

Instructional Resource Name: Marketing 5E

Publisher: Cengage

Date Reviewed: 4/18/2023

Organization

- Material provides a useful table of contents, glossary, supplemental pages, and index.
- Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.
- Material contains examples, explanations, and/or online resources to the depth and breadth of the Nevada Career and Technical Education Standards.
- Information is accurate, current, and research based.
- Vocabulary is specialized (language carefully considered and evolves across grade levels).
- Size and format of print is appropriate.
- Format is visually appealing and interesting.
- Material provides assessment type questions and/or performance-based tasks.
- Electronic and interactive format available.

Content

- Materials focus on the knowledge, skills, and abilities (KSA's) appropriate to the grade level.
- Real-world applications are relevant to the students.
- Information and directions are clearly written and explained.
- Tasks are aligned to the Nevada Career and Technical Education Standards.
- Lessons/tasks are interdisciplinary when appropriate.
- Non-text content (maps, graphs, pictures, etc.) are accurate, authentic, and well-integrated into the instructional material.
- Questions and tasks encourage the development and application of higher-level thinking skills.
- Material provides access to or demonstrates concepts in multiple ways, allowing for a variety of student responses.
- Tasks have a purpose, aligned to a skill or concept at grade level.
- Material includes application of skills and concepts at grade level.
- The material is focused on the major ideas at that grade level.
- Content includes 21st Century skill development such as collaboration, creative thinking, and problem solving.

Inclusion

- Material reflects a variety of ways to differentiate instruction and model content to support all learners.

- Material reflects sensitivity with regard to gender, race/ethnicity, religion, socio-economic status, intellectual, and physical abilities.

Alignment

- Material content aligns to district/organization curriculum.
- Material content aligns with college and career readiness skills (Nevada Career and Technical Education Standards).
- Material is a useful resource in preparing students to meet the requirements of the Nevada Career and Technical Education Standards and statewide assessments.

Concerns

- Teacher edition contains interesting introductions and a list of prerequisites skills for each chapter. *One of three reviewers felt this way.*
- Tasks apply to the diversity of students and their abilities, interests and learning styles. *One of three reviewers felt this way. The one prefers texts with teacher-wrap-around information and resources. Other two reviewers found these resources in the other teacher resource materials.*
- Teacher edition includes questioning strategies and/or questions to check for understanding at all Depth of Knowledge (DOK) levels. *One of three reviewers felt this way. The one prefers texts with teacher-wrap-around information and resources. Other two reviewers found these resources in the other teacher resource materials.*
- Teacher edition includes formative assessment/evaluation tools processes. Two of three reviewers felt this way. The other reviewer found these resources in the other teacher resource materials.
- Material includes access to a multilingual resources. *One of three reviewers felt this way. The other two reviewers found these resources in the other teacher resource materials.*
- Material provides resources for students with disabilities and English Language Learners aligned to grade level content. *One of three reviewers felt this way. The other two reviewers found these resources in the other teacher resource materials.*
- Material is available for students with visual impairments via ADA compliant resources or other technology. *One of three reviewers felt this way. The other two reviewers feel there are ADA compliant resources or other technology to provide students access.*

CALL TO ORDER – 6:15 P.M.

Trustees present: Joe Cacioppo, Vice President
Lupe Ramirez, Clerk
Molly Walt, Member
Matt Clapham, Member
Mike Walker, Member
Richard Varner, Member

Trustees present remotely:
Laurel Crossman, President

Trustees absent: None

Staff present: Andrew Feuling, Superintendent
Tasha Fuson, Associate Superintendent, Educational Services
Dan Sadler, Associate Superintendent, Human Resources
Spencer Winward, Director of Fiscal Services
Renaee Cortez, Executive Board Administrative Assistant
Ryan Russell, Legal Counsel

Staff present remotely: None

Staff absent: None

Adoption of Agenda, as submitted.

