

Virginia Publishers' Association

Formerly the Virginia Bookmen's Association Organized 1959



- Established in 1959; reorganized in 1995
- Organization of publishing company representatives and educational vendors from over 100 companies
- Approximately 55 members in 2007
- www.vapublishers.org

In Brief

- Publishing companies are capitalists
- State adoption states versus open territory
- All state adoption states are not equal
- How Virginia compares
- Details of publishing a textbook program
- Technology issues
- Summary

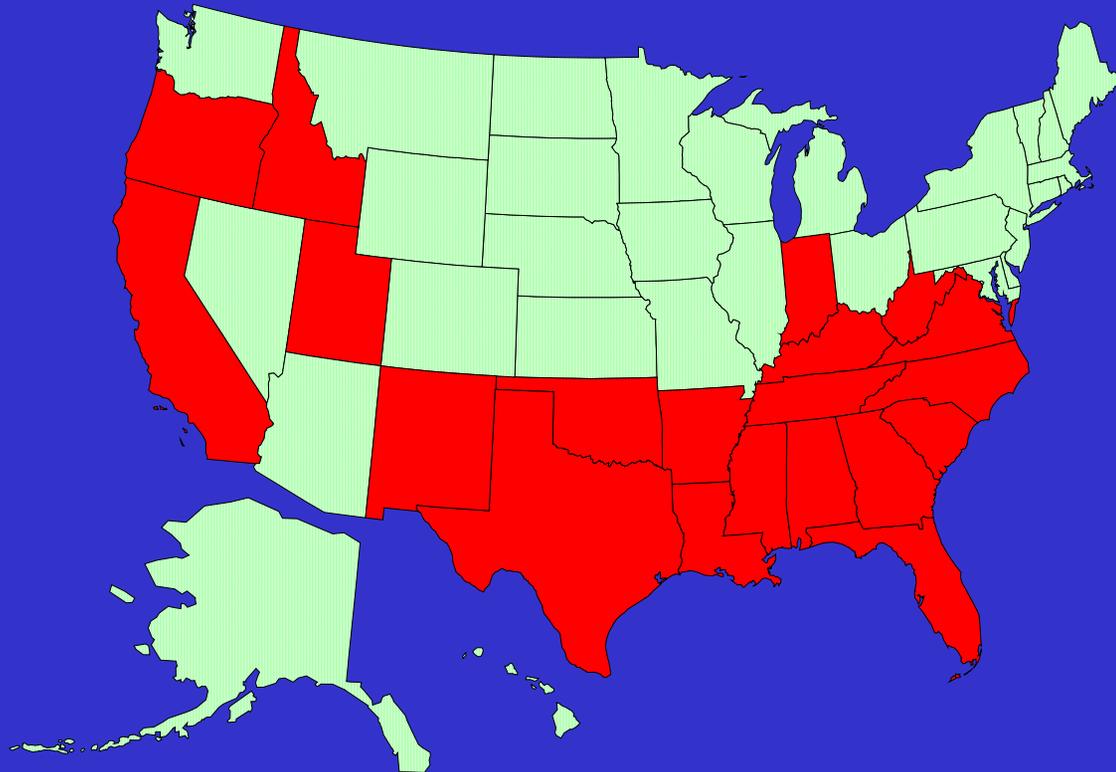
Publishing companies are capitalists

- Publishing companies are for-profit entities
- Publishers try to anticipate trends more than push an agenda
- Publishers are reactive more than proactive
- If there is an assurance of money to be made, they will publish for it

State adoption states versus 'open territory'

- What is the difference between the two?
- Traditional southern states plus California are 'state adoption' states
- North of the Mason-Dixon line are 'open territory'
- Why is that?

From AAP website <www.publishers.org>



All state adoption states are not created equal

- Why Texas, Florida and California dictate content and timing of new programs
- Yes, size matters – Texas (4,521,043)
- But, Funding is the key – e.g. when Texas calls an adoption, the Texas legislature funds the adoption at a level of 100%
- Those funds are mandated for purchasing textbooks

How Virginia compares

- Virginia's pupil population -- 1,473,360
(VA DoE 2005 census)
- Virginia is comparable in size to:
 - North Carolina - 1,421,335 (NCDPI)
 - Georgia – 1,546,350 (GADoE)
- Virginia is larger than
 - Tennessee (991,489)
 - Alabama (738,450)
- AAP formulates reports on NC, GA, TN, AL

Other state issues

- Textbook Depositories
 - State run versus private enterprise
 - South Carolina model
- Adoption contracts
 - Simple is good
 - Things to think about

Publishing a basal program

- Generally 2-4 years from start to finish
- Elementary reading - \$120 million
- Middle school science - \$50 million
- High school history - \$20 million
- This entails research, permissions, authors, editorial, design, production, inventory, overhead

Technology issues

- Among basal programs, technology is more prevalent at grades 6-12 than at grades K-5
- Everyone has:
 - Online textbook
 - Teacher resources
 - Lesson/calendar planner
 - Test generator
 - Puzzle maker
 - Etc.
 - Classroom Management Systems

Technology (cont.)

- Students today are very tech-savvy
- Textbook publishers may hesitate to push it because teachers may not embrace it.
- Most of our technology offerings are offered as gratis when you buy the books.
- In public schools there is always an equity issue with technology.

Summary

- Publishing companies will develop what you want if there is a return on investment.
- State adoptions give you leverage
- Virginia has great potential
- Thank you for this opportunity