

YOUR TRUSTED CONTENT PARTNER



About us Management Team

At Westchester Education UK and International, we understand content development. We develop print and digital programmes for national and international publishers and edtech providers across a wide range of subject areas and curricula. We offer the end-to-end services you need to create high-quality, market-ready education products. We have accessibility and inclusion at the heart of everything we do.



Tim Davies

Our Commitment to Diversity, Equity, and Inclusion

Building and fostering a culture committed to the principles of Diversity, Equity, and Inclusion (DEI) is integral to how we work. In addition to ensuring a workplace where everyone is heard and acknowledged, it also helps us to better connect with our clients' needs. We work with them to ensure these ideals are reflected in the educational materials we develop.



Rebecca Durose-Croft *Managing Director*



Adam WilkinsonBusiness Development Manager



Emma HudsonContent & Services Manager



Tom Storr Editorial Manager

What We Do For You

Our product development team applies their professional experiences as former educators and content developers to each project. Our comprehensive range of services includes:

Content Development	Development for Global Markets	Audio and Video Creation
Assessment Development	Art & Design Services	■ Project Management
■ Editorial Services	■ Digital Content Development	Production
Strategic Consulting	Curriculum Mapping	Accessibility
■ Market Research	Culturally Responsive Education	■ Diversity, Equity, and Inclusion

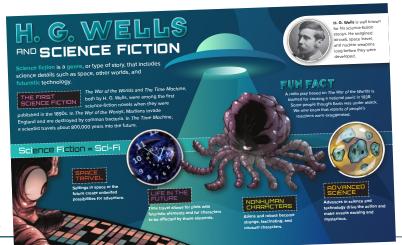
We have the capabilities you need to develop print or digital materials with accessibility in mind, ensuring learners are able to access education content in the format that meets their needs.

Content Development Literacy and Humanities

LITERACY

We believe there is no greater mission than creating exceptional literacy content. Our team is focused and passionate about creating high-quality literacy content for both students and teachers.

Whether you need high-interest readers, teacher lessons, online student lessons, workbooks, online programs, test prep, highstakes assessment, games, video scripts, interactive content, or a core reading or literature programme, turn to our content development team for your next project.





Cora gets a can.



Cora gets a cat.

HUMANITIES

We are committed to **high-quality social** studies content development that helps students decipher the world around them and become civically engaged citizens. You can rely on our team to create an accurate. engaging, and informative curriculum.

Ruby's mother rolls up on roller skates. "I like the Jamie. Did Ruby tell you about her idea?" "Yes, I think it sounds good," says Marcos in his p Do they let kids make decisions about stuff like ti m not a kid. I'm in fifth grade!" says Ruby, foldin chest. "I make decisions all the time



ENGLISH LANGUAGE LEARNERS

We understand that language acquisition is critical to student success. Our team applies ELL-specific strategies to developing materials that help students acquire fluency in the English language, regardless of the content areas. In addition, we recognize **the importance of national and regional interests and cultural values,** fully embracing measures to incorporate notions of self-identity into our clients' content.





Al día siguiente, Citlali pudo compartir lo que había aprendido. —Mi Mamá Elena hacía el mejor chocolate de todo Mérida. Éstas son semillas de cacao, y éste es el metlapilli y el metate que usaba para molerlas. Mi abuela le enseñó a mi mamá, y ahora mi mamá me lo está enseñando a mí. Hoy, honro a mi abuela y les agradezco a todas las mujeres de mi familia por el delicioso chocolate caliente que bebo todas las noches.

The next day, Citlali got to share what she had learned. "My Mamá Elena made the best hot chocolate in all of Mérida. These are cocoa beans, and this is the *metlapili* and the *metate* that she used to grind them. My grandmother taught my mother, and now my mother is teaching me! Today, I honor my grandmother and thank all the women in my family for the delicious hot chocolate I drink every night."

BILINGUAL EDUCATION & WORLD LANGUAGES

Whether a student needs bilingual support in an English-speaking classroom or is learning a second language, Westchester applies multilingual approaches to teaching and learning. We engage students through relevant, contemporary content.

