



The EdGate Observer

October 2009

INSIGHTS FOR EDUCATIONAL PUBLISHING IN THE 21st CENTURY



Greetings!

It is hard to believe it has been a month since we sent out the September issue of the [EdGate Observer](#). This month, we want to continue our discussion of the Common Core standards as there has been another draft release and the [EdGate](#) staff has additional comments and, of course, an opinion!

Other topics that we have been asked about recently have been whether, in light of the Common Core standards movement, there are commonly taught concepts (**Burning Question**), an explanation of the difference between Curricular or Academic Standards and Assessment Standards (**Standards Update**), and a marketing service we offer-- Curriculum Marketplace--through our sister company Education World (**Client Services**). We have added a new section: **Client Solutions**, that focuses on how [EdGate](#) has worked with a client to solve a specific need or problem. This month, we highlight Millmark Education.

Leslie Kolber will be attending the T & L Conference in Denver on October 28. She hopes to see you there. We also encourage you to follow us on Twitter to keep up with our day to day changes and to learn a little more about our unique and wonderful staff. [twitter.com/EdGate](https://twitter.com/EdGate)

We welcome your questions and any thoughts or comments.

Regards,  
Sandra Schugren, ECS General Manager

### Burning Question

#### **Are there common curricular concepts taught across states and grades?**

Our team is often asked if curricular concepts, such as "photosynthesis" in Science or "sportsmanship" in Health and PE, are addressed in standards at the same grades and across all states. At [EdGate](#), we spend a lot of time analyzing concepts taught in every state across the country. We have even created a product--the ECS Concept index--that is based on this research.

We have found that though there is a lot of commonality in the concepts taught, the grades at which they are addressed vary widely. Much of this variability is dependent

upon the development of the standards and where a state has historically taught the specific concept.

As an example of this variation, photosynthesis is addressed in standards across 47 states. Here are the grades in a sampling of states where this concept is addressed:

<b>State</b>	<b>Grade</b>
Alabama	3, 7, 9, 10, 11, 12
Alaska	6, 7
Arizona	9, 10, 11, 12
Arkansas	5, 9, 10, 11, 12
California	5, 6, 9, 10, 11, 12
Colorado	6, 7, 8, 9, 10, 11, 12

We always recommend that a publisher who has grade-specific content, identify the grade above and below for correlation purposes. In the example above, if material had been developed for grade 6, only 3 states would correlate. By correlating to grades 5, 6, and 7, the material correlates to 2 additional states.

### Hot Topic



#### **Common Core Standards--The debate continues**

With the release of the updated September 2009 Draft College and Career Readiness Standards for Language Arts, we continue our analysis keeping in mind that the lofty goal aimed at disputing or validating a student's readiness to compete at a rigorous, international level, has not yet been achieved. The greatest difference between the July 2009 draft and the current draft is the expansion from the previous 58 expectations to the current 73. Although the current draft seems to offer more detailed expectations, we believe the states will still be in charge of supplementing those standards and making major decisions regarding their own curricula. We look forward to seeing the final version come out in December!

From an educator's point of view, some see Common Core Standards as a positive change as long as the standards are specific and come with reliable, valid assessments. Others fear they will be too vague or broad, which would result in multiple interpretations and would lose the consistency this movement is seeking.

In any case, EdGate has correlated and posted the College and Career Readiness Standards for Reading, Writing, and Speaking and Listening Draft dated September 21, 2009. These apply to grades 9-12 and are proving to be instrumental for publishers to review their content correlations in order to gain insight as to how these standards will relate.

Educators, parents and business leaders are being encouraged to provide feedback regarding the Common Core Standards through October 21, 2009 at [www.corestandards.org](http://www.corestandards.org).

**Jodi Waugh**  
ECS Language Arts Project Manager

## Client Solutions



### Improving Marketing Presence

Maryland-based Millmark Education wanted a new, unique look and feel for their web interface and asked us for our help. Feedback from Millmark's customers prompted our technology team to come up with a creative solution to have our reporting service include the ability to multi-select grades-- and in some cases states--while being able to print a full correlation report directly from their correlation search page.

Working hand-in-hand with Millmark, our technology team was able to make it happen. Millmark just launched their new site a couple of weeks ago and it is very friendly! Check it out at [millmarkeducation.com](http://millmarkeducation.com) by clicking on the "Correlations" tab, "State and National" for the report functionality.

Larry Johnson

Project Manager, Science Advisor [ljohnson@edgate.com](mailto:ljohnson@edgate.com)

## Standards Update



### Got Assessment Standards?

As you are aware, state standards can be quite extensive covering a lot of expectations that may or may not be part of state assessments.

EdGate understood this dilemma for our clients as well as educators who want to know which standards are actually tested so they can target those specifically. The **EdGate Standards Repository** warehouses all 50 U.S. State + the District of Columbia assessment standards for Language Arts and Mathematics, as well as Science and Social Studies for states where applicable. These assessment standards are the targeted student expectations for state testing. This information was gathered based upon researching each state's blueprints and/or released test item documents.

The following are assessment standards we are currently working on to update for this school year:

- **Florida** - Language Arts, Mathematics, and Science
- **Georgia** - Language Arts, Mathematics, Science, and Social Studies
- **Illinois** - Social Studies
- **Maryland** - Language Arts, Mathematics, High School Science, and High School Social Studies
- **Oregon** - Language Arts, Mathematics, Science, and Social Studies
- **Tennessee** - Language Art, Mathematics, and Science

We are proud to offer you the most comprehensive collection of national and international educational standards world-wide through our standards repository.

**Early Childhood ALERT!** For clients who currently receive the subject Early Childhood Education, we are in the process of changing the current age grade group (Ages 1-5) to one grade called Early childhood. This solution eliminates the confusion of choosing an

age to find the appropriate standards that correlate to your content. As we migrate this change, you will now select Early Childhood as your grade and the Early Childhood Education subject to review your correlations.

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

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### EdGate Services

#### ECS Announces New Marketing Opportunities for Publishers

Looking to expand your marketing reach to thousands of teachers, librarians, and curriculum specialists? Sign up today to spotlight your correlated content in the **Curriculum Marketplace**, a powerful standards-based search tool developed by EdGate and our sister companies Education World and SchoolNotes.

- Reach qualified educators who are **ready to buy**
- Present your correlated content to 1.4 million unique visitors each month
- Increase your marketing presence without impacting your marketing budget

Try it FREE for the first six months. Each click to your page is tracked and summarized

For more information, please contact Leslie Kolber [lkolber@edgate.com](mailto:lkolber@edgate.com) or Bill Walsh [bwalsh@edgate.com](mailto:bwalsh@edgate.com)

### 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