Motion by Trustee Walker, Seconded by Trustee Varner that the Carson City School District Board of Trustees adopt the agenda as submitted. Trustee Cacioppo called for public comment; there was no public comment. **Motion passed 7-0.** (Trustee Crossman participated remotely.)

Trustee Cacioppo adjourned the meeting to closed session per NRS 288.220(4) to discuss labor relations with the District's Management Representatives.

Trustee Cacioppo recessed from closed session at 6:58 p.m. and reconvened the meeting to open session at 7:00 p.m.

Flag Salute: Molly Walt

Superintendent's Report – **for information only.**

Board Reports – **for information only.**

Association Reports – **for information only.**

Public Comment – **for discussion only.**

Discussion and Possible Action to Approve Academic Credit for Career and Technical Education (CTE) Coursework; Animal Systems-Life Science; and Plant Systems, per NAC 389.672 and 389.673 – **for possible action.**

Motion by Trustee Varner, Seconded by Trustee Ramirez that the Carson City School District Board of Trustees approve Academic Credit for Career and Technical Education (CTE) Coursework; Animal Systems-Life Science; and Plant Systems for the Carson City School District, per NAC 389.672 and 389.673. Trustee Cacioppo called for public comment; there was no public comment. **Motion passed 7-0.** (Trustee Crossman participated remotely.)

Discussion and Possible Action to Approve the Adoption of Marketing Instructional Materials for Grades 9-12 for the Carson City School District, as budgeted – **for possible action.**

Motion by Trustee Ramirez, Seconded by Trustee Walker that the Carson City School District Board of Trustees approve the adoption of the Marketing Instructional Materials for Grades 9-12, as proposed by the Committee, for the Carson City School District, as budgeted, as presented. Trustee Cacioppo called for public comment; there was no public comment. **Motion passed 7-0.** (Trustee Crossman participated remotely.)

Discussion and Possible Action to Approve Proposed Carson City School District Academic Calendar for the 2023-2024 School Year – **for possible action.**

Motion by Trustee Walker, Seconded by Trustee Varner that the Carson City School District Board of Trustees approve the 2023-2024 Academic Calendar as submitted. Trustee Cacioppo called for public comment. **Motion passed 7-0.** (Trustee Crossman participated remotely.)

Discussion and Update on the November 2022 Final Report from the Nevada Commission on School Funding – **for discussion only.**

Approval of Consent Agenda – **for possible action.**

Motion by Trustee Walker, seconded by Trustee Ramirez that the Carson City School District Board of Trustees approve the consent agenda as submitted. Trustee Cacioppo called for public comment; there was no public comment. **Motion passed 7-0.** (Trustee Crossman participated remotely and Trustee Walt abstained from Item C.)

Informational Items – **for discussion only; no action will be taken.**

Requests for Future Agenda Topics

Adjournment – Vice President Cacioppo declared the meeting adjourned at 9:06 p.m.

Instructional Material Evaluation Rubric Form

Career and Technical Education (CTE) Program of Study

Instructional materials are designed for use by students and teachers as a learning resource for students to acquire essential knowledge, skills, abilities, and dispositions. This includes print and non-print materials, including comprehensive/core textbooks, and web-based or electronic instructional materials.

Title: Marketing 5E Author(s): James Burrows
 Publisher(s): Cengage Copyright Date: 2021
 Subject: Marketing Grade Level(s): 9-12
 Student ISBN: 978-0-357-13574-7
 Teacher Edition ISBN: N/A (Digital copy only)

Instructions: Use the tables below to determine if the Instructional Material meets each criterion.

