



Textbook Case of Reform:

January 24, 2013

Texas Textbook Lobbying Drops After Education Board Loses Clout

Companies selling instructional materials to schools slashed Texas lobby expenditures after 2011, when the Texas Legislature finally hobbled the embarrassing influence that the State Board of Education long exercised over educational materials.¹

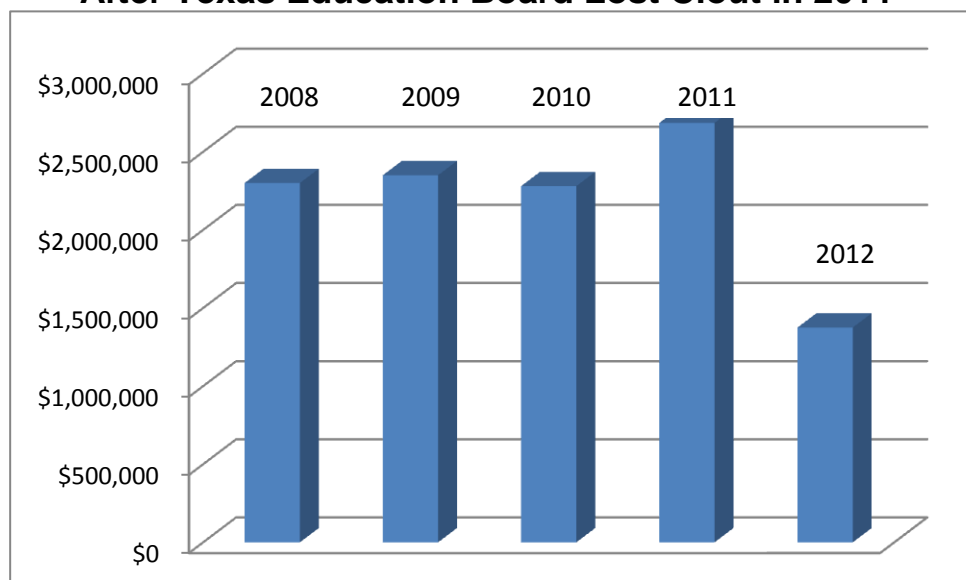
Previously school districts generally could only spend state funds on materials approved by the State Board. In a state that otherwise aspires to excel in science, board extremists held texts hostage to their views on birth control, pollution, civil rights and evolution.

In 2011 State lawmakers passed a bill² that grants schools funds for instructional materials. Schools can bypass state-approved materials, provided that they cover the board's TEKS curricula standards.³

Lobby Watch wondered if decentralizing curriculum control would diminish lobby spending by companies that market such materials.

The accompanying graph shows that the industry paid Texas lobbyists up to \$1.4 million in 2012, a 40 percent drop from the \$2.3 million it spent in the preceding non-legislative year of 2010. In a state with inflationary lobby spending, this drop is significant.

Instructional Materials Lobbying Plummeted After Texas Education Board Lost Clout in 2011



Texas' Instructional Materials Lobby, 2008 - 2012

Instructional Materials Lobby Client	Max. Value 2008 Contracts	Max. Value 2009 Contracts	Max. Value 2010 Contracts	Max. Value 2011 Contracts	Max. Value 2012 Contracts	Total Value '08 thru '12	Total Contracts '08 thru '12
Benchmark Publishers	\$0	\$0	\$25,000	\$0	\$0	\$25,000	1
CEV Multimedia Ltd.	\$0	\$0	\$25,000	\$25,000	\$25,000	\$75,000	3
College Board	\$35,000	\$75,000	\$125,000	\$150,000	\$0	\$385,000	8
CompassLearning Inc.	\$95,000	\$50,000	\$50,000	\$50,000	\$50,000	\$295,000	9
Delta Education LLC	\$30,000	\$30,000	\$30,000	\$10,000	\$0	\$100,000	10
Education 2020	\$0	\$0	\$0	\$45,000	\$45,000	\$90,000	6
Follett Corporation	\$130,000	\$130,000	\$80,000	\$80,000	\$80,000	\$500,000	25
Frog Street Press Inc.	\$0	\$0	\$110,000	\$120,000	\$110,000	\$340,000	7
Hampton-Brown	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$250,000	5
Houghton Mifflin Harcourt	\$370,000	\$170,000	\$60,000	\$60,000	\$70,000	\$730,000	16
K 12, Inc.	\$130,000	\$120,000	\$150,000	\$140,000	\$140,000	\$680,000	23
Learning.com	\$140,000	\$130,000	\$130,000	\$260,000	\$100,000	\$760,000	17
McGraw/Hill Companies	\$350,000	\$470,000	\$260,000	\$310,000	\$250,000	\$1,640,000	19
Pearson, Inc.	\$535,000	\$550,000	\$500,000	\$275,000	\$400,000	\$2,260,000	32
Perfection Learning Corp.	\$0	\$50,000	\$35,000	\$25,000	\$0	\$110,000	5
Promethean	\$50,000	\$50,000	\$50,000	\$50,000	\$0	\$200,000	4
Read and Succeed LLC	\$0	\$50,000	\$50,000	\$400,000	\$20,000	\$520,000	8
Scientific Learning	\$100,000	\$100,000	\$0	\$0	\$0	\$200,000	2
SureScore, Inc.	\$0	\$100,000	\$50,000	\$50,000	\$0	\$200,000	4
Teaching Strategies Inc.	\$150,000	\$100,000	\$300,000	\$335,000	\$35,000	\$920,000	14
Voyager Expanded Learning	\$135,000	\$125,000	\$100,000	\$100,000	\$0	\$460,000	7
VSCHOOLZ Inc.	\$0	0	\$0	\$50,000	\$0	\$50,000	2
Zaner-Bloser	\$0	0	\$100,000	\$100,000	\$0	\$200,000	2
TOTALS:	\$2,300,000	\$2,350,000	\$2,280,000	\$2,685,000	\$1,375,000	\$10,990,000	229

