

Korean Studies Fellowship

American Textbook Development

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American Textbook Development

1. A brief overview of the process of developing new programs, including the roles of writers, editors, and photo researchers
2. State standards
3. Recent trends in textbook development in the U.S.

American Textbook Development

A publisher:

- identifies a need for a new program.
- develops prototypes (models) for all aspects of new program.
- conducts market research: focus groups (usually by phone and Webex).
- uses market research to revise program.

American Textbook Development continued

A publisher:

- conducts field testing (teachers use prototypes to teach in classroom).
- revises according to teacher and student feedback.
- creates final prototypes.
- presents prototypes and plan to upper management.
- acquires program funding.

Writing and Editing

- Publisher finds/contacts author(s) (academics) to write or revise text.
- Publisher hires freelance writers or a development house (vendor) to work with author(s) to write or revise text.
- Publisher hires freelance writers and editors or a development house to write and edit teacher's materials and ancillaries.

Writing and Editing continued

- Writers write → editors and copyeditors edit → writers revise → editors approve
- Editors work with designers to create illustrations, charts, graphs, maps.
- Editors work with photo researchers to choose photos.
- Designers put text and visuals into a layout
- Editors approve pages as accurate and complete.

Outside Review

- Edited materials are sent for outside review to teachers, academics, and special interests to check for bias and accuracy.
- Revisions are made as needed.
- The program is ready to print.

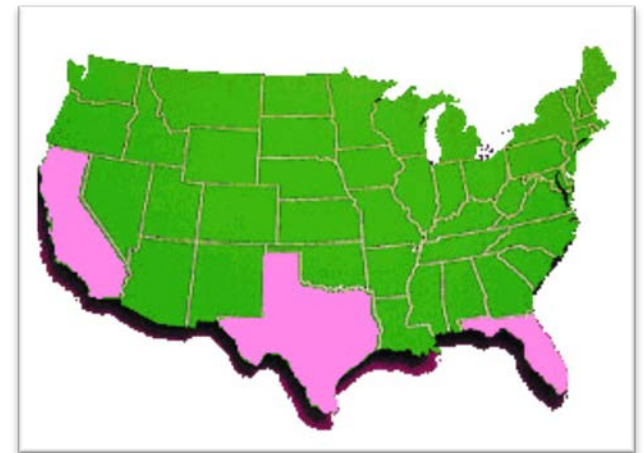
State Standards

Each state has its requirements for what is taught in social studies at each grade level.

Grade	Subject
6	World Cultures
7	State History
8	American History to 1877 OR Civics
9	Geography
10	World History
11	American History after 1877 OR Survey of American History
12	Government and Economics

State Standards continued

- Each state has its own state standards for what it requires students to learn and be tested in.
- Many programs are “customized” to focus on a specific state’s standards.
- States with the largest potential sales for textbook programs are Texas, Florida, and California...
- followed by New York, Indiana, Virginia, Illinois, Pennsylvania.
- These states drive the market.



State Standards continued

- Some states buy (“adopt”) textbooks every five or ten years only.
- Publishers submit their programs and committees scrutinize the programs to make sure that state standards are met.
- If standards are not met, publishers cannot sell their programs in the state.

Recent Trends

- Digital delivery
- Concern over textbook size and weight
- Project and group learning
- Less emphasis on memorization
- More emphasis on critical thinking
- Common Core standards focus on understanding and creative thinking