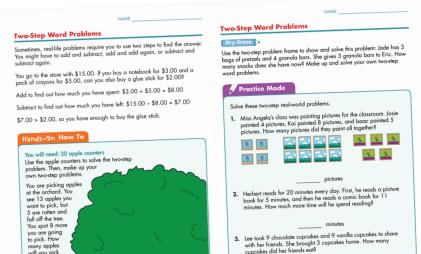


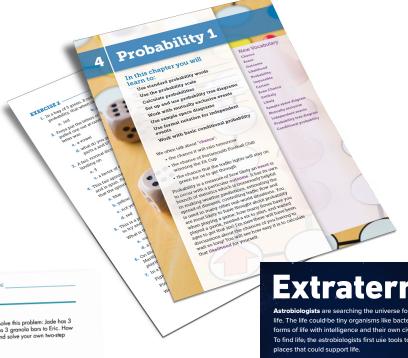
Content Development

Maths and Science

MATHEMATICS

Using data to inform decisions is a crucial skill in our society, and proficiency in mathematics is essential for effectively analyzing and synthesizing such data. **Having a strong understanding of numeracy is essential for students** to be prepared for the future. Our content development team has the expertise required to develop successful mathematics programmes across primary and secondary education. We bring an extensive knowledge of national and international curricula, maths mastery and have a vast network of maths experts to provide high-quality content that meets your requirements and reflects your voice.





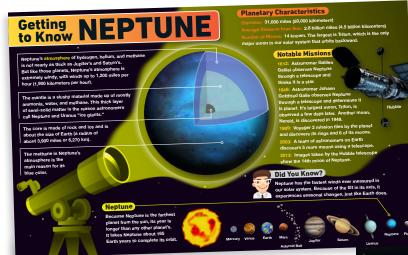
Space Probes

A space probe searches planets and other objein the solar system to collect data and see if the
are any signs of life. A rover is a kind of space
probe that can travel on the surface of
a planet or moon. Space probes
have landed on Mars and have
flown close to every other
planet in our solar system.

space probes discovered possible giant ice dunes and an ocean beneath the surface of Titan, one of Saturn's many

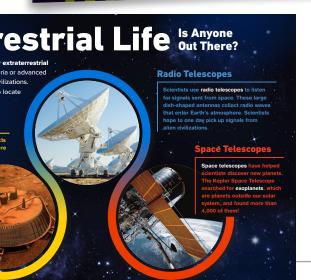
The Cassini and Huygens





SCIENCE

The study of science enables a deep understanding of the changes we observe in the natural world around us. Westchester's science content development team realizes the necessity for students at all levels to **develop a strong awareness of scientific principles** by using engaging curriculum materials that adhere to nationally recognized content standards, including the National Curriculum and the International Baccalaureate.





Curriculum Development Curriculum Mapping and Gap Analysis

Curriculum mapping and gap analysis help publishers to identify any potential curriculum areas their existing content could be developed into. It also gives them confidence that they have full coverage of a curriculum and that their content is 100% aligned.

Depending on the results of the curriculum mapping process, a gap analysis may be necessary to ensure full curriculum coverage. This method identifies the missing learning points within existing content, to ensure that there is full curriculum coverage.

Once those gaps have been identified, Westchester's **content** development teams and wide network of Subject Matter **Experts** can author the content required to fill the gaps, ensuring both full alignment with a given curriculum, as well as the associated commercial opportunities.

The process is managed by our in-house curriculum specialists and editorial managers, who will ensure the quality and integrity of content at every milestone. Our translation service gives content providers the opportunity to adapt content in any language, across any curriculum.



Curriculum Development Culturally Responsive Education (CRE)

Westchester's CRE rubric draws from the best practices of anti-bias and culturally responsible education. Our diverse and experienced review team uses this rubric to provide thorough feedback for any given program, highlighting the

strengths, weaknesses, and omissions that exist within the content. They identify solutions for the material that will maximize inclusivity, while also resolving language, coverage, viewpoints, or representations that are problematic.

Our CRF review service was shortlisted for the 2021 Stationers' Company Innovation Excellence Award, and we were honoured to receive a Stationers' Company Warrant in 2022.





Curriculum Development

Translation

Translation demands precision of terminology and the capacity to accommodate specific target audiences globally. It also requires an understanding of the education market, with experience developing programmes in multiple languages. Westchester offers the reliability, precision, and experience required for a multitude of education-related translations, including student materials, teacher materials, academic translations, journals, fiction and non-fiction pieces, poetry, course books, and ancillaries.

