



INSIGHTS FOR EDUCATIONAL PUBLISHING IN THE 21st CENTURY

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## Burning Question

**Have you ever been asked how your content correlates to a textbook? We can help!**

EdGate has recently completed a thorough review of the following Language Arts Basal Textbooks for Grades K-6:

- Macmillan/McGraw-Hill Treasures
- Pearson/Scott Foresman Reading Street
- Houghton Mifflin Reading
- Harcourt Trophies
- SRA/McGraw-Hill Imagine It!

This adds to our already very comprehensive list of over 300 Math, Science, and Social Studies textbooks. If you would like to see a sample or discuss how your content correlates to a particular textbook, please contact your project manager.

Jodi Waugh  
Language Arts  
Project Manager



## Quick Links

[Our Website](#)

[EdGate Services](#)

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## Welcome to The EdGate Observer!

Greetings everyone,

## Welcome Back to a new school year!

In this month's newsletter, the topics and discussions surround how social networking is utilized by our clients and various organizations (**Hot Topic**), Basal Textbooks added to EdGate's vast repository (**Client Solutions**), Are Standards Changing? (**Standards Update**), and finally services we can provide for media companies (**EdGate Services**).

The 2010-2011 school year is bound to bring many updates in educational news, including tracking updates to Common Core state adoptions and assessments to be developed. EdGate is your source for staying abreast of any new developments in education reform.

We welcome any questions, thoughts or comments you may have.

Regards,  
Sandra Schugren, EdGate General Manager

## Hot Topic

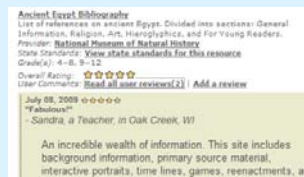
### Do you Tweet, Blog or Use Interactive Web 2.0 functions as part of your websites? Everybody's doing it!! Are you?

Web 2.0, Facebook and Twitter have made a significant positive impact on getting the word out about content and publisher services. The term Web 2.0 is commonly associated with web applications that facilitate interactive information sharing, interoperability, user-centered design, and collaboration on the World Wide Web. Examples of Web 2.0 functions include rating of items, commenting on content, emailing to a friend, and in general being able to manipulate in some way.

Here are some examples of some features that are being utilized by EdGate clients...and EdGate:

#### [Smithsonian Institution](#) - Rating and Reviews

Every lesson can be ranked and reviewed by an end user. Pro: publisher gets rave reviews about content. Con: comments may be inappropriate and require staff time to evaluate.



#### [Learn360](#) - Saving, Sharing, Blogging

A subscriber to the Learn360 platform enjoys many Web 2.0 benefits such as blogging, ability to save searches in a playlist and share content with others.

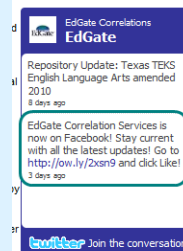
#### [Encyclopedia Britannica](#) - Blogging

Very interactive site with hundreds of topics that are moderated by subject experts in the field. Complete with videos, guidelines for submitting blogs and links to "You May Enjoy" related references. Visit this site to enjoy blogging at its best.



#### [EdGate](#) - Twitter and Facebook

At EdGate, we see the excellent value in pushing information to our publisher clients. We have been posting our standards updates on the Twitter interface that is embedded into our corporate web page for many months and have very recently launched a Facebook page for comments and ongoing discussion with clients and users. We have found Twitter excellent for posting of short messages about our standards and news but believe that Facebook (or a blog) offers a much better forum for discussion of topics of interest to publishers.



Web 2.0 offers excellent opportunity for publishers to interact with clients. Understanding the advantages and disadvantages of each application is the first step to making the decision about integration into marketing and other sites.

## 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 more.

## Standards Update

Updates to The **EdGate Standards Repository** include:

- Delaware Science (2010)
- Montana Library Media / Technology (2009)
- South Carolina Health and Safety (2009)
- Texas TEKS English Language Arts amended (2010)

**Common Core Update:** To date, 36 states have adopted the Common Core standards. These states have not yet "replaced" their current standards because new assessments need to be developed. States anticipate implementing the new standards in either the 2011 or 2012 school year.

Are standards changing? Absolutely! EdGate Correlation Services monitors over 900 subject-specific organizations. To put this in perspective in relation to the Common Core Initiative, 36 states equates to 72 subjects for ELA and Math. That leaves a total of over 800 other states/subjects that will continue to be updated on each state's revision cycles.

At this time, there are 22 state subjects we are tracking that are in "draft" awaiting finalization by the state. The subject areas include Arts, Early Childhood Education, ESL, Health and PE, Social Studies, Technology, and World Languages.

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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## EdGate Services - Services for Media Companies

EdGate Correlation Services employs highly skilled and practiced subject area experts and sophisticated technical systems to assist our clients with a large number of services. EdGate's core value is to provide the highest quality product that is available in the marketplace. Here are some of the services performed by the EdGate team:

### Encoded video review and segmenting:

EdGate has segmented thousands of videos. For our video clients, EdGate 1) identifies logical content breaks for clip level use 2) uses multiple video editing tools such as Frameline and the Platform 3) creates a written summary of clips 4) creates metadata such as search terms, copyright, grade span, subject, language, producer, length/run time, and series.

### Lesson Plan Development:

EdGate develops complete lesson plans that support video content. Subject experts, with years of classroom experience, review the media content and create a 2 -3 page lesson to support the media. This lesson plan includes components such as 1) Student objectives 2) Step-by-step activities 3) Materials and resource list 4) Extensions 5) Assessment and Standards Alignment.

### Internet Lesson Aggregation:

EdGate will aggregate a group of highly selected open-source lessons and resources to support a specific video or segment. Subject expert educators review the content and identify a number of support resources that a publisher may use to supplement and augment the content. In general, EdGate includes specific metadata for the resource including 1) title 2) a short summary description 3) source and 4) the URL.

### Content Alignment:

Core to EdGate's business is the review of content and the alignment to the appropriate educational standards from around the world. Working with over 150 education publishers, EdGate maintains a repository of 1.8 million standards and provides up-to-date alignment of content to these standards. EdGate will also provide a mapping of video content to basal textbooks and other content.

For more information and pricing please contact:

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