The dip in lobby expenditures occurred at a time when many new start-up companies are producing instructional materials, encouraged by a shift to electronic materials that slash the costs associated with traditional textbooks. Despite new entrants, the number of instructional materials companies lobbying in Texas dropped from 20 in 2010 to 13 in 2012.

Electronic materials are easier to update and to tailor to the needs of individual school districts. This could allow some districts to teach children that humans and dinosaurs walked together on Earth, while others teach that this is a biblical fantasy with no basis in the fossil record. For the species *Texasaurus Rex*, such pedagogical variation would amount to halting progress.

Texas' Top Instructional Materials Lobbyists, 2008 - 2012

Curricula Lobbyist	Min. Value of Contracts	Max. Value of Contracts	No. of Contracts	Lobby Firm/Description
W. James Jonas III	\$900,000	\$1,050,000	3	GovBiz Partners, LLC
'Reggie' G. Bashur	\$500,000	\$750,000	5	Died in 2012
Laura McPartland Matz	\$300,000	\$550,000	5	Santos Alliances
Ellen Williams	\$300,000	\$550,000	5	Law Offices of Ellen Williams
Andrea McWilliams	\$250,000	\$500,000	5	McWilliams & Associates
Robert H. Finney	\$250,000	\$400,000	4	Loeffler Group LLP
Thomas Loeffler	\$250,000	\$400,000	4	Loeffler Group LLP
M. Edward Lopez	\$200,000	\$400,000	6	Ex-Partner of Mike Toomey
Mignon McGarry	\$250,000	\$400,000	3	Sole Proprietor
Charles Eric Wright	\$200,000	\$400,000	4	Eric Wright & Associates
David D. Anderson	\$185,000	\$385,000	9	HillCo Partners
Richard 'Chad' Cantella	\$170,000	\$350,000	5	Texas Star Alliance
Alexander 'Sandy' Kress	\$185,000	\$335,000	5	Akin Gump Strauss Hauer & Feld
Jarod Alan Love	\$180,000	\$285,000	5	Delisi Communications
Janis L. Carter	\$135,000	\$275,000	5	Winstead PC
Jesse Romero	\$135,000	\$275,000	6	Haley Romero Winick & Kroll
Thomas Delisi	\$170,000	\$260,000	4	Delisi Communications
C.L. 'Matt' Matthews	\$120,000	\$250,000	5	Matt Matthews & Co.
Michelle Cruz Arnold	\$100,000	\$200,000	2	Worked for TX Education Agency
Sabrina Thomas Brown	\$100,000	\$200,000	2	Sabrina T. Brown Consulting
Keith Strama	\$100,000	\$200,000	4	Beatty Bangle Strama
Jay P. Brown	\$80,000	\$175,000	5	Graydon Group LLC
Jay W. Propes	\$80,000	\$175,000	5	Graydon Group LLC
Beth Ann Bryan	\$65,000	\$150,000	5	Akin Gump Strauss Hauer & Feld
David Carl Courreges	\$75,000	\$150,000	3	Hay Compere, PLLC
Demetrius McDaniel	\$100,000	\$150,000	1	Greenberg Traurig LLP
Frank R. Santos	\$50,000	\$130,000	4	Santos Alliances
Jill Warren	\$50,000	\$110,000	2	Patriot Group
Valeria Aguirre	\$40,000	\$100,000	4	Winstead, PC
Kevin Brannon	\$50,000	\$100,000	1	Patriot Group
Matt Welch	\$50,000	\$100,000	1	Patriot Group

Notes

¹ ["Senate Bill 6: Changes in the Adoption, Purchase and Distribution of Instructional Materials in Texas,"](#) Texas Freedom Network, September 8, 2011.

² [Senate Bill 6](#), passed during the June special session and signed into law by the governor on July 19, 2011.

³ "Textbook Market Facing Power Shift," *Austin American-Statesman*, April 20, 2012.