

April 5, 2011

TO: Textbook Publishers

FROM: Beverly M. Thurston, Textbook and Instructional Materials Review Coordinator

SUBJECT: Revised Process for 2011 English/Language Arts Textbook State Approval Process

The Virginia Board of Education has authorized the Virginia Department of Education (VDOE) to proceed with a review of textbooks for English/Language Arts. As such, the VDOE invites publishers to indicate their intent to submit textbooks for the approval process by returning the completed Textbook Publisher's Certification and Agreement as the initial step in Virginia's textbook approval process.

On March 24, 2011, the Virginia Board of Education approved a revised process for future reviews of textbooks in Virginia. The revised textbook approval process places primary responsibility on publishers to ensure the accuracy of their textbooks. The English/Language Arts textbook review process is aligned with the revised and approved process. The documents that outline the new process are available on the Virginia Department of Education's Web site at <http://www.doe.virginia.gov/instruction/textbooks/index.shtml>. **Please be sure to examine all documents pertaining to the 2011 English Textbook review process found at http://www.doe.virginia.gov/instruction/textbooks/english/review_approval/index.shtml and use the required Textbook Publishers Certification and Agreement form located on the 2011 English Textbook review site. This version of the Textbook Publisher's Certification and Agreement form contains information specific to the English/Language Arts textbook approval process.**

Completed Textbook Publishers Certification and Agreement forms are due to the Department of Education by **April 22, 2011**.

Publishers also will be invited to submit SOL correlation forms and textbooks to the Department of Education, evaluation committee members, and designated public review sites by June 30, 2011.

If you have questions, please contact Dr. Beverly Thurston at (804) 225-2893 or by e-mail at Beverly.Thurston@doe.virginia.gov.

2011 English/Language Arts Textbook Review Process

Section 1 2011 Review Procedures

The *Code of Virginia* places the authority for review of textbooks suitable for use in the public schools of Virginia with the Board of Education. At the March 24, 2011, Board of Education meeting the Department of Education was authorized to proceed with the English/Language Arts textbook state approval process. The Department will submit to the Board for approval a list of recommended textbooks. Statewide review committees will be organized for each curriculum area. The membership of these committees will be composed of a cross section of teachers, division-level content specialists, and subject-matter experts. It is anticipated that the English/Language Arts textbook and review will be completed by April 2012.

Review committees will be directed to compare all submitted materials to the 2010 *English Standards of Learning* and curriculum framework and develop a "profile sheet" indicating the degree of correlation of an instructional item to the relevant standard and framework. Profile sheets on each instructional item will be posted on the Department's Textbook Web site to assist school divisions in the local textbook adoption process. Profile sheets will also be available to all publishers who submit textbooks to the review process.

Publishers are invited to submit "primary materials" for consideration for review. Primary material contains the core curriculum that is the basis for the grade-level subject or course. VDOE review committees will review the material selected by the publisher as the primary material.

All publishers having primary materials in English/Language Arts are invited to submit textbooks that meet the following criteria:

- Textbooks that are highly correlated to the 2010 *English Standards of Learning* and curriculum framework.
- Textbooks that comply with completed Textbook Publisher's Certification and Textbook Publisher's Agreement forms that are required by the Virginia Board of Education.
- Print materials (textbooks) that are bound in hardcover format and meet the Manufacturing Standards and Specifications for Textbooks of the Advisory Commission on Textbook Specifications (NASTA, latest edition). Exceptions may be granted for nonconsumable softcover formats that meet the Manufacturing Standards and Specifications for Textbooks of the Advisory Commission on Textbook Specifications (NASTA, latest edition).
- Textbooks in electronic format that represent the "primary material" (stand-alone to the print component of a core stand-alone basal) program.

- Materials that are not considered supplemental and/or ancillary to a full instructional program, but are considered “core.” Virginia review committees will only review instructional materials that are considered to be stand-alone and the "core" of an English/Language Arts course.
- Any kindergarten or first-grade textbook with a minimum decidability standard based on words that students can correctly read by properly attaching speech sounds to each letter to formulate the word at 70 percent or above in accordance with § 22.1-239 of the *Code of Virginia*.

