Educational Publishing:
Building minds for tomorrow’s world
Value and Benefits of Educational Publishing

Schools in many countries are making the transition to using digital tools for teaching and learning. The pace of implementation is very variable, but this transition has led educational publishers to develop a wide range of innovative new tools and content in digital, print and ‘blended’ formats. What is the role of educational publishers in this evolving digital environment?

Publishers help students and teachers succeed in the following ways:

Educational publishers produce learning resources that:

- are based on research and trials, and are designed to stimulate academic success;
- are fit for purpose;
- are adapted to the changing needs of learners and their teachers.

Educational publishers:

- are technology-neutral;
- develop and elaborate content across all platforms and technologies, including digital;
- deliver quality content, by investing in authorial skills and editorial refinement, and through their intimate understanding of teachers’ and learners’ needs;
- provide a range of customized resources for students and teachers to choose from;
- help implement curriculum change quickly and efficiently;
- work with teachers to craft tailored, peer-reviewed learning solutions that are relevant to local needs.

Quality educational publishing:

- saves time by freeing teachers to focus on their teaching;
- inspires students to fulfil their potential;
- improves learning outcomes and raises standards of attainment;
- harnesses powerful emerging technologies that integrate instruction, assessment and performance data management into connected learning environments.

Quality learning resources:

- have built-in coherence, structure, and scope;
- are closely aligned to curriculum, grade and course requirements;
- are produced with readability in mind, at every level;
- are based on tested insights into teaching and learning methodology.

United Nations Sustainable Development Goal 4:

“Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.”

Modern public policy, including the UN’s Sustainable Development Goals, recognizes that quality education is an essential prerequisite for the competitive, knowledge-based economy of the future. Educational publishers have a proven record of providing the best and most innovative tools for teachers – enabling them to instruct their students effectively and raising academic achievement across a range of classrooms.

www.internationalpublishers.org
Better Teaching and Learning

Policy Recommendations

A healthy educational publishing industry is a vital asset to any democratic society and an essential element of a competitive, knowledge-based economy.

Publishers produce the tools that teachers need to deliver effective learning and to raise academic standards in the classroom.

Quality textbooks and learning materials developed by publishers:

- are based on the latest research;
- use all available formats;
- are designed to stimulate academic success; and
- cover the curriculum, in scope and sequence.

Publishers are ideally positioned to support and implement government education programs and can best deliver high-quality solutions if governments adhere to the following policy principles:

- Encourage an Open Market: The best performing education systems around the world encourage educational publishers to compete in an open market, producing innovative solutions that meet local needs.

- Enable and Support Investment: Applying sufficient funds to the demand side fuels investment and delivers quality, diversity and choice in educational material. Such investment has only a marginal impact on educational budgets, but a big impact on learning outcomes. (Data compiled by IPA-EPF shows that spending on textbooks and learning materials is usually less than 1 per cent of overall education expenditures.)

- Support Teachers’ Choices: Most teachers rely on professional publishers to provide them with the tools they need to deliver effective learning. And the best teachers choose the learning resources best-suited to the special needs of their classes and the individuals in them.

- Professionalize Curriculum Change: Successful implementation of curriculum change requires well-crafted, up-to-date resources produced by content creators who are experienced in curriculum development and teacher consultation. Educational publishers are best placed to develop these resources and ensure that they are available when they are needed.

- Test Technology: Introducing new technologies and teaching tools needs to be evidence-based – relying on appropriate research and trials.

- Protect Copyright: Copyright exceptions that are too broad undermine the market for educational publishing. And piracy erodes investment in high-quality resources.

The International Publishers Association’s Educational Publishers Forum (IPA-EPF) is a unique Forum that brings together professional educational publishers from around the world.

Established in 2009, the EPF shares experiences regarding the evolution of learning resources, especially the application of technology and its impact on classroom pedagogy. The EPF develops policies about the role, function and value of publishers and professionally developed learning resources. EPF delegates come from countries whose associations are IPA members, as well as individual publishers from other countries.

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