

ADVISORY COMMISSION ON TEXTBOOK SPECIFICATIONS, INC.

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MINUTES OF THE ACTS MEETING

Monday, July 21, 2008

Point Clear, Alabama

PRESIDING: Sue McKenzie

RECORDING: Robert (Woody) Duncan

NATIONAL ASSOCIATION OF STATE TEXTBOOK ADMINISTRATORS

Sue McKenzie, Chair, ACTS, Arkansas
Kris Stewart, Vice Chair, NASTA, South Carolina
Marcie Coupel, President, NASTA, Louisiana
Val Fenske, Idaho
Drew Hinds, Oregon
Kim Esco-Collins, Mississippi

ASSOCIATION OF AMERICAN PUBLISHERS

Maureen Bisso, Chair, Houghton Mifflin Harcourt
Shannon DeProfio, Goodheart-Wilcox
Harold Smith, Glenroe/McGraw-Hill
Kurt Scherwatzky, Pearson Education
Dick Jensen, Cengage Learning
Jay Diskey, Staff

BOOK MANUFACTURERS' INSTITUTE

Dirk Hiler, Chair, R.R. Donnelley
Jac Garner, Webcrafters, Inc.
Michael Phippard, Lehigh Press
Peter Shima, Malloy Incorporated
Rich Dunn, R.R. Donnelley
Bruce Smith, Staff

ADVISORY COMMISSION ON TEXTBOOK SPECIFICATIONS

Robert (Woody) Duncan, Staff

ACTS is comprised of the following organizations which participate in the development of
MANUFACTURING STANDARDS & SPECIFICATIONS FOR TEXTBOOKS (for elementary & high schools)
ASSOCIATION OF AMERICAN PUBLISHERS
BOOK MANUFACTURERS' INSTITUTE, INC.
NATIONAL ASSOCIATION OF STATE TEXTBOOK ADMINISTRATORS

1. **CALL TO ORDER** - Sue McKenzie

The 2008 ACTS Annual Meeting was called to order promptly at 9:00 am, Monday, July 21, 2008 at the Grand Hotel Marriott, Point Clear, Alabama. Chair Sue McKenzie, following the traditional introduction of all attendees and Commission members, spoke to the mission and goal of ACTS, the importance that NASTA recognizes and appreciates in the process. She asked for understanding when NASTA sometimes comes forth with the hard questions on some ongoing issues, stating that it is simply the NASTA folks doing their jobs.

Sue stated that the agenda has been expanded to hopefully cover more interesting and educational topics. And, she asked for attendees to voice recommendations to further make this event even more beneficial.

2. **MINUTES OF THE ANNUAL ACTS MEETING** - July 23, 2007 Portland, Oregon
Robert Duncan

ACTS Technical Director Woody Duncan stated that the Minutes of the 2007 Annual Meeting had previously been distributed to all members of the Commission. He then asked if there were any additions, corrections or revisions from the party. There being none, Duncan requested the ACTS Chair to seek a motion for approval. A motion was made and seconded.

MOTION-PASSED - That the Minutes of the Annual ACTS Meeting of July 23, 2007 are approved as written.

3. **REVIEW OF EXECUTIVE COMMITTEE MEETING** - July 20, 2008 - Sue McKenzie

Sue McKenzie reported that the Executive Committee met to review the preliminary agenda and finalize today's agenda. Several items were added under New Business. Sue notes the inclusion of an educational presentation to this year's morning agenda. And, she pointed to an allotted time for fielding questions from the audience.

Sue reported that the Executive Committee had received and approved the financial statement at the meeting.

4. **FINANCIAL REPORT** - Bruce Smith

Bruce Smith offered the financial report of ACTS, Inc. and stated that the report had been reviewed and approved by the Executive Committee. He said that while the operation is financially stable, concern exists beginning with significantly lower attendance (this year's paid attendance being some 30% lower than the average of the past four years). With that, Bruce stated that the 2008 budget of ACTS would probably be negative by about \$10,000. He said it is important for everyone to work toward building back attendance.

