Simba Information's 2014 National Instructional Materials Adoption Scorecard and 2015 Outlook

Description:

For several years running, education publishing professionals have turned to Simba Information for critical insight into the state adoptions process.

Simba's 2014 National Instructional Materials Adoption Scorecard and 2015 Outlook provides background on the textbook adoption process, examines in detail the sales results of specific state adoptions we tracked in 2014 and previews the landscape and trends in instructional materials adoptions in 2015 and beyond.

The 2014 edition can stand alone as the most comprehensive compilation of statewide adoption results. But pair that analysis with the 2015 outlook and you have a comprehensive resource for critical business and market intelligence of the adoption market.

The 2014 National Instructional Materials Adoption Scorecard and 2015 Outlook features:

- Analysis of most significant discipline in 2014
- Results by discipline in individual states
- Results by grade segments
- Scorecard of results and market share by publisher
- Progress of digital transition in adoption states
- Impact of funding constraints and changes in state academic standards
- Adoption process policy changes by state
- State-by-state calendar of key adoption opportunities in 2015 through 2018

Publishers, editors, marketing, business development and investment professionals who need to understand the factors driving the instructional materials adoption market continue to make this report an essential tool in their strategic arsenal.

Contents:

Table of Contents
Methodology
Simba Information's 2014 Instructional Materials Adoption Scorecard and 2015 Outlook Introduction and Trends New Standards Drive Demand for Instructional Materials 19 States Form Core of Textbook Adoptions Adoption Cycles 2014 Textbook Adoption Opportunities and Results Mathematics is Largest Opportunity of 2014 Texas Schools Take up Digital Programs Traditional Publishers Continue to Dominate Sales Houghton Mifflin Powers up a 31.3% Share in Texas Digital Shift Florida Chooses HMH for ELA and Math Florida Policy Shifts Have Impact Shift to Digital is under way in Florida Florida Schools Choose HMH Collections in 6-12 Florida Math Purchasing Heaviest for Grades 6-8 California Schools Purchase Mathematics Looking Beyond the List Pilot First Is Strategy for Some Technology is Another Focus South Carolina ELA Adoption Is Abbreviated Houghton Mifflin Harcourt Dominates SC Results Alabama Social Studies Adoption Focuses on Grades 6-12 Houghton Mifflin Harcourt Dominates Secondary Results North Carolina Purchases Focus on Math and ELA in Grades 6-12 Tennessee Schools Purchase Social Studies Oregon English Language Arts Purchasing is Light Mississippi Schools Are Slow to Purchase Houghton Mifflin Harcourt Tops 2014 Adoption Publisher Scorecard Pearson Steps into Second Place in 2014 Adoption Results McGraw-Hill Places Third Newcomers Make Inroads Outlook: Momentum Resets in 2015 California Paves Way for ELA Adoptions in 2016 18 Publishers Enter Florida 2015 Adoption K-12 Social Studies Headlines Texas in 2015 Alabama Science Adoption Is on Hold Science Adoption in Georgia Is on Hold Idaho Adoption Programs Focus on Math in Grades K-12 Low Funding Contributes to Low Purchasing in Mississippi Decreased Funding For Adoption in New Mexico K-12 Math Is up Next in NC in 2015 Oregon Modifies Adoption Process Tennessee Modifies Adoption Process Table 1: Instructional Materials Adoption States Table 2: 2014 Mathematics Adoption Sales Table 3: Texas 2014 Adoption Sales K-12 Science, K-8 Math and K-12 Technology Applications Table 4: Florida 6-12 Adoption Sales, 2014 6-12 English Language Arts & Mathematics Table 5: Florida 6-12 ELA Adoption Sales, 2014 Table 6: Florida 6-12 Math Adoption Sales, 2014 Table 7: South Carolina 2014 6-8 Language Arts and 9-12 U.S.
History Adoption Table 8: Alabama 2014 K-12 Social Studies Instructional Materials Adoption Table 9: 2014 North Carolina Adoption Sales, English Language Arts, Mathematics, Business, Finance and Computer Technology Table 10: Simba Information's Adoption Publisher Scorecard, 2014 Table 11: Submitting Publishers, 2015 Florida Adoption Table 12: Publishers With Approved Programs in Texas 2015 Adoption Table 13: Idaho 2015 Math Adoption Publishers with Recommended Math Materials Table 14: New Mexico Adopted Language Arts Materials, 2015 Table 15: New Mexico World Languages Adoption, 2015 Recommended Publishers (9-12) Table 16: North Carolina Adopted Math Materials, 2015 Table 17: Tennessee Adopted Mathematics Instructional Materials Table 18: Selected K-12 State Adoption Schedules for Purchase Years 2015-2018

Ordering: Order Online - http://www.researchandmarkets.com/reports/3069168/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Simba Information's 2014 National Instructional Materials Adoption Scorecard and 2015 Outlook
Web Address: http://www.researchandmarkets.com/reports/3069168/
Office Code: SCBR739S

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Formats</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 1425</td>
</tr>
<tr>
<td>Hard Copy</td>
<td></td>
<td>USD 1625 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 4275</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr  [ ]  Mrs  [ ]  Dr  [ ]  Miss  [ ]  Ms  [ ]  Prof  [ ]
First Name: ____________________________  Last Name: ____________________________
Email Address: * ____________________________
Job Title: ____________________________
Organisation: ____________________________
Address: ____________________________
City: ____________________________
Postal / Zip Code: ____________________________
Country: ____________________________
Phone Number: ____________________________
Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number: 833 130 83
Sort code: 98-53-30
Swift code: ULSBIE2D
IBAN number: IE78ULSB98533083313083
Bank Address: Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World