
Houghton Mifflin Harcourt

Creating Value and Differentiation
for 21st Century Learners

Joint Commission on Technology and Science
October 2008

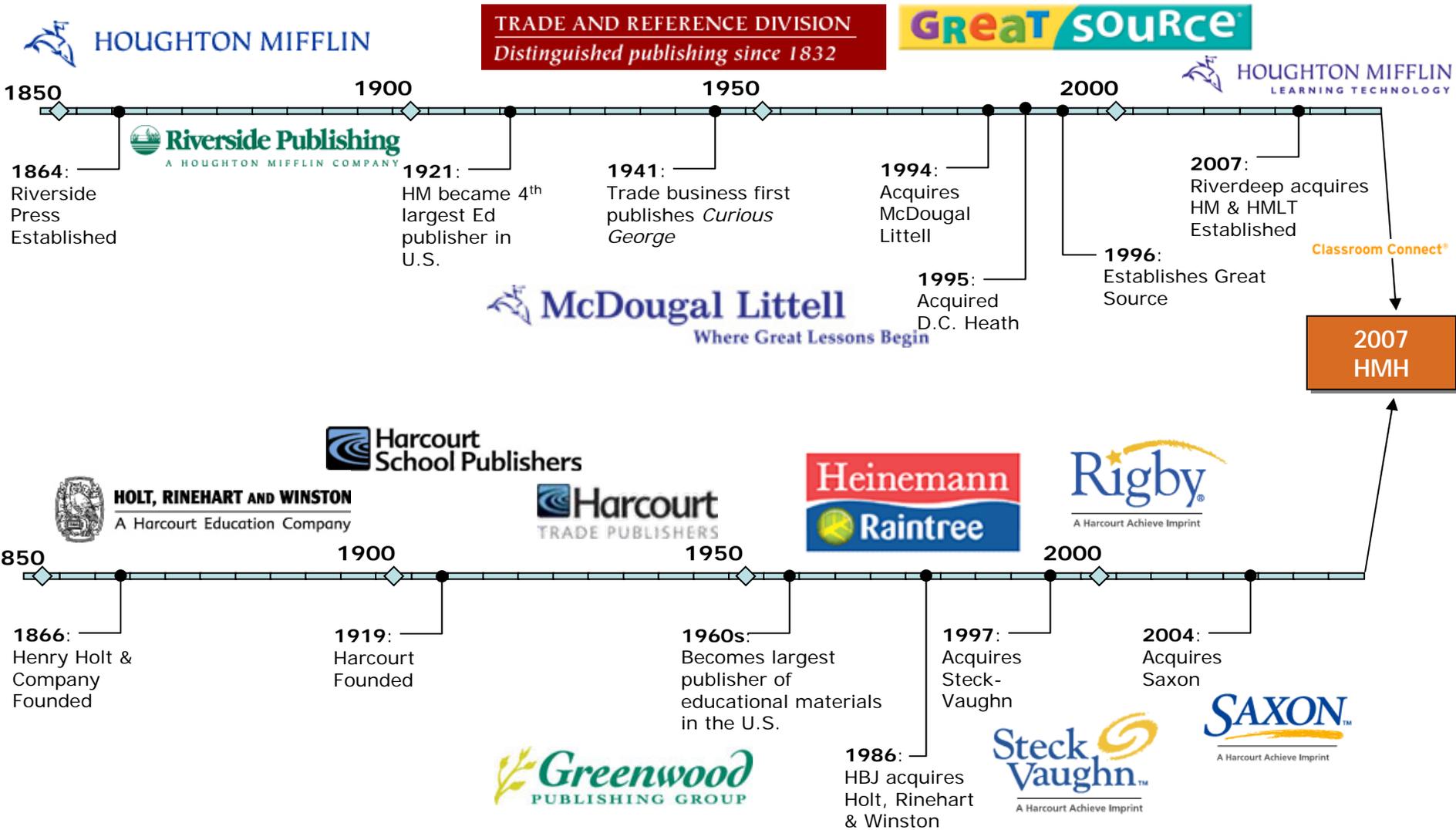


Our Goal Today



- **Overview of HMH Companies**
- **Products & Services:
States – Students**
- **Current Digital Offerings**
- **The Future of 21st Century
Teaching and Learning**