Organization

Criteria	2 Meets	1 Inadequate	Comments
1. Material provides a useful table of contents, glossary, supplemental pages, and Index.	2		Table of Content Includes chapter and section titles; glossary provides definitions for key terms in student friendly vocabulary; Supplemental pages align with DECA, one of the Career and Technical Student Organizations (CTSO) and prepares for competition; Index Included.
2. Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.	2		Layout is consistent chapter to chapter and logically sequenced. Text includes prompts for collaboration, tables, charts, graphs, and predictable text chapter to chapter to assist students.
3. Teacher edition contains interesting introductions and a list of prerequisites skills for each chapter.	2		Cengage includes MindTap which customizes the learning path. Embedded in each text is vetted content and ready to go activities that can be moved around or deleted if they do not match the learning progression. Digital content includes an Edit Mode; Add Activities; Filters; Apps (access to the eBook, glossary and built in apps); Search the Course option.
4. Material contains examples, explanations, and/or online resources that provide connections the Nevada Academic Standards.	2		Digital text includes opportunity to create and use flashcards based on chapter vocabulary words. Also included in the digital package are MyNotes and StudyHub which allows students to customize their learning over time.
5. Information is accurate, current, and research based.	2		Copyright 2021. An example of current information timely evidence can be found in section 8.2 The Emergence of Social Media, p. 216-231.
6. Vocabulary is specialized (language carefully considered and evolves across grade levels).	2		Technical Vocabulary builds over time and progresses from chapter to chapter and lesson to lesson. In addition, supports are in place to reinforce vocabulary acquisition, including capacity to utilize digital flash cards, text features identifying key vocabulary, and extensive glossary.
7. Size and format of print is appropriate.	2		Text utilizes black footed font in reading sections; headings and subheadings are the same font in different, predictable colors.
8. Format is visually appealing and interesting.	2		Text utilizes a footed font in black for easy reading. Color utilized creates predictability over time. Headings, subheadings, checkpoints are all consistently colored throughout the text. Graphs, tables, and pictures with captions are placed for emphasis and visual appeal.
9. Material provides assessment type questions and/or performance-based/skills-based tasks.	2		Each chapter section begins with an Essential Question framing the content; Check for understanding/metacognition is built into each section titled "Checkpoint." Assessment is built into each section references where the answer can be found for scaffolding purposes. Chapter Assessments are located at the end of each chapter.
10. Electronic and interactive format available.	2		Resources include RSS Feed which includes Podcasts and timely web-based articles directly related to each subject end chapter. Digital edition includes ReadSpeaker, a customizable feature that allows the reader to select reading speed, male/female voice in US or Australian accent;
Organization Total(s):	20		

Content

Criteria	2 Meets	1 Inadequate	Comments
11. Material focuses on the knowledge, skills, and abilities (KSA's) appropriate to the grade level.	2		Content material found in text aligns with Marketing Standards.
12. Real-world applications are relevant to the students.	2		Each chapter includes Connect to MindTap which provides a case study that focuses on chapter concepts. Also included in each chapter are Connect to DECA-Build Your Portfolio prompts.
13. Information and directions are clearly written and explained.	2		Student feedback stated that the content and various assignments and assessments in this textbook best met their needs. Students stated that they had no difficulty understanding directions or information.
14. Tasks are aligned to the Nevada Career and Technical Education (CTE) Standards.	2		See the attached standards to textbook alignment. Tasks are directly aligned and scaffold as required for students to master the content.
15. Lessons/tasks are Interdisciplinary when appropriate.	2		Each section assessment page includes a cross-curricular or interdisciplinary task, such as: Make Academic Connections (Technology, p. 160); Make Academic Connections (Math, pg. 366); Make Academic Connections (Connections-Writing, p. 491)
16. Non-text content (maps, graphs, pictures, etc.) are accurate, authentic, and well-integrated into the instructional material.	2		Placement of graphs, pictures with captions, and tables are directly related to the information on the page, in each section, and aids in information understanding.
17. Tasks apply to the diversity of students and their abilities, interests, and learning styles.	2		There are a variety of ways students can interact and demonstrate understanding of the content, including Working in Teams and DECA Prep.
18. Questions and tasks encourage the development and application of higher-level thinking skills.	2		Essential Question is included in each section of each chapter providing opportunity for higher level thinking skills.
19. Teacher edition includes questioning strategies and/or questions to check for understanding at all Depth of Knowledge (DOK) levels.		1	The Teacher edition does not include questioning strategies or questions to check for understanding beyond what is already included in the student edition.
20. Teacher edition includes formative assessment/evaluation tools processes.	2		Teacher Cognere Test Generator allows for customizable assessments in the multiple languages. Teacher training resources included as user guides and video tutorials. Teacher Companion Site includes DECA Rubrics by Activity Type; Test banks for Blackboard and Canvas; Precision Exam Correlation for Marketing I and II
21. Material provides access to or demonstrates concepts in multiple ways, allowing for a variety of student responses.	2		On average there are 26-30 activities provided for each chapter.
22. Tasks have a purpose, aligned to a skill or concept at grade level.	2		All tasks are aligned with the essential question,
23. Material includes application of skills and concepts at grade level.	2		There are a variety of ways students can apply skills and concepts-case study, collaborative project, DECA prep; 21st Century Success Skills
24. The material is focused on the major ideas at that grade level.	2		The content in the textbook and digital support materials is specific to grades 9-12.
25. Content includes Workplace Readiness Skills (WRS) development such as collaboration, creative thinking, and problem solving.	2		Text includes 21st Century Success Skills which provides instruction and opportunity for students to learn about the skills and develop the focus skill in an authentic manner.
Content Criteria Total(s):	28	1	

