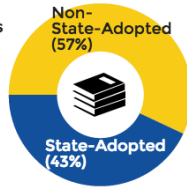


What Are Districts Buying?

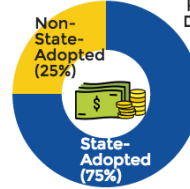
Insights Into the IM Market in Texas

• IM = Instructional Materials

What Products Are Districts Buying?



How Much (\$) Districts Spent



Price Variance in HS Math Products



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



Price Variance in HS Math Products



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



Price Variance in Social Studies



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 5 Publishers Are 85% of All Purchases

Top Social Studies Publishers (By \$ Spent)



- Pearson
- McGraw-Hill
- HMH
- Studies Weekly
- Cengage Learning
- Teacher Created Mats.
- Firelight Books
- Ramsey Solutions
- UT Permian Basin
- Scholastic

Top 5 Publishers Are 99% of All Purchases

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 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