Bruce then took a moment to recognize Milt Walberg (who earlier announced his retirement). Bruce commented on Milt's involvement of over 30 years in various educational product manufacturing with Milt being a primary BMI participant in previous MSST revisions and updates.

5. OLD BUSINESS

5.1 SIZE/WEIGHT OF TEXTBOOK OVERVIEW – Jay Diskey

Jay Diskey, AAP, reported that no new activity or legislation has been introduced regarding this issue since last year's report. Jay said he did not know why interest has dropped but that AAP would continue to monitor, especially state activity.

Some talk of developing national standards addressing the issue also remains sporadic. Jay offered this as a status report to this ongoing agenda item.

5.2 MSST MAINTENANCE COMMITTEE REPORT- Maureen Bisso

Maureen Bisso reported that the MSST update and reprint will have a copyright 2009 and will be published/produced after the 2009 ACTS Annual Meeting.

Maureen said changes would include:

- The addition of all approved Interpretations, since the last printing of the MSST, August 2006.
- Updating of existing verbiage that is unclear, so that MSST is more user friendly. We would like to ask the membership to identify any items that need clarification. Anyone with items that they would like to have clarified, please send the request to the Textbook Director and the MSST Chair (to be announced).
- Maureen said that she would be announcing an AAP staff addition to the Committee shortly. She would continue to solicit volunteers to assist in the maintenance of the MSST.

5.3 40# TEXT PAPER, TEMPORARY SUPPLEMENTAL ADOPTION REPORT – Dirk Hiler

Dirk Hiler began his report by reminding the Commission of the history of 40# basis weight approved usage.

At the February, 1994 meeting of the ACTS Commission 40# basis weight text paper was Permanently Adopted into MSST for use in High School textbooks in Class C, D, and E for text with more than 800# pages. At the February 1995 ACTS meeting the allowed usage of 40# basis weight paper was expanded to include Elementary textbook Classes D & E for texts with more than 800 pages.

In all cases, MSST requires that the 40# basis weight paper meet the opacity, tearing strength and bursting strength requirements of 45# basis weight paper.

At the Annual ACTS meeting in July 2007, ACTS/NASTA approved a Temporary Supplemental Adoption to use 40# paperstock in any textbook where 45# text paper is required to allow publishers a broader range to use 40# text paper. BMI set up a committee to monitor and report on product performance, usage, etc.

As of the time of the ACTS 2008 Annual meeting, Dirk reported that there had been no publishers forthcoming with any titles using 40# (this includes those areas approved in the mid-90's).

In order to insure a fair amount of time has been allowed and, because ACTS by-laws require annual approval for Temporary Supplemental Adoptions, Dirk asked for a Commission vote to approve extending the adoption for another year (up to the Annual 2009 ACTS meeting).

MOTION-PASSED - That the Temporary Supplemental Adoption allowing usage of 40# basis weight text paper (as defined) be extended for another year.

Following passage of the motion, Marcie Coupel, NASTA President made the following request: NASTA requests that by next year's meeting, NASTA be presented with a report outlining the following:

1. The impact on the publishing industry and manufacturing industry.
2. The impact on durability and the quality of the textbook (i.e. specifics of opacity & tear strength).
3. Possible savings and or added cost.

Dirk stated that the BMI M&S Committee would continue to monitor and report on the subject.

5.4 EDUCATIONAL WORKSHOP REPORT – Dirk Hiler

Dirk Hiler reminded the Commission and audience of the ongoing workshops offered that teach the history of ACTS and the MSST and, most importantly, how to utilize the MSST. He said the classes, which run about 3 to 4 hours, can be structured to accommodate 6-8 or 35-40 person groups. Dirk has served as a main instructor for 3 such sessions this past year.

Sue McKenzie thanked Dirk for that report and indicated NASTA would be considering such a follow-up session at their own meeting.