Inclusion

Criteria	2 Meets	1 Inadequate	Comments
26. Material reflects a variety of ways to differentiate instruction and model content to support all learners.	2		There are numerous opportunities for students to interact with the content, whether it's in Connect to DECA checkpoints included at the end of major sections, Academic Connections in Science, Visual Arts, Math, etc. Included in each section Assessment, or Build Your Portfolio in each chapter.
27. Material represents traditional and non-traditional students and special populations.	2		Photographs are inclusive of diversity race and ethnicity. There is gender balance in photographs. Age range appears to be teens to young professionals.
28. Material includes access to multilingual resources.		1	Multilingual resources are not available from the publisher, but digital access is provided and can be uploaded to a LMS, such as Google Classroom, which has some multilingual capacity.
29. Material provides resources for all students including special populations and connects them to grade-level content.	2		Textbook includes access to MindTap digital access which includes interactive eBook, differentiation through modified text, and downloadable eBook for mobile devices and offline access,
30. Material is available for students with visual impairments via ADA compliant resources or other technology.	2		Digital text includes a text-to-voice component for all materials. Size of text can be increased in the digital text. Marketing 5E meets ADA compliance criteria.
Inclusion Criteria Total(s):	8	1	

Alignment

Criteria	2 Meets	1 Inadequate	Comments
31. Material content aligns to district/organization curriculum.	2		See attached alignment
32. Material content aligns with WRS (Nevada CTE Standards).	2		Applied 21st Century Success Skills features: pages 24, 85, 168, 188, 243, 314, 438, 477, 535, 584, 650
33. Material is a useful resource in preparing students to meet the requirements of the Nevada CTE Standards and statewide assessments.	2		Text adequately prepares students for End of Program Technical Skills Assessment, aligns with standards, and provides multiple opportunities for students to practice, demonstrate current mastery levels, and complete project based learning activities related to DECA and marketing.
Alignment Criteria Total(s):	6		

Total Score for Instructional Material (66 maximum): 64

Signature Reviewer: Candi C. Robles Date: 12/16/2022

Instructional Material Evaluation Rubric Form

Career and Technical Education (CTE) Program of Study

Instructional materials are designed for use by students and teachers as a learning resource for students to acquire essential knowledge, skills, abilities, and dispositions. This includes print and non-print materials, including comprehensive/core textbooks, and web-based or electronic instructional materials.

Title: Marketing 5e Author(s): James L. Burrow

Publisher(s): Cengage Copyright Date: 2021

Subject: Marketing Grade Level(s): 9-12

Student ISBN: 978-03571-35747

Teacher Edition ISBN: N/A

Instructions: Use the tables below to determine if the Instructional Material meets each criterion.

