ROADMAP FOR ADVOCATES:
Common Steps in the Curriculum/Instructional Materials Adoption Process

As an advocate, you are uniquely positioned to make your voice heard during the instructional materials adoption process. Here are some common steps in the process, along with strategies for your potential involvement. Use this document to help guide your advocacy for high-quality instructional materials in your state and districts.

**Take Inventory of Current Curriculum**
The district conducts a landscape analysis to determine curriculum needs.

**Release Request for Proposals (RFP) & conduct initial review of submissions**
The district releases a detailed request of their instructional materials requirements publicly for interested publishers to submit a response. The district reviews and scores responses against pre-determined criteria, typically selecting a handful of top contenders for additional review.

**Conduct stakeholder input conversations***
The district holds conversations with all stakeholders to identify desired characteristics in newly adopted materials.

**Conduct stakeholder input conversations***
The district requests stakeholder feedback on the top proposals received. Feedback is incorporated into the final decision-making process.

**Request board approval of final curriculum recommendations**
The district presents their recommended materials to the governing board for approval.

**Implement newly adopted curriculum***
The district collaborates with each school to coordinate all aspects of implementation, including material ordering and delivery, teacher and school leader professional development, and ongoing support.
Strategies for Engaging in the Materials Adoption CONTENT (i.e., what to advocate for once seated)

- Demand that external evaluation reviews be considered (e.g., EdReports) for any curriculum materials under consideration to determine whether the materials under review are high-quality and standards aligned.
- Offer input on how diverse authors and text, including those from the local community, can be integrated into the adoption process so students experience instructional materials that reflect their cultures and backgrounds.
- Encourage the adoption of instructional materials (primary and supplemental) that support ALL students, particularly for students of color, English learners, and students with special needs.
- Push for district and school budgets to incorporate funding that supports ongoing implementation supports (e.g., professional development) for adopted curriculum materials.
- Encourage regular feedback loops that allow teachers, school leaders, parents, and students to share their experiences with the newly adopted materials.
- Ask about the district’s plan for reviewing student progress. (Note: Any outcomes will be relational, not causal, but would provide valuable insight into how students are using the materials and to what end.)

Strategies for Engaging in the Materials Adoption PROCESS (i.e., how to get a seat at table)

- Push for and attend stakeholder conversations BEFORE the selection process begins to help shape and inform what curriculum vendors submit.
- Promote attendance at stakeholder input meetings to provide feedback on final materials once an initial review has been conducted.
- Advocate for times beyond the school day for parents and community stakeholders to have opportunities to review and provide feedback on materials.
- Become part of the instructional materials review committee in your local district.
- Attend board meetings to voice support or concerns with the materials adoption process.

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4. Conduct stakeholder input conversations*
5. Request board approval of final curriculum recommendations
6. Implement newly adopted curriculum*