5.5 OTHER - NONE

6. **NEW BUSINESS**

6.1 NEW INTERPRETATION #211 – Robert Duncan

As a prelude to introducing Interpretation #211, Woody Duncan reminded the Commission that any MSST potential decision or opinion from the Technical Director is subject to approval by ACTS and NASTA. He said this is addressed by way of the Interpretation process.

With an ever increasing introduction of “new” innovations in the design and configuration of products, the Technical Director is most often queried about those processes in an “after the fact” fashion after the product is already in the field.

Duncan said that, going forward these instances where the MSST appears to be silent will most probably be brought before the ACTS Committee as potential new product or method. Such an approach insures discussion of merit, benefits, etc.

Duncan contended, in hindsight, that if cover embossing had been treated as such, a lot of controversy would have been avoided.

With that as background, Woody proceeded to introduce Interpretation #211 for ACTS consideration (see attachment 1).

BMI stated that, through laboratory testing, the process in question does indeed pass requirements as outlined in the MSST and BMI would not be supporting the interpretation as written. Following that, the ACTS Chair called for a vote on the interpretation as presented.

BMI, AAP, and NASTA all voted not to accept the interpretation as written. Following that, the Technical Director presented a revision answer to the inquiry, as follows (attachment 1).

A. Page 49 of MSST lists cover-coating testing. The process you describe would be subject to meeting or exceeding those testing requirements.

MOTION-PASSED - That the revised answer to interpretation #211 question be approved as presented.

6.2 “SAFE” PRODUCTS REPORT - Maureen Bisso

Maureen Bisso spoke in response to a NASTA request that the Committee discusses developing guidelines that address “safe” products. In particular, AAP was requested to provide a statement on present practices. On behalf of AAP, Maureen offered the following response:

AAP would like to acknowledge the concerns from NASTA regarding product safety. The publishers do take safety very seriously and want to assure NASTA that each Publisher has existing policies in place to review and test their materials. Testing is done by both the suppliers providing the materials and third-party companies.

AAP feels that the Federal Guidelines put forth through the Consumer Product Safety Board are sufficient and that there is no need to duplicate these guidelines within ACTS.

Maureen thanked the Commission for the opportunity to offer this response.

6.3 OTHER

6.3.1 BACK-LINING MATERIAL- Dirk Hiler

Dirk Hiler reported that, following a request at the ACTS Executive Winter Meeting, the BMI M&S Committee review the wording, share their interpretation and experience in regard to page 18 and 31’s paragraph on Back-lining material. Dirk said there were mixed interpretations to the existing wording, reading it as a back-liner material being required only when headbands are used, others, as a back-liner always required.

Dirk said that testing showed there was no difference in book strength between a book with a back-liner and one without.

He said that BMI recommended that the wording on page 18 and page 31 be changed as follows:

1) The wording for back-liner changes on page 18.

Current wording: Back-lining material shall be of suitable weight and quality, applied over headbands, if used, and extending to within 1/8” of head and tail...

New wording: Back-lining is required only when headbands are used. Back-lining material shall be of suitable weight and quality and applied over headbands and extending to within 1/8” of head and tail...rest remains unchanged.

The same change needs to be made on page 31 Lining Up and Headbanding: 6th paragraph of that section.

MOTION-PASSED - That the new wording be accepted and incorporated into the next update of MSST.

6.3.2 DIVIDERS/INSERTS – Dirk Hiler

Dirk Hiler reported that the BMI M & S Committee had been requested to review the current language on page 17 of the MSST. Earlier, the Technical Director had noted the growing use of single sheet dividers and continuing inquiries on type of paper allowed, number of inserts, etc.

Dirk said the Committee was continuing to study this, will move forward and report their finding and/or recommendation at next year’s ACTS meeting.

Sue McKenzie accepted this as a status report.