Organization

Criteria	2 Meets	1 Inadequate	Comments
1. Material provides a useful table of contents, glossary, supplemental pages, and Index.	2		
2. Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.	2		
3. Teacher edition contains interesting Introductions and a list of prerequisites skills for each chapter.		1	There is no teacher wrap around. However, there are teacher resources available through their on-line link.
4. Material contains examples, explanations, and/or online resources that provide connections the Nevada Academic Standards.	2		
5. Information is accurate, current, and research based.	2		
6. Vocabulary is specialized (language carefully considered and evolves across grade levels).	2		
7. Size and format of print is appropriate.	2		
8. Format is visually appealing and interesting.	2		
9. Material provides assessment type questions and/or performance-based/skills-based tasks.	2		
10. Electronic and interactive format available.	2		
Organization Total(s):	18	1	

Content

Criteria	2 Meets	1 Inadequate	Comments
11. Material focuses on the knowledge, skills, and abilities (KSA's) appropriate to the grade level.	2		
12. Real-world applications are relevant to the students.	2		
13. Information and directions are clearly written and explained.	2		
14. Tasks are aligned to the Nevada Career and Technical Education (CTE) Standards.	2		
15. Lessons/tasks are interdisciplinary when appropriate.	2		
16. Non-text content (maps, graphs, pictures, etc.) are accurate, authentic, and well-integrated into the instructional material.	2		
17. Tasks apply to the diversity of students and their abilities, interests, and learning styles.	2		
18. Questions and tasks encourage the development and application of higher-level thinking skills.	2		
19. Teacher edition includes questioning strategies and/or questions to check for understanding at all Depth of Knowledge (DOK) levels.		1	There is no teacher wrap around. However, there are teacher resources available through their on-line link. I prefer a wraparound where information is at my finger tips in the teacher edition.
20. Teacher edition includes formative assessment/evaluation tools processes.		1	There is no teacher wrap around. However, there are teacher resources available through their on-line link.
21. Material provides access to or demonstrates concepts in multiple ways, allowing for a variety of student responses.	2		
22. Tasks have a purpose, aligned to a skill or concept at grade level.	2		
23. Material includes application of skills and concepts at grade level.	2		
24. The material is focused on the major ideas at that grade level.	2		
25. Content includes Workplace Readiness Skills (WRS) development such as collaboration, creative thinking, and problem solving.	2		
Content Criteria Total(s):	26	2	

Inclusion

Criteria	2 Meets	1 Inadequate	Comments
26. Material reflects a variety of ways to differentiate instruction and model content to support all learners.	2		
27. Material represents traditional and non-traditional students and special populations.	2		
28. Material includes access to multilingual resources.	2		
29. Material provides resources for all students including special populations and connects them to grade-level content.	2		
30. Material is available for students with visual impairments via ADA compliant resources or other technology.	2		
Inclusion Criteria Total(s):	10		

Alignment

Criteria	2 Meets	1 Inadequate	Comments
31. Material content aligns to district/organization curriculum.	2		
32. Material content aligns with WRS (Nevada CTE Standards).	2		
33. Material is a useful resource in preparing students to meet the requirements of the Nevada CTE Standards and statewide assessments.	2		
Alignment Criteria Total(s):	6		

Total Score for Instructional Material (66 maximum): 63

Signature Reviewer: Richard Eurich II Date: 05/01/2023

Instructional Material Evaluation Rubric Form

Career and Technical Education (CTE) Program of Study

Instructional materials are designed for use by students and teachers as a learning resource for students to acquire essential knowledge, skills, abilities, and dispositions. This includes print and non-print materials, including comprehensive/core textbooks, and web-based or electronic instructional materials.

Title: Marketing 5E Author(s): James Burrows

Publisher(s): Cengage Copyright Date: 2021

Subject: Marketing Grade Level(s): 9-12

Student ISBN: 978-0-357-13574-7

Teacher Edition ISBN: N/A (Digital copy only)

Instructions: Use the tables below to determine if the Instructional Material meets each criterion.

