
THE
CURRICULUM
MARKETPLACE

TRACKING INSTRUCTIONAL
MATERIALS PURCHASES

Christopher Peak
APM Reports

Sold a Story



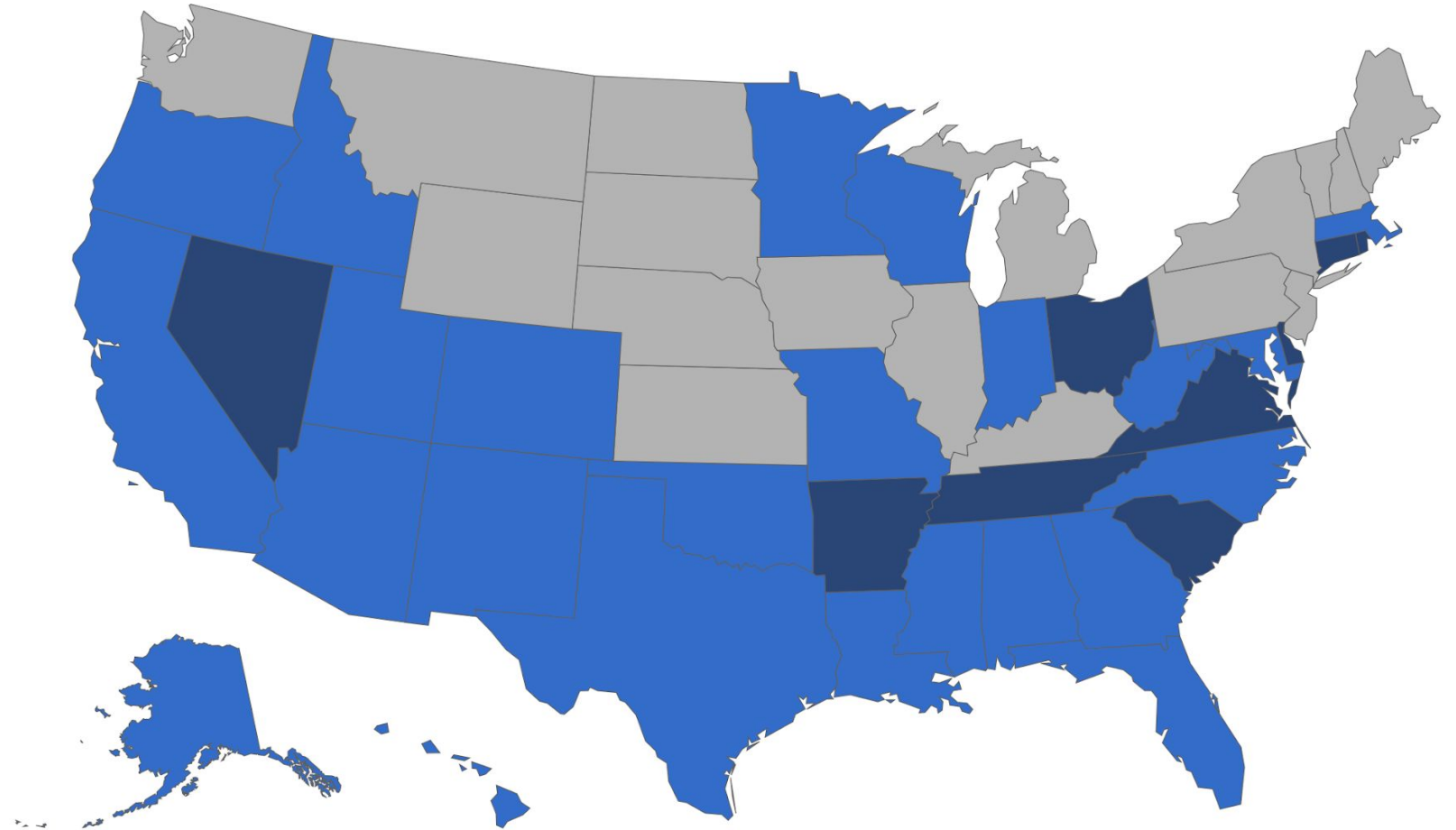
BILLIONS SPENT ON INSTRUCTIONAL MATERIALS

