to submit new work, update or alter existing work, or collect the results of previous work. If a user cannot access the system, it is said to be *unavailable*. Generally, the term *downtime* is used to refer to periods when a system is unavailable. Here is a chart of what this means:

Availability %	Downtime per year	Downtime per month*	Downtime per week
90% ("one nine")	36.5 days	72 hours	16.8 hours
95%	18.25 days	36 hours	8.4 hours
98%	7.30 days	14.4 hours	3.36 hours
99%	3.65 days	7.20 hours	1.68 hours
99.5%	1.83 days	3.60 hours	50.4 minutes
99.8%	17.52 hours	86.23 minutes	20.16 minutes
99.9%	8.76 hours	43.2 minutes	10.1 minutes
99.95%	4.38 hours	21.56 minutes	5.04 minutes
99.99%	52.56 minutes	4.32 minutes	1.01 minutes
99.999%	5.26 minutes	25.9 seconds	6.05 seconds
99.9999%	31.5 seconds	2.59 seconds	0.605 seconds

Do you know that companies like Amazon do NOT reach the "six nines" and this year this company had a 99.95% up time for their hosting / cloud rate. So having this goal and reaching it are two different things. At EdGate Correlation Services maintaining availability is one of the top priorities for our technical team working with our hosting facility in San Diego, California. To this end, we are increasing capacity at the facility to better serve our clients.

## About Us



Founded in 1997, [EdGate Correlation Services](#) (EdGate) is a leader in the field of aligning educational content to U.S. 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

## Common Core Update

To date, 37 states have adopted the Common Core Language Arts and Math standards. These states have not yet "replaced" their current standards but anticipate implementing the new standards in either the 2011 or 2012 school year.



At EdGate we have received many inquiries about the implementation of these standards. Keep in mind that per federal guidelines, states may alter up to 15% of these standards to allow them to add things they feel are particularly important. Based on our research, most of these states will choose that option and post their specific documents when finalized.

Also important to note is that even if all 50 states adopt the Common Core standards, these two subject areas only represent about 2% of all state curriculum standards. Other subject areas including Arts, Early Childhood, ESL, Health and PE, Science, Social Studies, Technology, and World Languages will continue to be updated on each state's revision cycles.

For more information, visit the Common Core State Standards Initiative home-page: <http://corestandards.org/>

## Standards Update

Updates to The [EdGate Standards Repository](#) include:

- Alaska Reading/Writing GLE's (Revised 2010)
- California Teaching Profession Standards (2009)
- Connecticut Language Arts Grades PreK-8 (2010)
- National Research Council Draft Science Framework (2010)
- Ohio 2012-2013 Science (2010)
- Singapore Ministry of Education Science (2008)
- Texas TEKS ESL Grades 9-12 (2010)
- Virginia 2012-2013 Science (2010)

### Texas TEKS Social Studies 2011-2012 (2010)

The new Texas TEKS Social Studies standards recently adopted and finalized in August 2010 are now included in the EdGate Standards Repository. Although these standards will not be implemented until the beginning of the 2011-2012 school year, we are offering this new organization to be added to your client profile at no cost for your social studies content. You will still have access to the current standards as well since these will not replace them until 2011.

As you are aware, the publicity surrounding these standards prior to adoption was quite controversial. The previous social studies standards adopted by the Texas Education Agency have been in effect since 1998. As a subject area, social studies encompasses a myriad of topics, therefore it makes sense for states to review periodically to include current events.

EdGate's expert social studies project manager completed a thorough review of the new standards and found that although they include additional topics not covered in the prior standards, they seem to be fairly comprehensive. If you would like to have these added for your correlation and standards needs, please contact your EdGate Project Manager.

If you have any questions regarding standards, feel free to contact me and I will be happy to assist you. You can always join us on Twitter and Facebook to receive postings regarding state standards in the EdGate Standards Repository at:

<http://twitter.com/EdGate>

<http://www.facebook.com>

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