Organization

Criteria	2 Meets	1 Inadequate	Comments
1. Material provides a useful table of contents, glossary, supplemental pages, and Index.	2		Table of Content Includes chapter and section titles; glossary provides definitions for key terms in student friendly vocabulary; Supplemental pages align with DECA, one of the Career and Technical Student Organizations (CTSO) and prepares for competition; Index included.
2. Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.	2		Layout is consistent chapter to chapter and logically sequenced. Text includes prompts for collaboration, tables, charts, graphs, and predictable text chapter to chapter to assist students.
3. Teacher edition contains interesting introductions and a list of prerequisites skills for each chapter.	2		Cengage includes Mindtap which customizes the learning path. Embedded in each text is vetted content and ready to go activities that can be moved around or deleted if they do not match the learning progression. Digital content includes an Edit Mode; Add Activities; Filters; Apps (access to the eBook, glossary and built in apps); Search the Course option.
4. Material contains examples, explanations, and/or online resources that provide connections the Nevada Academic Standards.	2		Digital text includes opportunity to create and use flashcards based on chapter vocabulary words. Also included in the digital package are MyNotes and StudyHub which allows students to customize their learning over time.
5. Information is accurate, current, and research based.	2		Copyright 2021. An example of current information timely evidence can be found in section 8.2 The Emergence of Social Media, p. 216-231.
6. Vocabulary is specialized (language carefully considered and evolves across grade levels).	2		Technical Vocabulary builds over time and progresses from chapter to chapter and lesson to lesson. In addition, supports are in place to reinforce vocabulary acquisition, including capacity to utilize digital flash cards, text features identifying key vocabulary, and extensive glossary.
7. Size and format of print is appropriate.	2		Text utilizes black footed font in reading sections; headings and subheadings are the same font in different, predictable colors.
8. Format is visually appealing and interesting.	2		Text utilizes a footed font in black for easy reading. Color utilized creates predictability over time. Headings, subheadings, checkpoints are all consistently colored throughout the text. Graphs, tables, and pictures with captions are placed for emphasis and visual appeal.
9. Material provides assessment type questions and/or performance-based/skills-based tasks.	2		Each chapter section begins with an Essential Question framing the content; Check for understanding/metacognition is built into each section titled "Checkpoint." Assessment is built into each section references where the answer can be found for scaffolding purposes. Chapter Assessments are located at the end of each chapter.
10. Electronic and interactive format available.	2		Resources include RSS Feed which includes Podcasts and timely web-based articles directly related to each subject and chapter. Digital edition includes ReadSpeaker, a customizable feature that allows the reader to select reading speed, male/female voice in US or Australian accent;
Organization Total(s):	20		