The Power of HMH Companies



Georgia Department of Education

Home Introduction English Lang. Arts Mathematics Social Studies Science Training



GEORGIA
DEPARTMENT OF
EDUCATION
Kathy Cox, State Superintendent of Schools

Shaping brighter futures.
Georgia Department of Education



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GeorgiaStandards.Org One Stop Shop for Educators

GATEWAY TO EDUCATION & PROFESSIONAL RESOURCES

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GPS WEBSITE FINDER

- [Professional Learning](#)
- [GLC Lesson Plan Builder \(Unit Design Builder\)](#)
- [Partners in Education](#)

TEACHER TOOLS

- [Answers.com](#)
- [Graphic Organizers](#)
- [Webquests](#)
- [RubiStar](#)

Welcome to GeorgiaStandards.org



English Language Arts



Mathematics



Social Studies



Science



CTAE



Modern Languages & Latin



Reading



Teachers as Advisors

Standards Resources

Keywords:

Grades: 1 2 3

Thinkfinity
Supported by the Verizon Foundation

LEARNING VILLAGE
Mathematics I Resources

MYGAODE LOGIN

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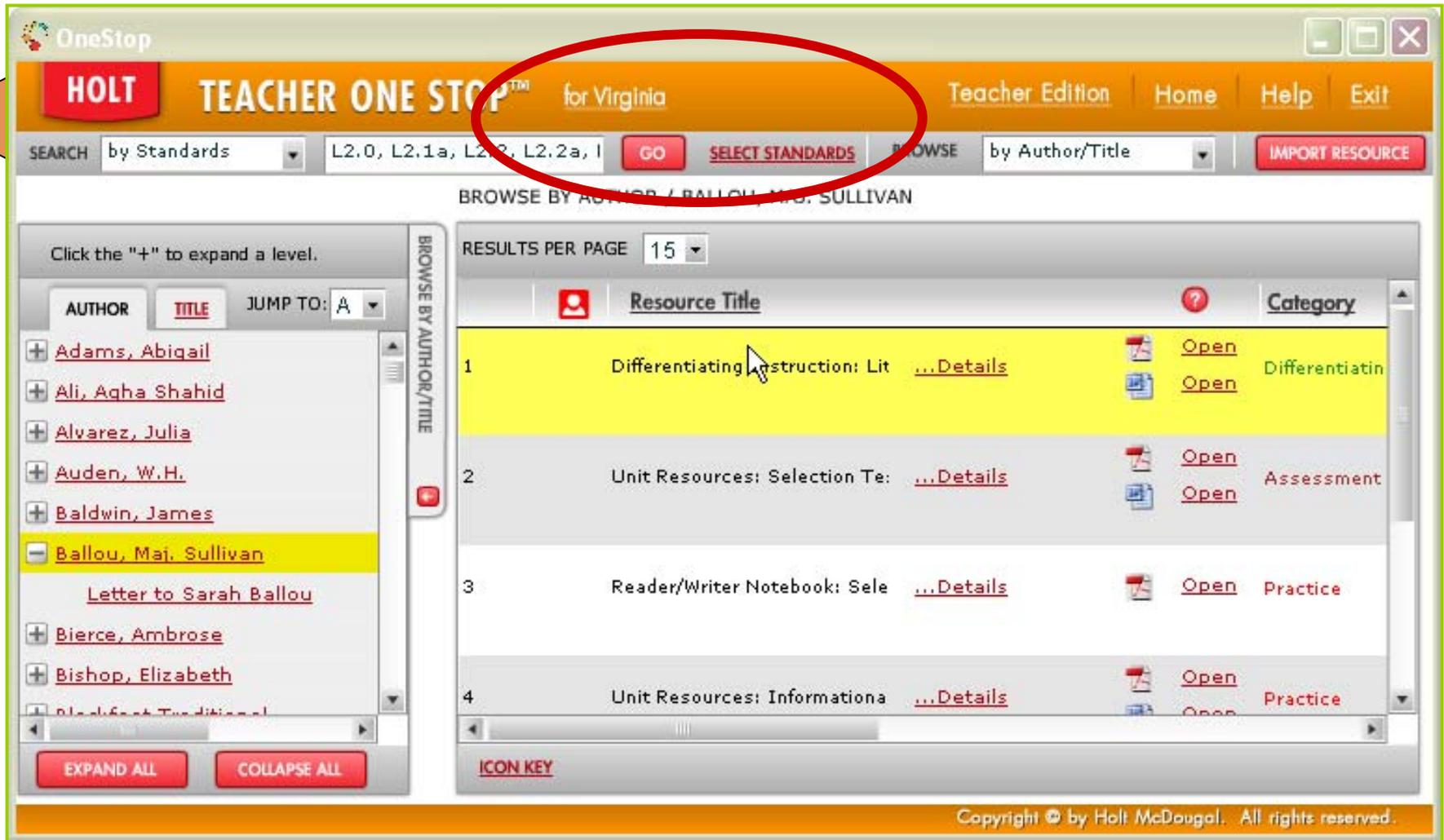
Engaging Digital Content: K-12

