



## DISTRICT SCHOOL BOARD OF PASCO COUNTY

Kurt S. Browning, Superintendent of Schools

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638

### Purchasing Services

Nicole Westmoreland, MBA, Purchasing Agent

813/ 794-2221 Fax: 813/ 794-2111

727/ 774-2221 TDD: 813/794-2484

352/ 524-2221 e-mail: [nwestmor@pasco.k12.fl.us](mailto:nwestmor@pasco.k12.fl.us)

July 1, 2014

### MEMORANDUM

TO: Honorable School Board Members

FROM: Nicole Westmoreland, MBA, Purchasing Agent *nw*

SUBJECT: Purchase of High School Intensive Reading Textbook Series  
Townsend Press

Office for Teaching and Learning is requesting to place purchase orders for High School Intensive Reading Textbook Series not to exceed \$150,000 from Townsend Press. Textbooks to be used as part of a sequential reading program to help students become better readers. Please see the attached memo from Vanessa Hilton, Director, Office for Teaching and Learning Director, for further information.

Under the Department of Education Rule 6A-1.012(11) (b), the requesting of bids from three (3) or more sources is waived for the purchase of educational tests, textbooks, printed instructional materials where such materials are purchased directly from the producer or publisher, the owner of the copyright, and exclusive agent within the state, a governmental agency or a recognized educational institution. Townsend Press is the producer for these textbook series (see attached).

Should you have any questions regarding this matter, please contact Vanessa Hilton or Debra Reaves, Purchasing Services, at your earliest convenience.

NW/dr

Attachments

Date/Time: June 24, 2014 09:17:00

(813)794-2000 • (352) 524-2000 • (727) 774-2000 • [www.pasco.k12.fl.us](http://www.pasco.k12.fl.us)

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Office For Teaching & Learning  
Vanessa Hilton, Director  
813/ 794-2446 727/ 774-2446  
352/ 524-2446 Fax: 813/ 794-2112  
email: vhilton@pasco.k12.fl.us

Memorandum  
OTL-DIR-14-010

DATE: July 1, 2014

TO: Nicole Westmoreland, Purchasing Agent

FROM: Vanessa Hilton, Director, Office for Teaching and Learning *vh*

SUBJECT: High School Intensive Reading Textbook Series Purchase

## History

Intensive reading has typically used intervention materials that are written below grade level with little guidance of how to increase complexity of text and rigor of tasks. In addition, the materials we have used have not afforded teachers guidance in breaking down foundational skills and standards in a way that makes sense to students who struggle with reading. It is time to break the mold and use curriculum resources that scaffold learning and increase in complexity and rigor so that our high school students can leave us college, career, and life ready.

## Description

The materials we are requesting to help students make greater gains and achieve higher goals are from Townsend Press. We are requesting curriculum resources aligned to our new Language Arts Florida Standards (LAFS) for grades 9-12. These materials provide the necessary scaffolds and increase in complexity and rigor as well as foundational skills for fluency and decoding that our high school students need to close the achievement gap.

Widely adopted in high schools and colleges across the country, the *Townsend Press Reading Series* is a sequence of textbooks that grow more popular with each passing year. Each book presents ten key skills that help students become more effective readers. Distinctive features of the *Reading Series* include abundant practice, a clear and friendly tone, helpful visuals, free online exercises and tests, PowerPoint presentations, and very reasonable prices. The books can be used as part of a sequential reading program, or any one book can be used independently of the others. In addition, students and teachers have access to online practices, quizzes, and tests that will allow teachers to track progress, conference with students, design learning experiences that differentiate, and guide students to set goals.

## Action Requested

We request the purchase of 3 textbooks and classroom library sets from Townsend Press to use for the next 4-5 years at the 13 high schools and 4 alternative schools. Each textbook will cost \$29.00, each classroom library book cost \$1.00, and teacher's editions and online access is free:

- *Groundwork for College Reading with Phonics* (ISBN 1-59194-086-9) For Grades 9-10th Level 1 (Cost \$43,500.00 for 1500 textbooks)
- *Reading and Writing Connection* (ISBN 978-1-59194-301-3) For Grades 11-12th Level 1 (Cost \$43,500.00 for 1500 textbooks)
- *Advance Reading and Writing Connection* (ISBN 978-1-59194-425-6) For Grades 11-12th Level 2 (Cost \$43,500.00 for 1500 textbooks)
- *Townsend Press Classroom Library* For Grades 9-12 (Cost \$4,000.00)

Approval is respectfully requested to allow purchase orders to be processed for the *Townsend Press Reading Series* in an amount not to exceed \$150,000.00. Purchase orders will be processed from funds provided through K-12 categorical funding and through Instructional Materials allocations.

cc: Amelia Van Name Larson, Assistant Superintendent for Student Achievement  
Ray Gadd, Assistant Superintendent for Administration and Operations  
Beth Brown, Learning Community Executive Director  
Monica Hse, Ed.D, Learning Community Executive Director  
David Seanga, Ed.D, Learning Community Executive Director  
Todd Cluff, Ed.D, Learning Community Executive Director  
Rayann Mitchell, Senior Supervisor, Office for Teaching and Learning  
Lisa Fisher, Specialist, 6-12 Literacy



## TOWNSEND PRESS

BOOK CENTER

439 KELLEY DRIVE • WEST BERLIN, NJ 08091

TEL: (856) 753-0554 • FAX: (800) 225-8894

WWW.TOWNSENDPRESS.COM

*Handwritten:* TP 6/9/14

June 9, 2014

### To Whom It May Concern:

Townsend Press (TP) is the publisher and sole source for all Townsend Press books and materials, including the Townsend Press Vocabulary Skills series, *Groundwork for College Reading*, the *Reading-Writing Connection*, the *Advanced Reading-Writing Connection*, *The Bluford Series*, *King School Series*, and the *Townsend Library Classics*.

Purchase orders for TP materials can be sent by mail, fax, or e-mail to the address listed above. Orders can also be processed at our website at [www.townsendpress.com](http://www.townsendpress.com) or over the phone during normal business hours (Monday through Friday from 9AM to 5PM).

Please call our office at 856-753-0554 if you need further information. Thank you.

Sincerely,

Sheila Akers  
Customer Service