For the English/Language Arts textbook review process, the annotated teacher’s edition of the primary material must be submitted. If the annotated teacher’s edition does not include the majority of student reading material, a copy of the student text(s) must be submitted. The teacher’s edition must be used to complete the SOL correlation documents referred to in Section 3.

Section 2

Guidelines for Submitting Textbooks in Digital Format

Submitting primary material in digital format is encouraged. However, the publisher may submit primary material in either digital or print format, or in a format combining both media. Primary material contains the core curriculum that is the basis for the grade-level subject or course. VDOE review committees will review only the material selected as the primary material to be reviewed. A digital version of any print material must also be available to students as outlined in § 22.1-241 of the *Code of Virginia*.

The Department of Education will not examine supplementary or ancillary materials that are not considered essential to a core or stand-alone program. In order for digital formats to be considered for examination, publishers must declare that digital materials are a stand-alone, core program (primary material). This declaration must be indicated on the Textbook Publisher’s Certification and Agreement form.

Section 3

Textbook Sampling Procedures

A. When to send samples

Textbook samples must be postmarked and mailed by June 30, 2011, to the Virginia Department of Education, eight public review sites, and to state review committee members.

B. Where to send samples

State review committees will be formed by June 1, 2011. Names and addresses of persons to whom samples should be sent will be forwarded to publishers by June 10, 2011. Addresses and contact persons for the public review sites will be sent as well.

C. What to send

The textbooks that the Department of Education is seeking for review are those selected by the publisher as the "primary material" to provide core support for the grade levels and courses listed in the 2010 *English Standards of Learning*. Publishers are asked to study the 2010 *English Standards of Learning* and curriculum framework for the subject area in which their company produces textbooks. The standards and curriculum framework should assist in making decisions about materials that may be suitable to submit for review. The 2010 *English Standards of Learning* Curriculum Framework is available on the Department of Education's Web site at

http://www.doe.virginia.gov/testing/sol/standards_docs/english/review.shtml

The teacher edition of print programs is considered the "official sample," but if the annotated teacher's edition does not include the majority of student reading material, a copy of the student text(s) must be submitted. Materials in electronic format must conform to the guidelines in Section 2. A publisher prepared correlation to the 2010 *English Standards of Learning* and curriculum framework must accompany the teacher and student edition of all instructional programs. Forms for concise correlations are available on the Department of Education's Web site at

http://www.doe.virginia.gov/instruction/textbooks/english/review_approval/index.shtml

under the heading, 2011 English/Language Arts Textbook Review Process. Publishers **must** use these correlations forms. Due to the nature of most English/reading student editions (e.g., anthologies, poetry,) **SOL correlations provided must be made to the teachers editions of the primary material being considered for review.** Extensive correlations beyond this format will not be examined.

D. Substitutions

If a new edition of materials submitted by June 30, 2011, subsequently becomes available, a copy of the new edition with a Textbook Publisher's Certification and Agreement form must be sent to Dr. Beverly Thurston, textbook and instructional materials review coordinator. A brief summary of changes incorporated into the new edition must be enclosed. The new edition will not be reviewed as a part of the 2011 review process; however, these submissions will be evaluated as a "substitution" and, if approved by subject area specialists, be placed on the appropriate basal list of textbooks.

Section 4

Shipment of Instructional Materials

Please observe the following instructions in the shipment of examination copies of textbooks:

A. Identification of Textbook

The contents of each shipment of textbooks must be identified according to the specified curriculum area. A label must be affixed to the outside of each package giving the curriculum area, title(s) and grade level of the enclosed materials.