Westchester can provide translation in more than two dozen languages for a variety of markets, including:

Arabic

German

- Cantonese Dutch

French

- Greek
- Hindi
- Italian

- Japanese
- Korean
- Mandarin
- Norwegian

- Polish
- Russian
- Spanish
- Swedish

- Thai
- Turkish
- Ukranian
- Vietnamese



Audio and Video Creation

Educational resources benefit from incorporating audio and video components to bring your content alive. Whether you need live action or animation, native or foreign language speakers, we work closely with your teams to find the best media solutions to meet your needs.



Strategic Consulting

Whether you want to develop a scope and sequence based on existing frameworks, create prototypes for your sales and marketing teams, conduct upstream market research, or map an existing curriculum to a new set of requirements, Westchester's content team can provide expert guidance. The team applies decades of teaching, publishing, and product development experience to your project ideas to make sure your materials will be pedagogically sound and ideally positioned to address the evolving needs of the education marketplace.



Development Services

Assessment

Assessing student progress is a vital tool for delivering high-quality, targeted instruction. Whether you require diagnostic, formative, or summative assessments, our content development team has **expertise** with a variety of platforms, formats, and client-specific content **management systems.** We work with you to develop the correct programme to successfully measure and analyze student achievement, while providing students with positive and effective teaching and learning experiences.

Women Spymasters

- 1 Women as spies? Sure! In today's world, women spies in fact and fiction don't surprise us. But in 1861, at the time of the Civil War? Well, that's a different story.
- 2 Many women in both the North and the South wanted to contribute to the war effort, But how? Women were often seen as weak, fragile, and in need of protection from the horrors of war. Actually, these perceptions were a perfect cover for the work of a spy! And hundreds of served as spies for whichever cause they believed in-the Union or the Confederacy.

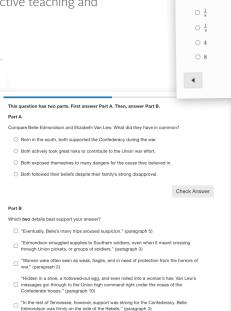
Belle Edmondson, Confederate Spy

- 3 Belle Edmondson lived near Memphis, Tennessee. The people of Tennessee were divided in their loyalties. Many in the eastern part of the state were anti-slavery and supported the Union. In the rest of Tennessee, however, support was strong for the Confederacy, Belle Edmondson was firmly on the side of the Rebels, Edmondson smuggled supplies to Southern soldiers, even when it meant crossing through Union pickets, or groups of soldiers. Counting on the fact that Yankee soldiers did not usually search women, she hid medicines, uniform cloth, money, and messages in her clothing. Her diary reveals the risky role she played.
- 4 March 16 1864 At one o'clock . . . I began to fix my articles for smuggling. . . made a balmoral [woolen petticoat worn under a skirt) of the grey cloth for uniform, pinned the hats to the inside of my hoops, tied the boots with a strong list in front . . . All my letters, brass buttons, money etc. in my [blouse]. Started to walk, impossible, Hailed a hack . . . arrived at pickets, no trouble at all. although I suffered horribly in anticipation of trouble. Arrived home at dusk. Worn out.
- 5 Eventually, Belle's many trips aroused suspicion. A warrant was issued for her arrest. She fled to Mississippi, where she lived for the rest of the war.

Elizabeth Van Lew, Union Spymaster

Departments. How did she get away with it?

- 6 One of the most daring and successful spies for the Union was Elizabeth Van Lew. This was despite the fact that she lived in the Confederate capital of Richmond, Virginia, and her wealthy family owned slaves.
- 7 Van Lew adamantly opposed slavery. After her father died, she convinced her brother to free their slaves. Those who wished to remain stayed on as paid servants.
- 8 To help the Union cause, Van Lew became a super-spymaster. She organized a network of spies throughout Richmond. It even included clerks in the Confederate War and Navy



"The people of Richmond thought Van Lew was mentally ill. They called her "Crazy Bet." Van Lew skillfully acted the part." (paragraph 9)