From: Association of American Publishers		2015	2016	2017	2018	2019	
Basal Product	PreK-6	\$1,060,359,913	\$1,045,535,442	\$850,461,495	\$774,060,360	\$1,158,256,423	
	6-12	\$1,048,105,530	\$753,629,729	\$825,447,787	\$703,866,490	\$831,113,525	
	Total	\$2,108,465,443	\$1,799,165,170	\$1,675,909,282	\$1,477,926,851	\$1,989,369,948	-6% ↓
Supplemental/Intervention	PreK-6	\$558,758,273	\$626,903,732	\$623,303,931	\$615,534,592	\$705,012,125	
	6-12	\$100,704,484	\$102,688,995	\$104,051,614	\$108,526,376	\$102,195,340	
	Total	\$659,462,757	\$729,592,727	\$727,355,545	\$724,060,968	\$807,207,466	+18% ↑
Assessment Products	PreK-6	\$70,415,781	\$85,641,690	\$84,660,030	\$109,373,840	\$111,785,504	
	6-12	\$6,137,067	\$3,722,694	\$4,458,423	\$1,024,408	\$744,504	
	Total	\$76,552,848	\$89,364,384	\$89,118,453	\$110,398,248	\$112,530,008	+32% ↑
Services	PreK-6	\$101,136,650	\$92,720,321	\$77,657,952	\$88,023,238	\$88,012,754	
	6-12	\$2,593,276	\$2,328,727	\$8,291,816	\$8,121,557	\$7,625,519	
	Total	\$103,729,926	\$95,049,048	\$85,949,768	\$96,144,795	\$95,638,273	-8% ↓
Grand Total		\$2,948,210,974	\$2,713,171,329	\$2,578,333,049	\$2,408,530,861	\$3,004,745,694	