B. Identification of Each Instructional Item or Series (to be included with all samples submitted)

There must be attached to the inside cover of each item of print material (textbook) submitted for review an information sheet or label giving specific subject field, title, author(s), intended grade level and/or course, national advertised list price, and publisher. Also there should appear on the same label the following statement: "This item is submitted for review in the State of Virginia, 2011." No item will be considered an official sample without this statement. In the case of electronic media, an information sheet must be used and submitted with the electronic media (if possible, please attach this information sheet to the electronic media).

Included with an instructional item or series submitted for review must be information on the following:

1. Any specific program that targets a special audience (such as English language learners, students with disabilities, etc.).
2. If available, a readability level, including formula applied.

C. List of Titles Included in Each Shipment as Receipts

A list of titles of the textbooks in each shipment (receipt) in duplicate must be included. Each evaluator will be asked to return one copy of the "receipt" to the publisher (stamped, self-addressed envelopes must be included), and then retain the original copy. This procedure will acknowledge the reviewer's receipt of all materials.

Section 5

Textbook Publisher's Certification and Agreement Form

By **April 22, 2011**, publishers must electronically submit to Beverly Thurston, textbook and instructional materials review coordinator, a list of intended submissions using the Textbook Publisher's Certification and Agreement form located on the Department of Education's Web site at http://www.doe.virginia.gov/instruction/textbooks/english/review_approval/index.shtml.

Please be sure to use the **English** Textbook Publisher's Certification and Agreement form. Page 6 of the certification/agreement (the official signature) may be scanned and attached as an additional .pdf file. The forms may be e-mailed to Beverly.Thurston@doe.virginia.gov.

Section 6

State Textbook Information Form

By June 30, 2011, publishers shall electronically submit to Beverly Thurston, textbook and instructional materials review coordinator, essential information for each textbook submitted, namely: specific subject area, title, author, grade level, copyright date, and the contract price that shall not exceed the lowest wholesale price at which the book or books submitted are currently bid under contract anywhere in the United States (*Virginia Code* §22.1-241: <http://leg1.state.va.us/cgi-bin/legp504.exe?000+coh+22.1-241+402040>). Please use the State Textbook Information Form located on the Department of Education's Web site at http://www.doe.virginia.gov/instruction/textbooks/english/review_approval/index.shtml. The form(s) may be e-mailed to Beverly.Thurston@doe.virginia.gov.

During the period of the 2011 English/Language Arts textbook review, publishers' representatives shall not contact state review committee members for any reason. Failure to observe this guideline shall be considered a forfeiture of the right to submit. Unrestricted professional contacts are permitted between publishers' representatives and appropriate staff members of the Virginia Department of Education.

Section 7

Publishers' Response to Virginia Profile Sheets

Each publisher will be sent a copy of the profile sheets that have been developed for the 2011 English/Language Arts textbook review process. The profiles will be e-mailed in October, as soon as possible after the conclusion of the state review committee meeting during September 2011.

Publishers will have the opportunity to respond in writing to the profile sheets. Publishers will not be invited to present responses in person. Department of Education staff will review all publisher responses against state review committee documentation and reply to publishers in writing.

Letters requesting a "reconsideration" of a profile(s) should be sent to Dr. Beverly Thurston, textbook and instructional materials review coordinator, Virginia Department of Education, P. O. Box 2120, Richmond, VA 23218-2120. Letters requesting reconsideration must be received by November 15, 2011.

Section 8
Publishers' Presentations To State Review Committees

Publishers will not be invited to present to state review committees for the 2011 Virginia Textbook Review.

Section 9
Contract Stipulation

Virginia Code now requires that local school boards shall either enter into written term contracts or issue purchase orders on an as-needed basis with publishers of textbooks approved by the Board of Education for use in the public schools. Contracts and purchase orders with publishers of textbooks approved by the Board shall require the publishers to furnish an electronic file of the textbook in the National Instructional Materials Accessibility Standards. Please refer to *Virginia Code* §22.1-241: (<http://leg1.state.va.us/cgi-bin/legp504.exe?000+coh+22.1-241+402040>) for information regarding stipulations for contracts and purchase orders.