The screenshot shows a digital interface for a math activity titled "Use Base-Ten Blocks to Show Numbers". The interface is divided into several sections:

- Top Navigation:** A blue bar with a "Menu" button, "Base-Ten Blocks" (with a right arrow), and "Activities" (with a down arrow). On the right are a help icon (?) and a printer icon.
- Activity Title:** "Use Base-Ten Blocks to Show Numbers" in a light green bar.
- Place Value Columns:** Three columns labeled "Hundreds", "Tens", and "Ones". Above the columns are "Regroup" buttons with arrows pointing left and right.
- Base-Ten Blocks:** On the left, there are four blocks: a small blue cube (1), a blue rod (10), a blue flat (100), and a blue cube (1,000). The "100" block is highlighted in light green. In the "Hundreds" column, three blue rods are stacked vertically, with a callout bubble containing "100" pointing to them.
- Input and Controls:** At the bottom, there is a "Hide" button with a left arrow, a text input field containing the number "300", a "Details" button, and a "Line Up" button. There are also three pink eraser icons at the bottom of each column.
- Footer:** The Harcourt School Publishers logo is in the bottom right corner.

On the left side of the page, there is a sidebar with text: "HOLT, RINEHART", "Holt Algeb", "Chapter 2: E", and "Book Pages". On the right side, there is a vertical list of items, with "205" visible.

Standards-driven instruction



OneStop

HOLT TEACHER ONE STOP™ for Virginia Teacher Edition Home Help Exit

SEARCH by Standards L2.0, L2.1a, L2.2, L2.2a, L2.2b GO SELECT STANDARDS BROWSE by Author/Title IMPORT RESOURCE

BROWSE BY AUTHOR / BALLOU, MAJ. SULLIVAN

Click the "+" to expand a level.