7. EDUCATIONAL PRESENTATION – Bob Resnick

Jay Diskey introduced Dr. Bob Resnick of Educational Market Research, Inc. who proceeded to give a marketing outlook for K-12 school publishing. A sampling of the vast information provided included:

- 1) With significant shortfall in revenue for most states, 2006-2007 was poor years for practically all-educational products.
- 2) Technology products are not currently growing.
- 3) The basal textbook maintains the significant role in reading and math at least. A survey of 20,000 educators noted 73.2% still have basal Reading series. No major shift in technology usage in math is projected.
- 4) New technologies will augment (annual growth rate of 4-6% range) but not replace traditional products for a long time.

8. AUDIENCE Q & A – ALL

At the Winter, 2008 ACTS Executive Meeting, the committee decided to add a new segment to the Annual ACTS meeting agenda to draw in more audience participation. Bruce Smith served as host to this (first) activity, coordinating audience questions and ACTS Committee member’s responses.

Questions posed covered a vast array; e.g. What does M&S stand for? Manufacturing & Standards. Possible need for bar code standards; The adoption process and State specific even potential National versions of products; “Green” policy from AAP. In particular a question on cost of textbooks pointed

to the type of discussions that could lead future ACTS/NASTA agenda items. Jay Diskey, AAP, answered that the cost of books has gone up. Publishers feel there are a number of things that contribute to this: State specific standards, materials and alternative formats.

Marcie Coupel, NASTA President, requested a copy of Jay's presentation to help answer parent and other calls questioning cost of book and materials. Marcie also suggested that NASTA could use this venue to request that "free" materials be discontinued. Jay stated he would be happy to provide a copy of his presentation, noting that there is no simple solution and there could be barriers to address before a good solution is achieved.

At the conclusion of the Q & A, Sue McKenzie thanked Bruce Smith for coordinating the exchanges of audience and Commission members. She said this new agenda Q & A could become an existing addition and greatly enhance the meeting itself with interesting and educational dialogue.

9. **FUTURE MEETING PLANS** – Sue McKenzie

Sue McKenzie introduced Marcie Coupel, NASTA President to announce the following locations for future meetings:

August 1-4, 2009	Hyatt Regency, Greenville, SC
July 25-27, 2010	Best Western, Coeur d'Alene, IDAHO

10. **ADJOURNMENT AND CLOSING REMARKS** – Sue McKenzie

Sue McKenzie announced the conclusion of the business part of the 2008 ACTS Annual Meeting. She expressed hope that the Commission, in trying to provide a most informative and interesting meeting, had succeeded with a future goal of even increasing activity and results. She especially encouraged attendees and Commission members to bring forth recommendations and ideas that would further enhance the meeting and benefit attendees.

Sue then announced that Bruce Smith, is retiring and this will be his last ACTS meeting as Administrative Director. On behalf of ACTS and NASTA, Sue extended great appreciation and thanks for the many years of distinguished service that Bruce has given to the ACTS effort. Similar words of thanks came from Jay Diskey, speaking for AAP and Dirk Hiler for BMI. Dirk noted, especially for BMI, Bruce's shoes will be hard to fill, from ACTS involvement to the M & S (Manufacturing and Standards) Committee of BMI.

Bruce spoke of his 21 years at the BMI desk of ACTS, witnessing the people and process changes over the years. He thanked everyone of their kind remarks and support, noting that he'd be occupying a golf cart when ACTS convenes next year in South Carolina.

Sue McKenzie officially adjourned the meeting at 11:50 am by thanking attendees and Commission members and extending invitations to next year's session in Greenville.

INTERPRETATION #211

Question: For a particular discipline, we are applying a second layer of top coating certain areas of the textbook cover to enhance the appearance of the finished product. Is there a testing procedure that will determine if our process satisfies the requirements of the MSST?

Answer: Page 49 of MSST lists cover-coating testing. The process you describe would be subject to meeting or exceeding those testing requirements.

July 21, 2008