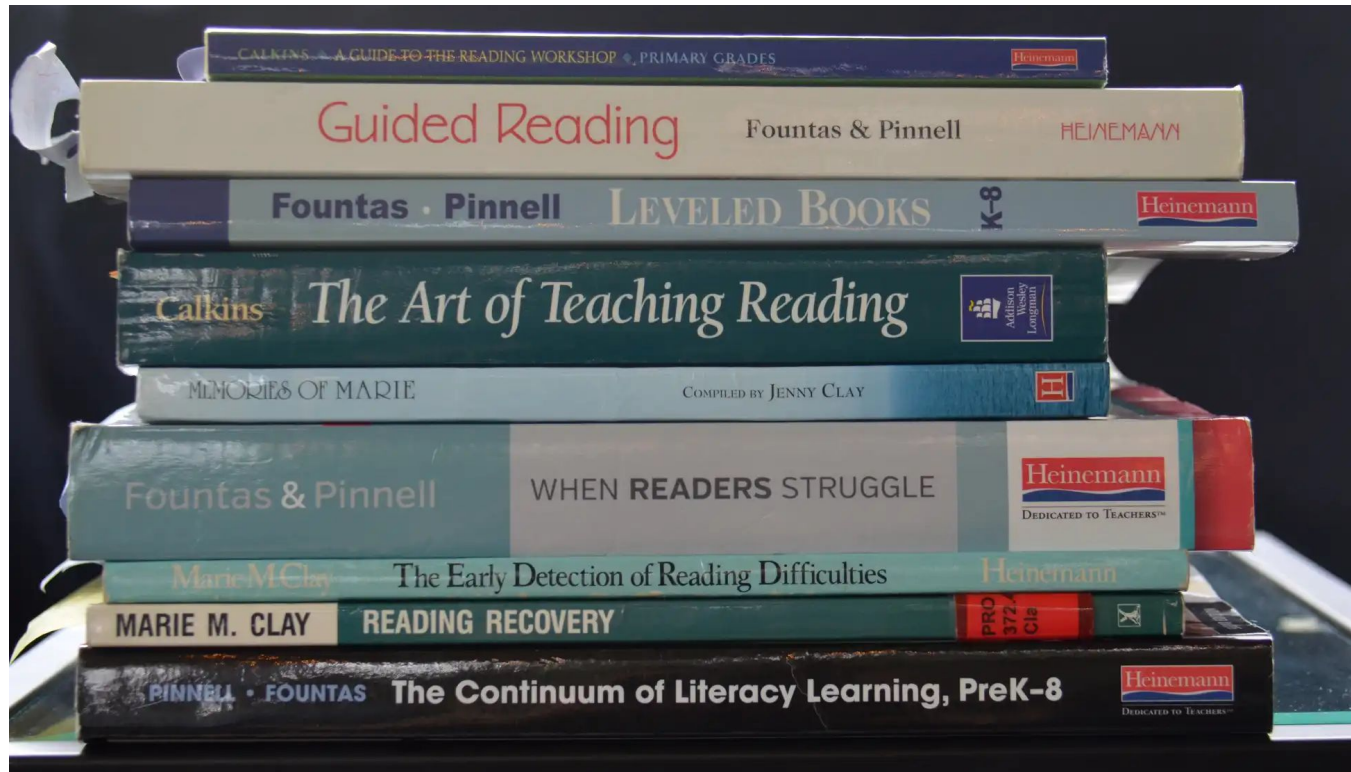
TEXTBOOK REGULATION BY STATE

FROM NATIONAL COUNCIL
ON TEACHER QUALITY,
STATE OF THE STATES 2024

Only nine states require districts to select high-quality reading curriculum materials



● Required list is published ● Recommended list is published ● None



WHAT ARE SCHOOLS BUYING?

A FEW STARTING POINTS

OUR ATTEMPT: FOIA 100 OF AMERICA'S LARGEST DISTRICTS

To Whom It May Concern:

Pursuant to the { law name }, I hereby request the following records from { agency name }:

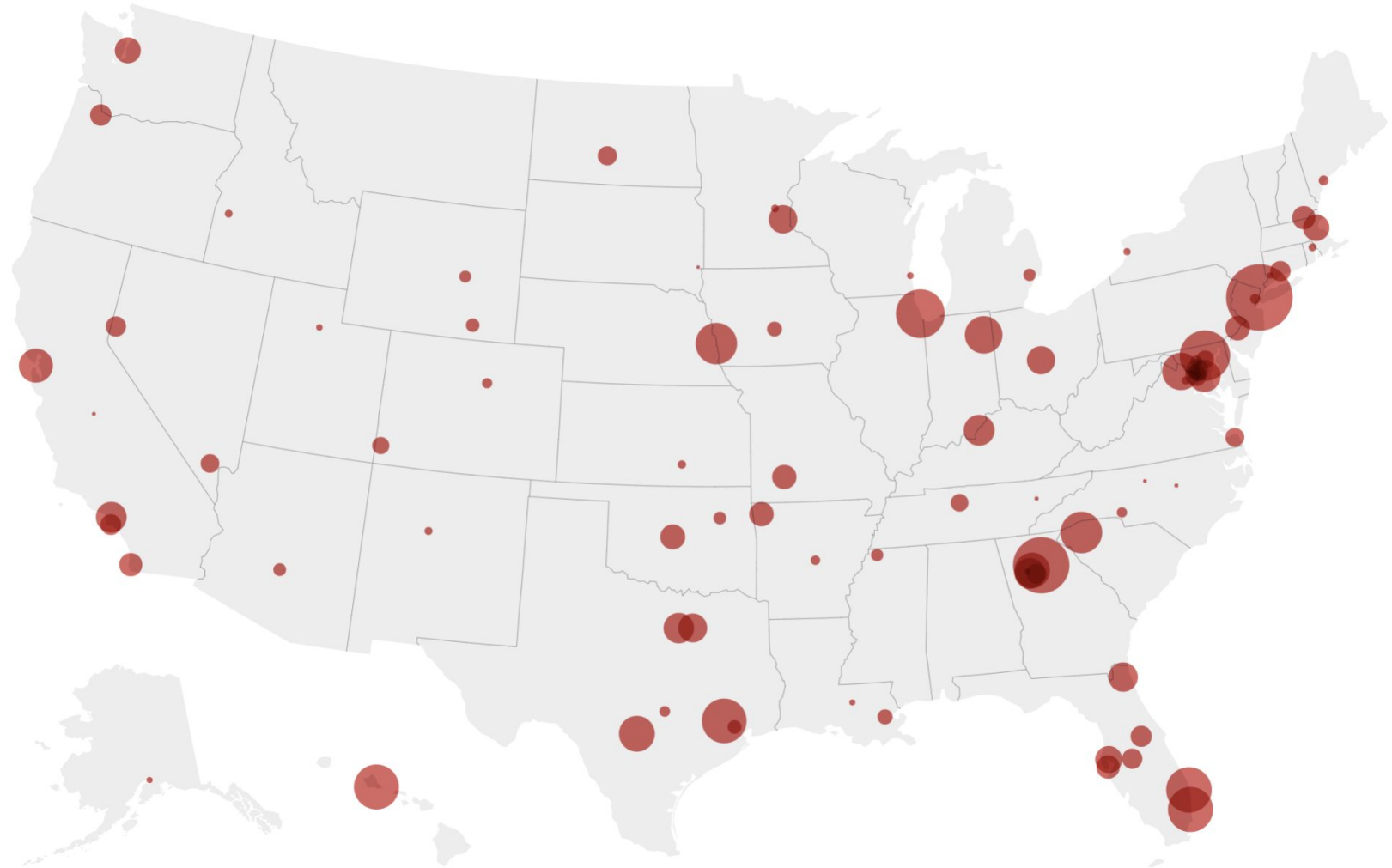
1. **Any financial records, such as an income-and-expense statement, that detail every transaction since July 1, 2012, related to payments for the following entities:**
 - a. **Heinemann (sometimes also referred to as Greenwood Publishing Group)**
 - b. **Literacy Collaborative (a program associated with several universities, including the Ohio State University and Lesley University)**
 - c. **Fountas & Pinnell LLC**
 - d. **Gay Su Pinnell LLC**
 - e. **Teachers College Reading and Writing Project (sometimes also abbreviated as TCRWP)**
 - f. **Reading & Writing Project Network LLC**
 - g. **Lucy Calkins LLC**