AUTHOR TITLE JUMP TO: A

- + Adams, Abigail
- + Ali, Aqha Shahid
- + Alvarez, Julia
- + Auden, W.H.
- + Baldwin, James
- Ballou, Maj. Sullivan
 - Letter to Sarah Ballou
- + Bierce, Ambrose
- + Bishop, Elizabeth
- + Blackfoot, Traditional

EXPAND ALL COLLAPSE ALL

RESULTS PER PAGE 15

	Resource Title	Category
1	Differentiating Instruction: Lit ...Details	Differentiatin
2	Unit Resources: Selection Te: ...Details	Assessment
3	Reader/Writer Notebook: Sele ...Details	Practice
4	Unit Resources: Informationa ...Details	Practice

ICON KEY

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Content Delivery Made Flexible

The screenshot displays a Blackboard course interface. At the top, there are navigation tabs: "My Institution", "Courses" (selected), "Community", and "Services". Below these are three buttons: "Course Home", "Course Documents", and "Book Pages". A "Tools" sidebar on the left includes: Communication, Course Tools, Course Map, Control Panel, Refresh, and Detail View. The main content area shows the breadcrumb "COURSES > HOLT ALGEBRA I DEMONSTRATION COURSE > ANNOUNCEMENTS" and filters for "VIEW TODAY", "VIEW LAST 7 DAYS", "VIEW LAST 30 DAYS", and "VIEW ALL". The date range is "September 22, 2008 - September 29, 2008". The course title is "Holt Algebra 1". The main heading is "What's Included in the Course". The text describes the Blackboard version of the textbook, highlighting interactive features. It lists sections: "Book Pages" (complete student edition), "Additional Practice" (problems from Student One Stop, Interactive Practice Tests and Quizzes, and extra practice problems), "Videos & Activities" (Lesson Tutorial Videos, Interactivities, and TechKeys Graphing Calculator Tutorials), and "Teacher Resources" (materials for planning, teaching, assessing, and challenging students). An image of the "Holt Algebra 1" textbook is shown on the right.

My Institution Courses Community Services

Course Home
Course Documents
Book Pages

Tools

- Communication
- Course Tools
- Course Map

Control Panel

Refresh
Detail View

COURSES > HOLT ALGEBRA I DEMONSTRATION COURSE > ANNOUNCEMENTS

VIEW TODAY VIEW LAST 7 DAYS VIEW LAST 30 DAYS VIEW ALL

September 22, 2008 - September 29, 2008

Holt Algebra 1

What's Included in the Course

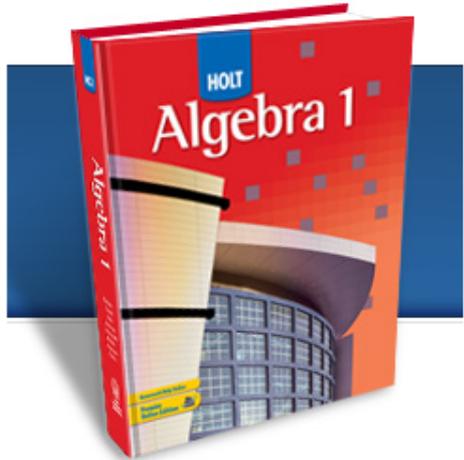
The Blackboard version of *Holt Algebra 1* features not only your textbook, but also interactive features that will enhance your learning experience.

Book Pages
Access the complete student edition.