Content

Criteria	2 Meets	1 Inadequate	Comments
11. Material focuses on the knowledge, skills, and abilities (KSA's) appropriate to the grade level.	2		Content material found in text aligns with Marketing Standards.
12. Real-world applications are relevant to the students.	2		Each chapter includes Connect to MindTap which provides a case study that focuses on chapter concepts. Also included in each chapter are Connect to DECA-Build Your Portfolio prompts.
13. Information and directions are clearly written and explained.	2		Student feedback stated that the content and various assignments and assessments in this textbook best met their needs. Students stated that they had no difficulty understanding directions or information.
14. Tasks are aligned to the Nevada Career and Technical Education (CTE) Standards.	2		See the attached standards to textbook alignment. Tasks are directly aligned and scaffold as required for students to master the content.
15. Lessons/tasks are interdisciplinary when appropriate.	2		Each section assessment page includes a cross-curricular or interdisciplinary task, such as: Make Academic Connections (Technology, p. 160); Make Academic Connections (Math, pg. 368); Make Academic Connections (Connections-Writing, p. 491)
16. Non-text content (maps, graphs, pictures, etc.) are accurate, authentic, and well-integrated into the instructional material.	2		Placement of graphs, pictures with captions, and tables are directly related to the information on the page, in each section, and aids in information understanding.
17. Tasks apply to the diversity of students and their abilities, interests, and learning styles.	2		There are a variety of ways students can interact and demonstrate understanding of the content, including Working in Teams and DECA Prep.
18. Questions and tasks encourage the development and application of higher-level thinking skills.	2		Essential Question is included in each section of each chapter providing opportunity for higher level thinking skills.
19. Teacher edition includes questioning strategies and/or questions to check for understanding at all Depth of Knowledge (DOK) levels.		1	The Teacher edition does not include questioning strategies or questions to check for understanding beyond what is already included in the student edition.
20. Teacher edition includes formative assessment/evaluation tools processes.	2		Teacher Cognate Test Generator allows for customizable assessments in the multiple languages. Teacher training resources included as user guides and video tutorials. Teacher Companion Site includes DECA Rubrics by Activity Type; Test banks for Blackboard and Canvas; Precision Exam Correlation for Marketing I and II
21. Material provides access to or demonstrates concepts in multiple ways, allowing for a variety of student responses.	2		On average there are 26-30 activities provided for each chapter.
22. Tasks have a purpose, aligned to a skill or concept at grade level.	2		All tasks are aligned with the essential question,
23. Material includes application of skills and concepts at grade level.	2		There are a variety of ways students can apply skills and concepts-case study, collaborative project, DECA prep; 21st Century Success Skills
24. The material is focused on the major ideas at that grade level.	2		The content in the textbook and digital support materials is specific to grades 9-12.
25. Content includes Workplace Readiness Skills (WRS) development such as collaboration, creative thinking, and problem solving.	2		Text includes 21st Century Success Skills which provides instruction and opportunity for students to learn about the skills and develop the focus skill in an authentic manner.
Content Criteria Total(s):	28	1	

Inclusion

Criteria	2 Meets	1 Inadequate	Comments
26. Material reflects a variety of ways to differentiate instruction and model content to support all learners.	2		There are numerous opportunities for students to interact with the content, whether it's in Connect to DECA checkpoints included at the end of major sections, Academic Connections in Science, Visual Arts, Math, etc. included in each section Assessment, or Build Your Portfolio in each chapter.
27. Material represents traditional and non-traditional students and special populations.	2		Photographs are inclusive of diversity race and ethnicity. There is gender balance in photographs. Age range appears to be teens to young professionals.
28. Material includes access to multilingual resources.	2		Multilingual resources are not available from the publisher, but digital access is provided and can be uploaded to a LMS, such as Google Classroom, which has some multilingual capacity.
29. Material provides resources for all students including special populations and connects them to grade-level content.	2		Textbook includes access to MindTap digital access which includes interactive eBook, differentiation through modified text, and downloadable eBook for mobile devices and offline access,
30. Material is available for students with visual impairments via ADA compliant resources or other technology.	2		Digital text includes a text-to-voice component for all materials. Size of text can be increased in the digital text. Marketing 5E meets ADA compliance criteria.
Inclusion Criteria Total(s):	10		

Alignment

Criteria	2 Meets	1 Inadequate	Comments
31. Material content aligns to district/organization curriculum.	2		See attached alignment
32. Material content aligns with WRS (Nevada CTE Standards).	2		Applied 21st Century Success Skills features: pages 24, 85, 168, 188, 243, 314, 438, 477, 535, 584, 650
33. Material is a useful resource in preparing students to meet the requirements of the Nevada CTE Standards and statewide assessments.	2		Text adequately prepares students for End of Program Technical Skills Assessment, aligns with standards, and provides multiple opportunities for students to practice, demonstrate current mastery levels, and complete project based learning activities related to DECA and marketing.
Alignment Criteria Total(s):	6		

Total Score for Instructional Material (66 maximum): 65

Signature Reviewer: Kristina Carey Date: 04/18/2023

Instructional Material Evaluation Rubric Form

Career and Technical Education (CTE) Program of Study

Instructional materials are designed for use by students and teachers as a learning resource for students to acquire essential knowledge, skills, abilities, and dispositions. This includes print and non-print materials, including comprehensive/core textbooks, and web-based or electronic instructional materials.