Please include the date, accounting codes, expense description, and the funding source for each transaction, along with any other information that's available.

Brought to you by mail merge!

HEINEMANN'S NATIONWIDE REACH

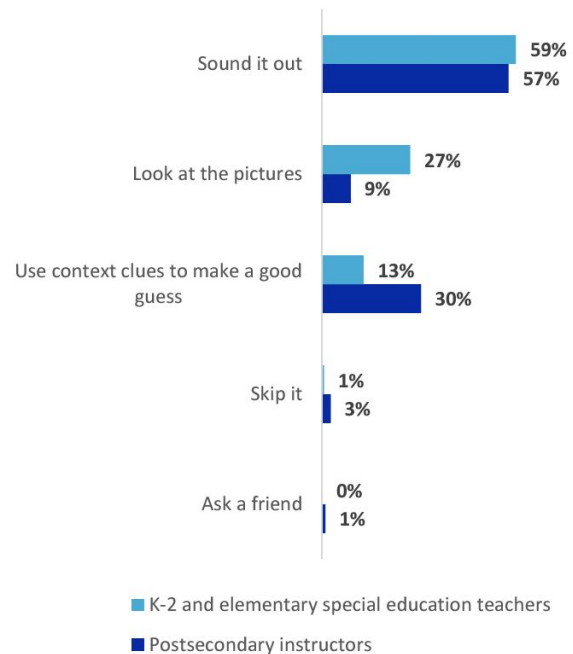
- The publisher sold at least \$226 million in the 84 districts where we got data.
- Only five hadn't bought anything: Mobile County, AL; Appoquinimink, DE; Miami-Dade County, FL; Detroit, MI; and Kanawha County, WV.
- Check for DBAs. These invoices were mostly from Greenwood Publishing Group, LLC.



SURVEY DATA:

RAND & Education Week

If a student who is learning to read comes to a word that he/she doesn't know, what do you [what should the teacher] tell him/her to do first?