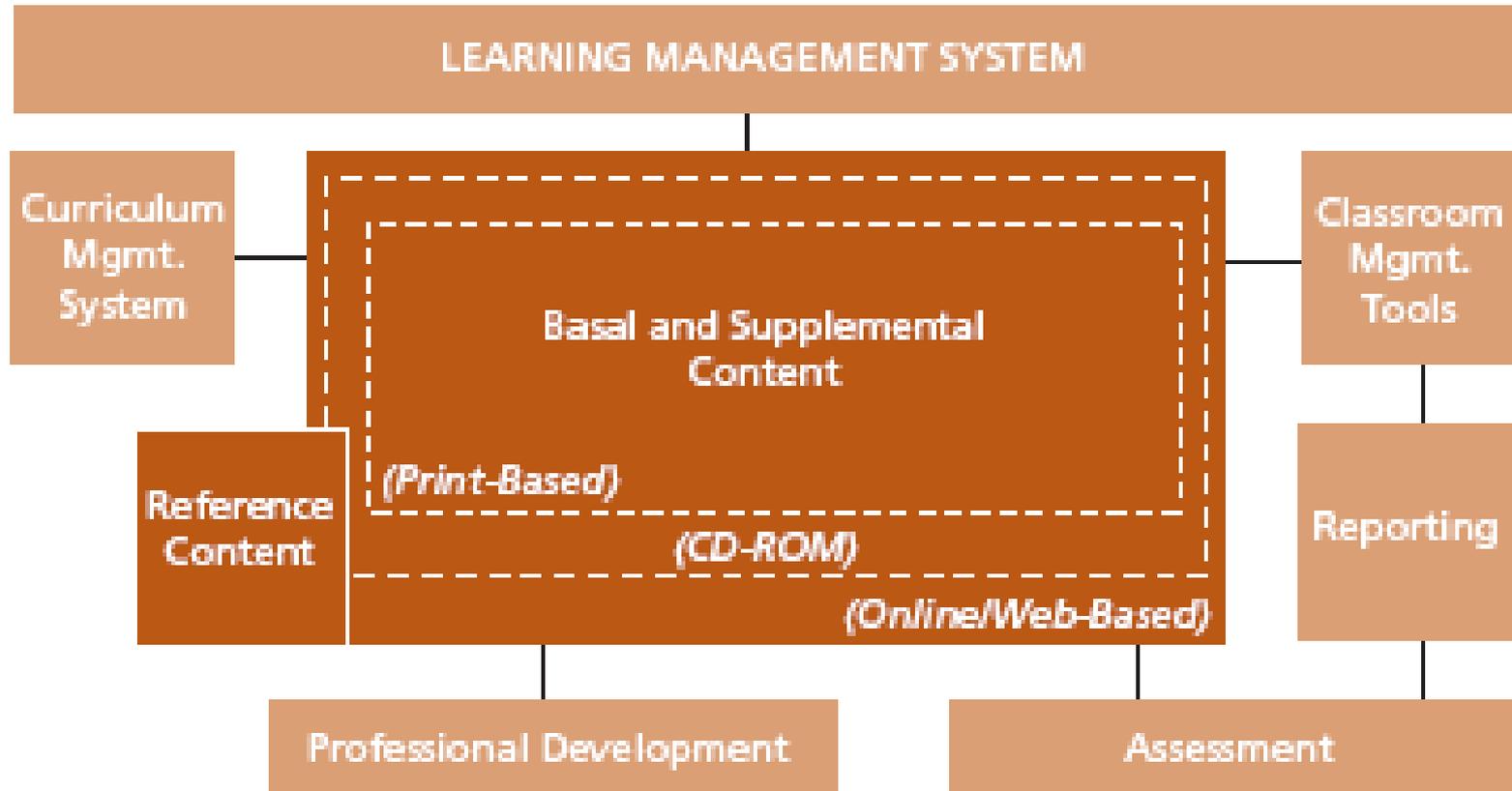
Additional Practice
Explore problems from the Student One Stop, Interactive Practice Tests and Quizzes, and extra practice problems from each lesson.

Videos & Activities
Enhance your learning with Lesson Tutorial Videos, Interactivities, and TechKeys Graphing Calculator Tutorials.

Teacher Resources
Find everything you need to plan and teach each lesson, assess and intervene with each student, and challenge and engage at every step of the way.



