

Educational Publishing

The Business of Supporting Education

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Publishing for Education

- Publishing for schools: largest publishing sector
- Ca, 40% worldwide
- >70% in Latin America
- >90% of publishing in Africa
- Educational publishing is the basis of any national publishing sector
- Educational publishing sustains the bookshop infrastructure



High dependency on quality learning resources

- Must be relevant
 - Language
 - Curriculum
 - Cultural context
- Must be available
- Must be affordable
- Must empower teachers to teach



Different models for the supply of textbook or e-resources

1. «One textbook solution»:
Government chooses a single resource
2. Devolved diversity solution:
Government sets curriculum
(Government approves textbooks)
Schools/school districts choose their own textbooks
3. Digital Learning Resources



One textbook solution

- Single massive government tender
- Textbook developed by government, philanthropist, or foreign publisher
- Textbook quality control: up front «good enough»
- Single book: one size must fit all
- Government organises logistics
- No support for local publishing
- Everybody worse off



Devolved diversity solution

- Open selection processes: transparency replaces corruption
- Textbook quality goes up through competition and teacher selection
- Publishers market books through teacher training
- Publishers communicate curriculum changes
- Book shops and publishers look after logistics
- Long-term quality assurance through the training of local authors
- Development of local publishing



«School books are too expensive»

- Local school books
- Differential pricing

Local Publishing in Pakistan

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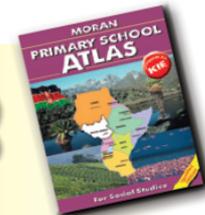


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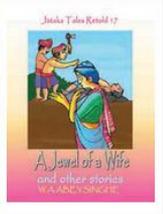
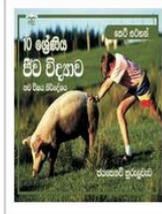
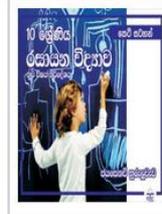
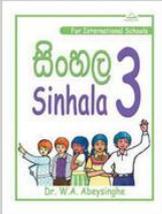
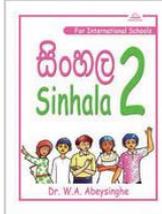
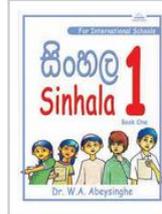
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Open Educational Resources:

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The publisher reaction:

Publishers becoming educational service providers

... or even managers of schools:

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The education giant Pearson will today launch a \$15m (£10m) fund that will invest in low-cost private schools in Africa and Asia, offering lessons for as little as \$3 a month per pupil.

Tony Blair's former education adviser Sir Michael Barber is chairing Pearson's for-profit Affordable Learning Fund, which is aimed at helping some of the world's poorest people. He told The Independent it was possible to provide high-quality, low-cost private education at scale for as little as "three, four, five dollars a month" per child in some of these emerging markets.

"Low-cost private schools are cheaper than government schools but often get significantly better results – sometimes twice as good," said Sir Michael, who was appointed as Pearson's chief education adviser in May 2011.

He said private schools already play an important role in some developing countries and there was a recognition that "you can't just have a strategy that depends on the government sector".

As many as 70 per cent of kids are already educated privately in parts of Pakistan such as Karachi.

"Parents are desperate to get their kids into education and feel governments aren't giving them the quality and consistency they want," added Sir Michael, noting that "on any given day, 20-25 per cent of teachers don't turn up" in some government schools in India.

The Pearson fund's first investment will be in Omega Schools, a private chain in Ghana, which has been developed by the local entrepreneur Ken Donkoh and James Tooley, professor of education policy at Newcastle University in

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