State Curriculum Surveys

- Arkansas
- California
- Colorado
- Maryland
- Massachusetts
- Ohio
- Rhode Island
- Tennessee
- Wisconsin

BUSINESS DATA:

Corporate Filings

Heinemann. Heinemann produces professional books and developmental resources aimed at empowering pre-K-12 teachers, our Benchmark Assessment System, which allows teachers to evaluate students' reading levels three times a year, has displaced competing programs and is used by approximately 28% of K-12 schools, and our Leveled Literacy Intervention System, which is a supplementary intervention program for children struggling with reading and writing, and we believe, is used by approximately 38% of K-3 students. The author base includes some prominent experts in teaching, such as Irene Fountas and Gay Su Pinnell, who support the practice of other teachers through books, videos, workshops and classroom tools.

NPD Bookscan

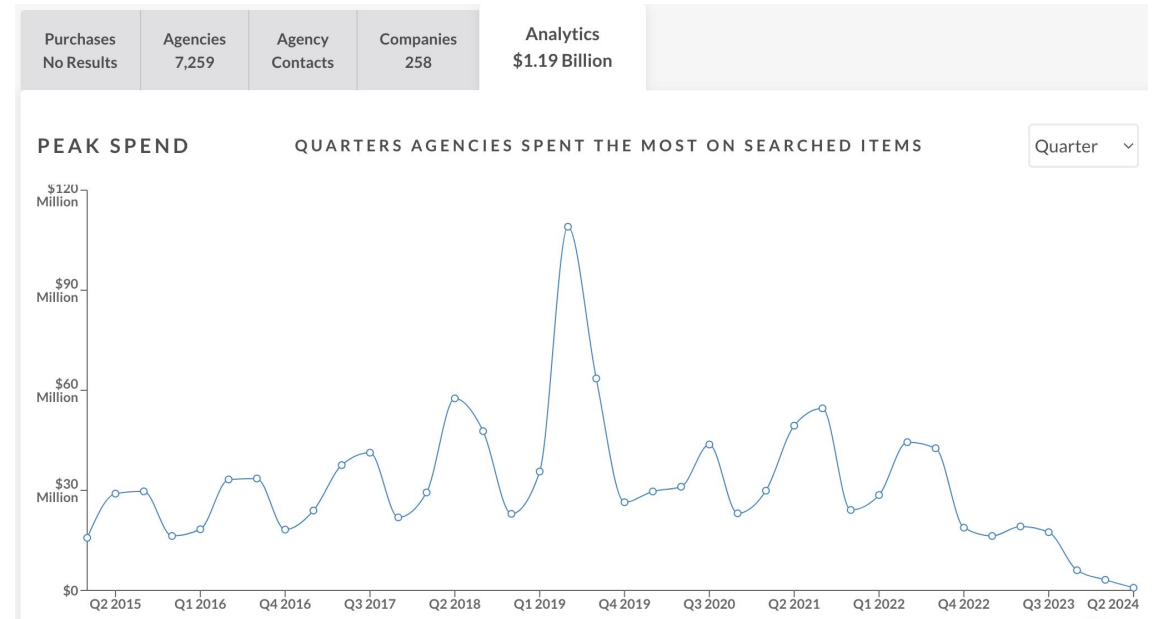
ISBN	Long Title	Author	Pub Date	BISAC Level 3	Format	TOTAL
9780325043555	PATHWAYS TO THE COMMON CORE: ACCELERATING ACHIEVEMENT	CALKINS, LUCY	2012-04-19	EDUCATION / Testing & Measurement / General	Trade Paperback	115,007
9780435088637	GUIDED READING: GOOD FIRST TEACHING FOR ALL CHILDREN	FOUNTAS, IRENE	1996-10-07	EDUCATION / Language Experience Approach / General	Trade Paperback	65,015

PUBLIC RECORDS:

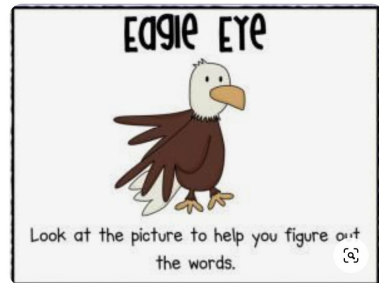
State Adoptions

	A	B
1	Row Labels	Sum of Ext Amt
2	FORT BEND ISD	\$ 10,251,282.00
3	HUMBLE ISD	\$ 5,903,545.46
4	CYPRESS-FAIRBANKS ISD	\$ 5,120,214.00
5	LEANDER ISD	\$ 4,100,824.40
6	KATY ISD	\$ 3,844,205.03
7	PASADENA ISD	\$ 3,639,891.00
8	SPRING BRANCH ISD	\$ 3,395,732.23
9	CONROE ISD	\$ 3,339,713.30
10	EAGLE MT-SAGINAW ISD	\$ 3,069,646.12