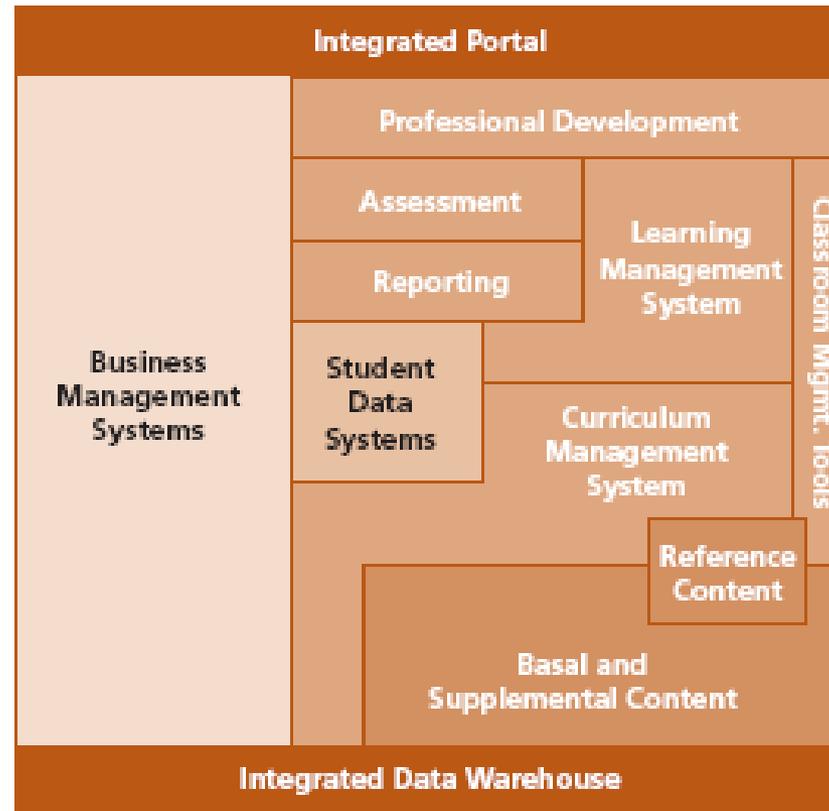
Current Digital Publishing Framework



Source: Eduventures

Integrated Learning Framework

- Changing role of content within an integrated K-12 enterprise
- Adjacent boxes shows data sharing relationships
- Data is available for Diagnostic-analytic - prescriptive model (breaks the linear model) : Mass Customization
- Content is only one component of a broader enterprise system



- Content is no longer one thing – multiple content types for multiple needs
- Building Blocks within a larger learning framework
- New Business Models
- Publish once; Use many