Title: Cengage Marketing 5E Author(s): Burrow
 Publisher(s): Cengage Copyright Date: 5th Student Edition
 Subject: Marketing Grade Level(s): 9-12
 Student ISBN: NA
 Teacher Edition ISBN: NA

Instructions: Use the tables below to determine if the Instructional Material meets each criterion.

Organization

Criteria	2 Meets	1 Inadequate	Comments
1. Material provides a useful table of contents, glossary, supplemental pages, and index.	2		Covers all relative topics
2. Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.	2		Logical Order
3. Teacher edition contains interesting introductions and a list of prerequisites skills for each chapter.	2		
4. Material contains examples, explanations, and/or online resources that provide connections the Nevada Academic Standards.	2		Excellent
5. Information is accurate, current, and research based.	2		
6. Vocabulary is specialized (language carefully considered and evolves across grade levels).	2		On target/correct
7. Size and format of print is appropriate.	2		Great
8. Format is visually appealing and interesting.	2		Easy to read/follow
9. Material provides assessment type questions and/or performance-based/skills-based tasks.	2		
10. Electronic and interactive format available.	2		
Organization Total(s):	20		

Content

Criteria	2 Meets	1 Inadequate	Comments
11. Material focuses on the knowledge, skills, and abilities (KSA's) appropriate to the grade level.	2		
12. Real-world applications are relevant to the students.	2		
13. Information and directions are clearly written and explained.	2		
14. Tasks are aligned to the Nevada Career and Technical Education (CTE) Standards.	2		
15. Lessons/tasks are interdisciplinary when appropriate.	2		
16. Non-text content (maps, graphs, pictures, etc.) are accurate, authentic, and well-integrated into the instructional material.	2		Virtual Interviews enhance content.
17. Tasks apply to the diversity of students and their abilities, interests, and learning styles.		1	Unknown- unable to find
18. Questions and tasks encourage the development and application of higher-level thinking skills.	2		
19. Teacher edition includes questioning strategies and/or questions to check for understanding at all Depth of Knowledge (DOK) levels.	2		
20. Teacher edition includes formative assessment/evaluation tools processes.	2		
21. Material provides access to or demonstrates concepts in multiple ways, allowing for a variety of student responses.	2		
22. Tasks have a purpose, aligned to a skill or concept at grade level.	2		
23. Material includes application of skills and concepts at grade level.	2		
24. The material is focused on the major ideas at that grade level.	2		
25. Content includes Workplace Readiness Skills (WRS) development such as collaboration, creative thinking, and problem solving.	2		
Content Criteria Total(s):	28	1	

Inclusion

Criteria	2 Meets	1 Inadequate	Comments
26. Material reflects a variety of ways to differentiate instruction and model content to support all learners.	2		
27. Material represents traditional and non-traditional students and special populations.	2		
28. Material includes access to multilingual resources.		1	Unable to locate
29. Material provides resources for all students including special populations and connects them to grade-level content.		1	Unable to locate
30. Material is available for students with visual impairments via ADA compliant resources or other technology.		1	Unable to locate
Inclusion Criteria Total(s):	4	3	

Alignment

Criteria	2 Meets	1 Inadequate	Comments
31. Material content aligns to district/organization curriculum.	2		
32. Material content aligns with WRS (Nevada CTE Standards).	2		
33. Material is a useful resource in preparing students to meet the requirements of the Nevada CTE Standards and statewide assessments.	2		
Alignment Criteria Total(s):	6		

Total Score for Instructional Material (66 maximum): 62

Signature Reviewer: Lisa Withrow Date: 4-24-23