



The EdGate Observer

September 2009

INSIGHTS FOR EDUCATIONAL PUBLISHING IN THE 21st CENTURY



Greetings! And thanks for taking the time to read our newsletter, **The EdGate Observer**. Each month my colleagues and I will be offering perspectives on issues and concerns that we think matter to you. Our regular features will include our response to questions we're frequently asked (Burning Question), a timely topic of prime importance to our industry (Hot Topic), a Standards Update to keep you posted on critical trends and changes, and a highlighted **EdGate** service we think will interest you. We hope you find these offerings useful and that they make your professional life a little easier.

For the fifth year in a row, EdGate will be represented at the upcoming EdNET conference next week in Chicago (Sept. 13-15). Each year EdNET is a great opportunity for leading educational publishing organizations to get together and share ideas. This year both [Leslie Kolber](#) and [Bill Walsh](#) will be attending. They hope to see you there.

We welcome your questions and any thoughts or comments.
Regards,
Sandra Schugren, ECS General Manager

Burning Question:

Do you know what a UUID or GUID is, or why you would need to know?

UUIDs and GUIDs are technical terms generally used by people working in the technical or IT departments of organizations. The GUID designation is an industry standard defined by Microsoft to provide a reference number which is unique in any context.

UUID is a term that stands for Universal Unique Identifier. Similarly, GUID stands for Globally Unique Identifier. So basically, two terms for the same thing. They can be used, just like a product number, as a unique reference for an academic standard or content title.

You might wonder if UUIDs or GUIDs are issued by state departments of education for academic standards. They are not. Standards, when imported, become part of a company's service or product, so no two companies would have the same UUID or GUID for the same standard. Unless you are importing or exporting data in a database, you will probably never have a need to use UUIDs or GUIDs. Rest assured that **EdGate** easily imports data with GUIDs from other companies.

Hot Topic



What's up with Common Core Standards?
Rich Street, Math Project Manager

The recent release of the draft versions of the College and Career Readiness Standards for Language Arts and Mathematics has several of our clients asking, "What are they, and what does this mean for me?"

The idea behind the College and Career Readiness Standards is that--*"all students are prepared for all entry-level, credit-bearing, academic college courses in English, mathematics, the sciences, the social sciences, and the humanities. The objective is for all students to enter these classes ready for success (defined for these purposes as C or better)."*

Goal: The standards as a whole must be essential, rigorous, clear and specific, teachable and learnable, measurable, coherent, and internationally benchmarked.

Quite a lofty goal! But these are drafts AND they are the College and Career Readiness Standards, not the K-12 standards (which are not due out until December 2009). These are not the be-all, end-all, national standards that will supposedly replace all of the state standards. Your existing state correlations will continue to be needed for at least a couple of years, and probably way beyond that.

In any case, your customers will likely want to see that you are up-to-date and correlated to these newest standards. **EdGate** is already at work correlating the draft versions to provide you with the most current information. Correlations of your content to the Common Core Standards will be optional, but available immediately.

The College and Career Readiness Standards are another set of standards to add to your sales arsenal to show your customer that you are on top of the standards world.

Standards Update



New school year = new standards! Overwhelmed with keeping up with changes to state standards? Let us help you.

Kristie McCarley, Standards Manager

As an **EdGate** client, you have access to the ECS Standards Repository, which is the most comprehensive collection of national and international educational standards world-wide. Each month, our newsletter will include an update about standards to keep you informed.

This summer we added sets of standards from various educational organizations that might interest you. These include:

- 21st Century Skills Framework (Partnership for 21st Century Skills)
- CASAS (Comprehensive Adult Student Assessment Systems)
- Common Core State Standards Initiative
- Educational Leadership Policy Standards (CCSSO)
- GED 2012 Content Standards

--ISTE National Educational Technology Standards for Administrators (NETS-A)ISTE
--National Educational Technology Standards for Teachers (NETS-T)
--Mid-Continent Research for Education and Learning (McREL) Business Education
--National Staff Development Council Standards

To find the current adoption dates and upcoming information about standards in the ECS repository, clients may log in at the [EdGate Correlation Services](#) website. If you do not find what you are looking for, feel free to contact me and I will be happy to research and answer any questions.

[New Services](#)

The ECS Subject Index can save you time & money--Here's how.

The ECS Subject Index is a taxonomic list of educational concepts and associated K -12 standards, packaged by subject and grade range. Several [EdGate](#) clients are now finding it to be a valuable tool for both content development and content mapping.

One publisher, for example, is using it with the creation and re-purposing of assessment items that can then be adapted for multi-state use. This will help the publisher save both time & money. To learn more about how the ECS Subject Index can help your business, e-mail or give us a call today.

Happy to help. **Bill Walsh** at 631-754-0288 or **Leslie Kolber** at 847-559-9929

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.

Visit the EdGate Correlation Services Website at <http://correlation.edgate.com>

Contact Information

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

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