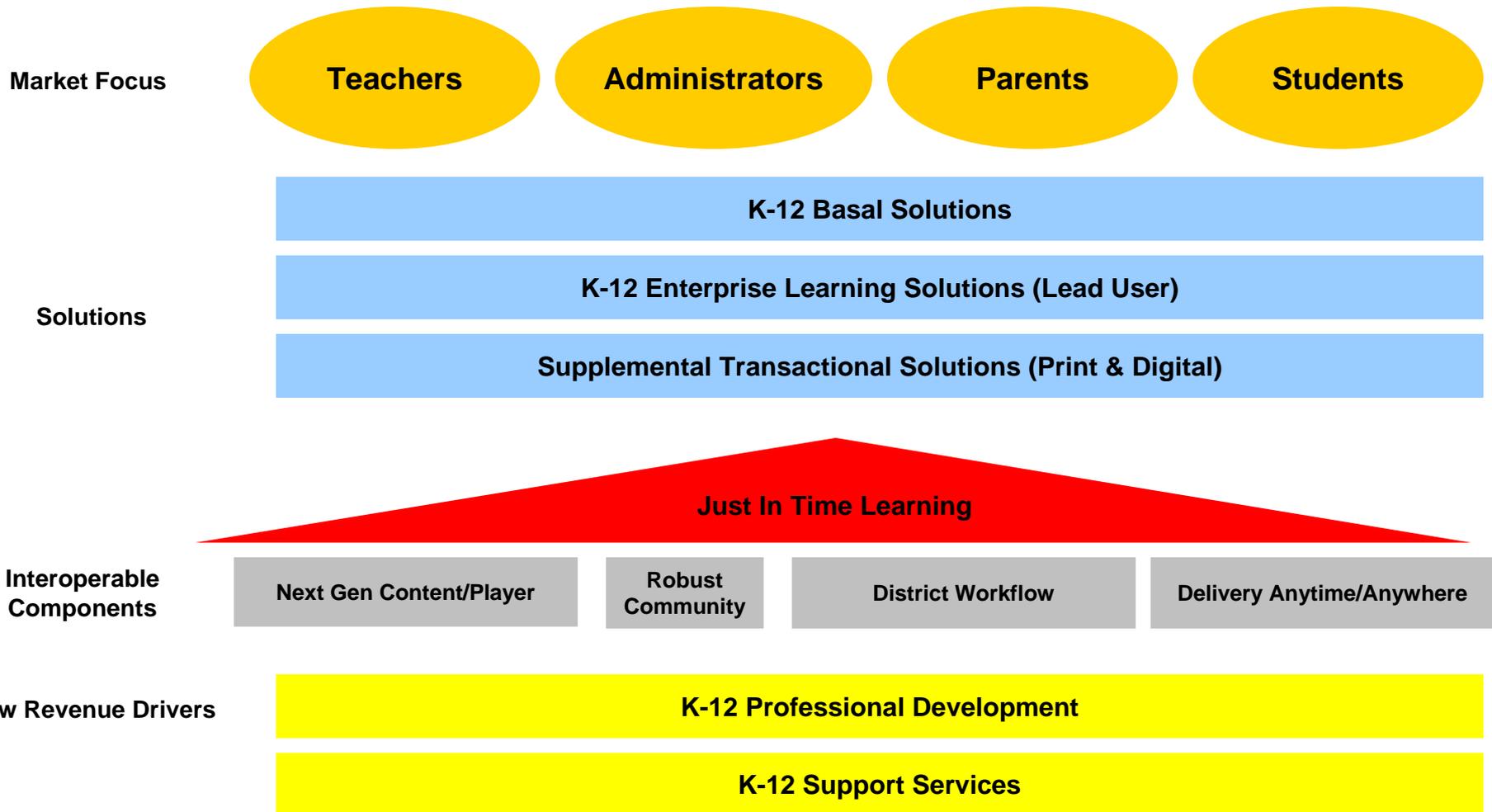
Source: Eduventures

The K-12 Linkages

K-12 Learning – Expanding the Use of Information & Data



Differentiated Solutions



TAPS Ecosystem

Teachers



- Easily manage and manipulate all pieces of course content to create customized lessons
- Post lessons and assignments
- Submit and access assessment data, and view a students' progress
- Teachers and Administrators are provided with comprehensive customer support and professional development
- Access archive records, assessment analysis and improve alignment with content and local standards

Adminis- trators



Learning Solutions

End to end or modular

Create Once, Delivery Many

Integrated Platform

LMS

SIS

SMS

Assessment

Instructional
Tools

Instructional
Content

Customer Service &
Professional Development

- Provision of add-on capability e.g. gaming
- Provision of add-on content e.g. Discovery Channel or Disney
- Students / parents use multiple platforms to access these systems from home including using laptops/ computers and PDA devices
- Retrieve course materials, submit assignments, take diagnostics, participate in online activities
- Content is individualized for each student based on learning needs and assessment performance