District Purchase Orders



CAUTION: BUYING A TEXTBOOK ≠ USING A TEXTBOOK



Profile Save

[mrsjunkerwordpress.com](https://mrsjunker.wordpress.com)

Eagle Eye Strategy for Unknown Words

<http://www.youtube.com/watch?v=G0IAtrZ1XiU>

WordPress.com
3.4M followers Follow

Comments

No comments yet! Add one to start the conversation.

What do you think? ♡

C Add a comment 😊

Across surveys, teachers report using materials that they've found or created.



I Can Read Simple Sentences NO PREP (Set 1)

★★★★★ 4.9 (6.2k ratings) ▼



GRADE LEVELS

K - 1st, Homeschool

↳ Mostly used with Kindergarten and 1st

SUBJECTS

English Language Arts, Balanced Literacy, Reading

RESOURCE TYPE

Worksheets, Printables, Centers

FORMATS INCLUDED

✓ PDF

PAGES

48 pages

\$6.00

Add one to cart

Buy licenses to share

Wish List

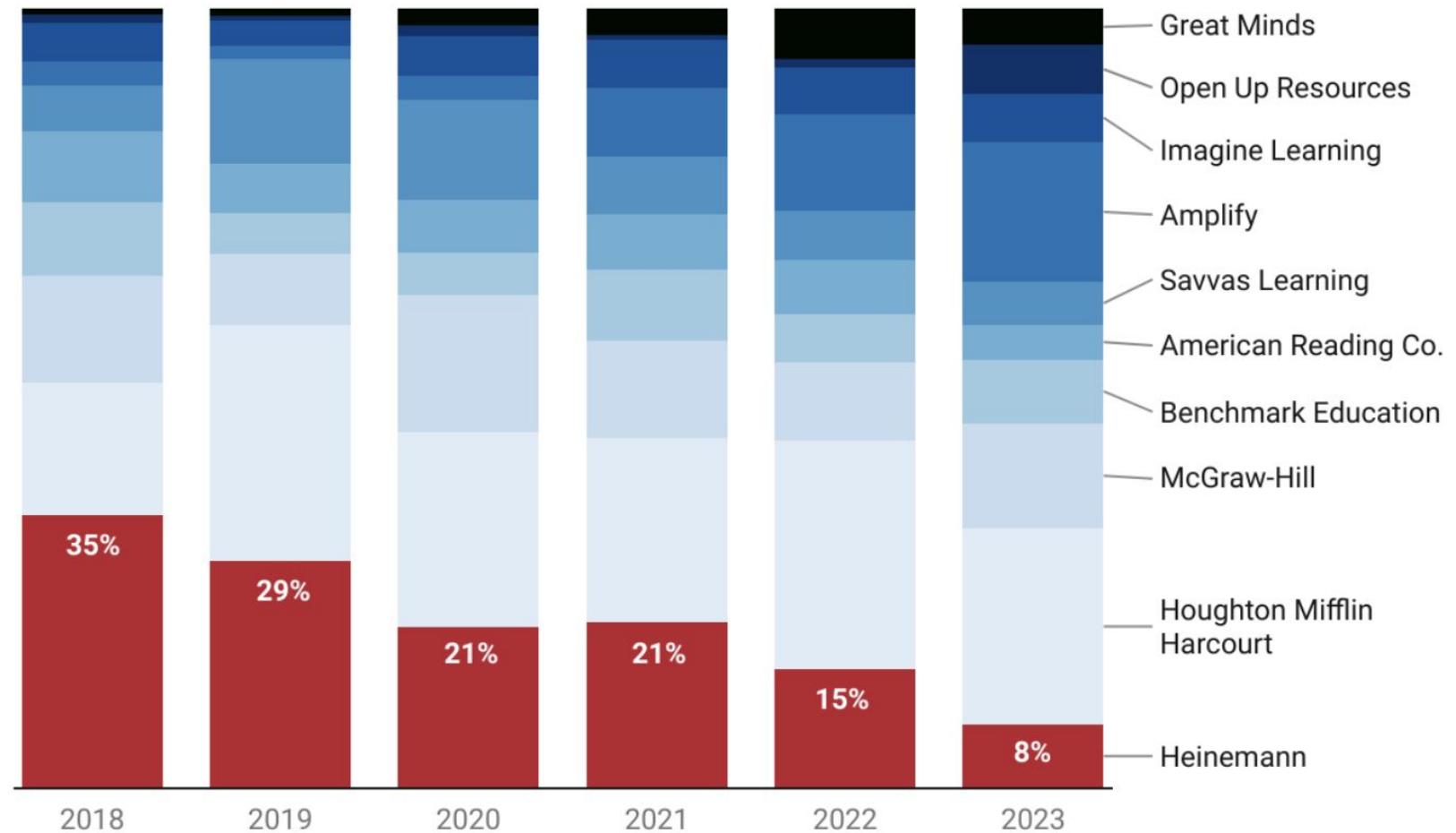
Share this resource



Report this resource to TPT

READING MARKET FRACTURES

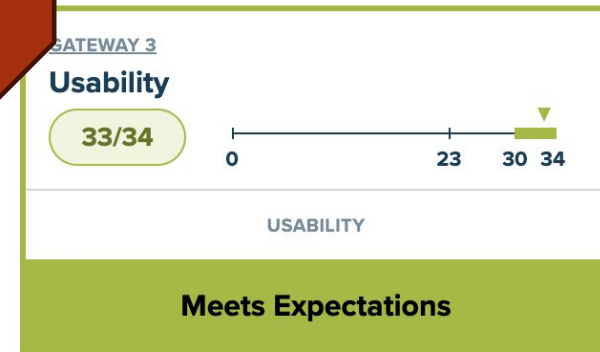
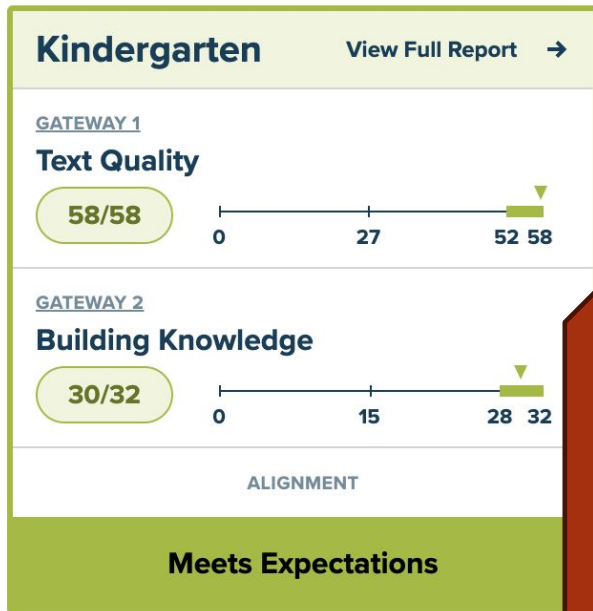
- Almost everyone is marketing their materials as aligned with the “science of reading.”
- Traditional basal programs remain popular, but many districts seem to be looking for an alternative.
- Not shown: Foundational skills supplements in phonemic awareness and phonics are increasingly popular.



DO ANY OF THESE PROGRAMS WORK?

- What Works Clearinghouse
- EdReports
- The Reading League
- Knowledge Matters Campaign
- Student Achievement Partners
- State Reviews

CAUTION: ALL GREEN ≠ ALL GOOD



What do these numbers mean for schools you cover?

WHAT ABOUT ASSESSMENTS?

- Buross Center for Testing at the University of Nebraska
- National Center on Intensive Intervention at the American Institutes for Research
- National Council on Measurement in Education

CAUTION: CHANGE NOW \neq CHANGE LATER



Why does the
pendulum keep
swinging?



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