



## Instructional Material Bureau e-Reader Advisory Committee

### Meeting Summary Albuquerque Hilton Hotel May 11, 2011 10:00 AM -12:00 PM

Attendees					
NAME	ORGANIZATION	ORG TYPE	MAY 11	JUNE 22	JULY 15
Lisa Bennett	Eastern Hills Christian Academy	Dist/School	x		
Jill R. Brown	Albuquerque Academy	Dist/School	x		
Shirley Crawford	Capitan Municipal Schools	Dist/School	x		
MaryAnn Fagrelus	Central Consolidated P.S.	Dist/School	x		
Megan Lee	Los Alamos Public Schools	Dist/School	x		
Dana Irby	Deming Public Schools	Dist/School	x		
Jim Ivanovich	Pecos Public Schools	Dist/School	x		
Marcy Oxford	Las Cruces	Dist/School	x		
Chris Pash	Farmington Municipal Schools	Dist/School	x		
Amy Phipps	Albuquerque Public Schools	Dist/School	x		
Louie R. Torrez	Jemez Valley Walatowa Charter High School	Dist/School	x		
Patsy Ward	Dora Consolidated Schools	Dist/School	x		
Kathryn Weil	Albuquerque Solomon Schechter Day School	Dist/School	x		
Gina Stanley	Capstone Publishers	Publisher	x		
Paula Tripp	Carolina Curriculum	Publisher	x		
Steve Griffin	Bedford Freeman & Worth	Publisher	x		
Scott Hammond	Houghton Mifflin Harcourt	Publisher	x		
Wallace Mitchell	Pearson Prentice Hall	Publisher	x		
Kathleen Seamon	Herff Jones	Publisher	x		
Sylvia Velasco-Saiz	McGrawHill	Publisher	x		
Gary Watkins	EMC Publishing	Publisher	x		
Kenneth Wesson	Delta Education	Publisher	x		
Liz Wilkes	Cengage	Publisher	x		
John Byram	UNM Press Albuquerque	Depository	x		
Sally Wilkinson	Instructional Material Bureau	PED	x		
Larry Bemederfer	Instructional Material Bureau	PED	x		
Cia Tapia	Instructional Material Bureau	PED	x		
Claudia Ahlstrom	Math & Science Bureau	PED	x		
Pascal Buser	Math & Science Bureau	PED	x		

#### I. Mission of the e-Reader Advisory Committee

- Orientation
- Definition of e-Reader
- Process for Committee work
- Steps for Completion of IM Rule requirements



- Instructional Material Bureau Chief Sally Wilkinson opened the meeting with introductions. She gave a brief orientation of the goals for the committee. She also went over the parameters of the meeting, the meeting binder and housekeeping rules.
- The definition of the e-Reader was discussed. The definition of an e-Reader will be strictly functional for the purposes of this committee and for the intent of HB 310. An *e-Reader* is an *electronic device used to read e-books*.
- The purpose of the committee is to provide input and feedback. The bureau seeks the advice of the committee and will consult with committee; however, the bureau bears the final responsibility for developing a recommendation for the Secretary from this information. We must follow the guidelines of statute and protect the interest of the state of NM. There will be goals for every meeting. The bureau will formulate agendas based on high impact issues. There is a timeline. The bureau needs active participation, including performing assigned tasks and completing “homework”. We are committed to informed decision making using research, professional experience and data. Issues that need to be resolved before August include:
  - Are we talking about adopted core/basal only or should we include supplemental?
  - What format will we require from publishers?
  - What delivery models are available?
  - What is the status of free materials?
  - What business models and sales initiatives will be permitted?
  - What are the costs of the program?
  - What kinds of equipment will the programs be run on?
  - What professional development will be needed?
- Subcommittees to be formed from this initial meeting. Recommendations from the committee.
- The bureau will develop a proposal for approval by the Secretary of Education. Final decision to be made by August 2011 in preparation for the Math & Arts adoption RFA release. There will also be a revision to Instructional Material rule.

## II. Participant Contribution to the Committee

- Introductions of the committee members by means of their profile of experience & expertise.
- All attendees were asked to stand up and give profile information and a history of their experience & expertise. They were also asked to answer the question “What would you like everyone in the room to experience?” There was a wide variety of answers. The attendees are very knowledgeable and have a great deal of expertise in the field.



**III. Discussion**

- **Document 1: Legislative Impact on the entity you are representing (District, School, Publisher)**
  - The majority of school personnel are concerned about equity amongst students regarding the cost of the e-readers.
  - Smaller schools and districts in particular had questions concerning infrastructure.
  - The APS representative was concerned about the standards and professional development.
  - The rural school representative was concerned about the connection abilities.
  - Who pays for broadband access?
  - Is there a state connectivity standard?
  - Interactive texts vs. print text (Cost) It was mentioned that the hardware cost alone might outweigh the cost savings – if there are any – over a six-year adoption.
  - Purchasing e-Readers with Instructional Material Funds?
  - Open source software and proprietary formats were discussed as an equity issue.
  - Rural schools ELL learners would like to see text to speech feature for print disabilities.
  - The Farmington Representative would like to see the content provided in different formats.
  - A publisher representative also mentioned the equity issue, and the fact that the assessment for 2012-14 be taken on time.
  - The extra cost of creating different specific formats for individual schools/districts.
  - If multiple devices are used, publishers wonder what the “institutional deliverable” (i.e. content that can be pushed to multiple devices) would be.
  - Can content be licensed instead of purchased?
  
- **Document 2: Specific characteristics of the e-Reader that are desirable vs. non-negotiable**
  - The point of this discussion was to develop an understanding of the platform(s) that the e-Book will be used on. The committee’s purpose is to recommend an ebook format, not a specific piece of equipment.
  - Using a criterion of the widest possible application, pdf formats emerged as strongest candidate. Epub the next choice, partly because (like pdf) it can be used on most devices. There are still shortcomings to epub (for example, epub is not usable on Kindle). They will probably be addressed in the near future but at this time they present a problem for achieving the widest possible application.
  - Interactivity, WIFI, 3G capability are desirable.
  - Capable of presenting mathematical notation.
  - Purpose of the device. Using the e-Reader for content or for interactivity?



#### **IV. Next Steps & Planning**

- Subcommittee chairperson, Scott Hammond, and three other participants volunteered to study the pros and cons of “pdf” and “epub” formats and report back if there were substantive issues regarding the selection of “pdf” that would change the committee’s decision to select it as the required standardized format for publishers.
- Next meeting 6/22/11 APS Headquarters, Albuquerque NM
- Send in homework if you did not hand it in today.
- Suggestion offered by two committee members to change date of third meeting. July 22 date has a conflict with another state meeting. Instructional Material Bureau will respond via email notice.