Parents



Students

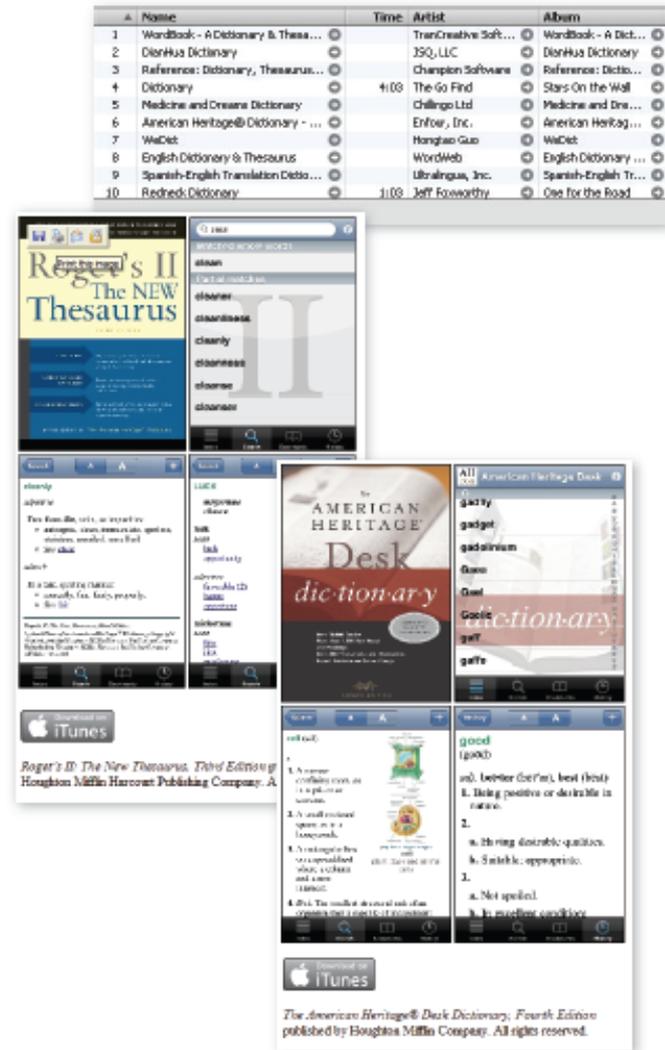
In Classroom



Building the 'iTunes' in Publishing

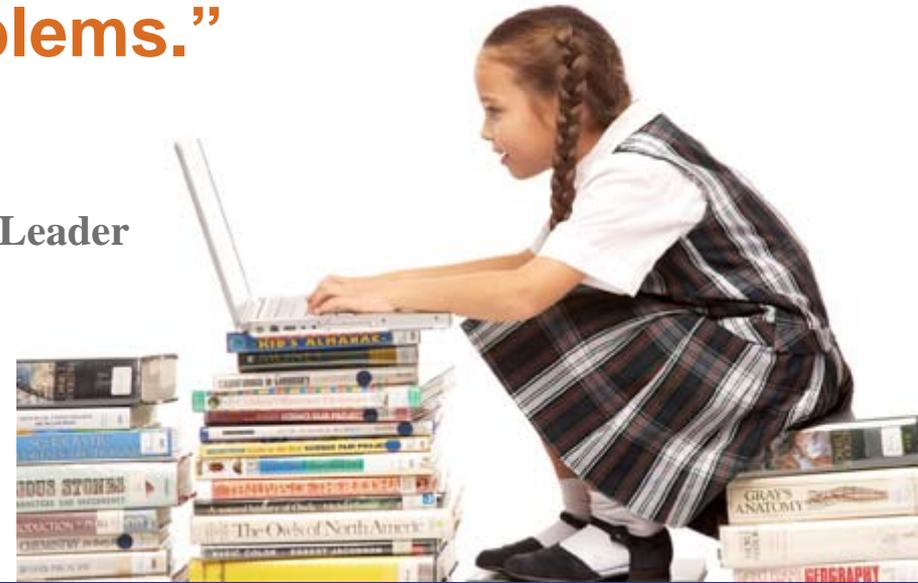
As digital products enable more customization, **modularity**, **personalization** and **relevance**, we are likely to see a shift to a menu-based approach that allows districts to assess the strategic value of their offerings.

In this new world, a modular, menu-based model for content is akin to an "iTunes" for lessons and instruction.



“We want to drastically change what a typical classroom looks like. Imagine teachers facilitating learning, the classroom as a workplace, just-in-time learning, students motivated to learn and solve problems.”

- HMH Future of the Classroom Thought Leader





Houghton Mifflin Harcourt

Digital Directions