What Are Districts Buying?

Insights Into the IM Market in Texas

* IM = Instructional Materials

What Products Are Districts Buying?

- Non-State-Adopted
  - 57% (53%)
  - 43%

- State-Adopted
  - 72%

How Much ($) Districts Spent

- Non-State-Adopted
  - 25%

Price Variance In HS Math Products

- $140
- $163
- $82
- $108

- Geometry (cost/student)
  - 8-Yr. Print and Online
- Algebra (cost/student)
  - 8-Yr. Print & Online

Price Variance In Social Studies

- $109

World History (cost/student)
- 8-Yr. Print & Online

Instructional Materials Prices Can Range to be as much as 2X–3X the lowest-priced product – for Equivalent Products

Top Publishers

Top HS Math Publishers (By $ Spent)
- Big Ideas Learning
- College Board
- Pearson
- McGraw-Hill
- HMH
- Cengage Learning
- BFW
- AQR
- Sapling Learning
- Lampo Group

Top Social Studies Publishers (By $ Spent)
- Pearson
- McGraw-Hill
- HMH
- Studies Weekly
- Big Ideas Learning
- Cengage Learning
- Firelight Books
- Ramsey Solutions
- UT Permian Basin
- Scholastic

Top Publishers for All IM (By $ Spent)
- Pearson
- McGraw-Hill
- HMH
- Big Ideas Learning
- College Board
- Zaner-Bloser
- Cengage Learning
- Learning.com
- Quaver Music
- Studies Weekly

Top 5 Publishers

- Are 85% of All Purchases
- Are 99% of All Purchases
- Are 72% of All Purchases

How Learning List Can Help...

- Comparison Shopping (Before Selecting)
  - Alignment%
  - Cost per Student
  - Special Populations
  - Tech. Requirements
  - etc.

- Use IMs More Effectively
  - Analyze Test Results
  - Curriculum Maps
  - Cost per Student
  - Lesson Plans
  - etc.

- Help Superintendents & School Boards
  - Comply with the 100% Rule

Sources:
- Texas Education Agency
- (May 2015)
- Research Report
- (Texas.gov)
- Learning List (LearningList.com)
- 2016 Learning List

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