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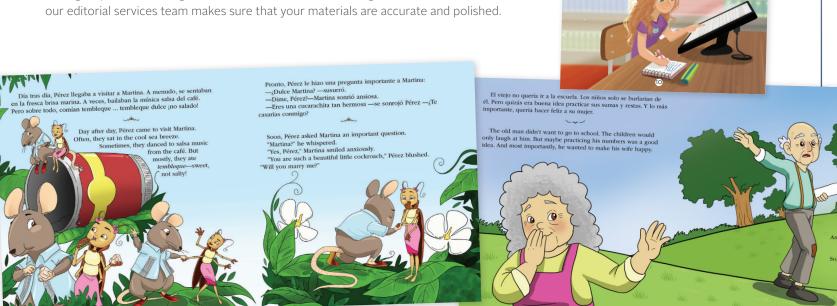
\$10

The graph shows the relationship between the number of cans of tennis balls and their cost Cost of Tennis Balls Number of Cans What is the constant of proportionality of the line in the graph? A student runs an experiment to test a property of electromagnets. They set up two electromagnets with the same materials, as shown in the diagram: Electromagnet A Electromagnet B The student then attached a different strength battery to each electromagnet. Electromagnet A receives a 9V battery and electromagnet B receives a 12V battery. The strength of each electromagnet was recorded by counting the number of paperclips they could pick up. Use the drop down menus to complete the sentence The number of coils is a/an v factor, and the voltage of the battery is a/an factor

Development ServicesEditorial Services

You can count on Westchester to deliver educationally appropriate materials of the highest quality through the expertise of our editorial services team. Our copyeditors are well-versed in developing style sheets for individual client house styles. Our fact-checkers have been trained in best practices and are accustomed to adapting their processes to client fact-checking requirements and workflows.

Our editorial services team also ensures post-manuscript content is accurate and highly polished. From checking page proofs during production edits and proofreads or through alpha, beta, and gold reviews of online interactives, games, animations, or videos,



The next day, we visit the local library. Aunt Fergie helps us find books and

"Oh! I read about this!" I say. "A petition is a request for someone in

"Exactly! If your petition gets enough signatures, city council can put the issue on the ballot for people to vote on," Aunt Fergie explains.

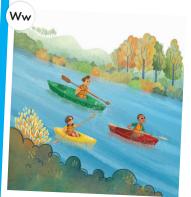
People create and sign petitions to show they care about an

articles about recycling and reducing waste. "What do you kids think about making a petition?" "What's a petition?" Jeannie asks.

charge to make a change to something."

Art, Design, & Media Management Illustration Services

The illustration team at Westchester create imaginative, attention-grabbing, and engaging illustrations for any subject and grade level content, from simple line art to complex, multi-colour graphics. We are adept at expanding your existing illustration approach, matching the look and feel of previously created imagery, and identifying comprehensive graphic approaches for new or updated products.



Go, Wes!



Watch out, Wes!





Art, Design, & Media Management Design Services

Well-designed pages enhance student comprehension, and engaging imagery helps students grasp difficult concepts more easily. Our design teams consistently create effective visual content to support all subject areas across all grade levels, working seamlessly with our development and production teams to ensure our clients' visuals complement the text and the text augments the visuals.







3. MAX STIRNER

GET INTO STIRNER'S WORLD

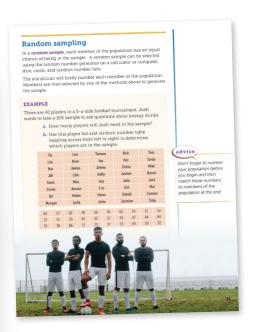
Quick Overview Max Stirner (1806-1856) shocked his contemporaries with the view that individuals should fight for their own interests against any philosophical system or social group. He insisted that self-interest should not be seen as negative; rather it is social groups with their controlling ideas that prevent individuals from

Max Stirner was the pen name of Johann Caspar Schmidt. He was an aspiring scholar who taught at a girls' boarding school in Berlin. In his free time, he associated with a group of thinkers who could often be found at Hippel's wine bar discussing competing visions of ho to best organise society. This was quite an impressive group which included, at times, Ludv Feuerbach, Friedrich Engels, Karl Marx (though Marx and Stirner attended these gatherin at different times) and many leading thinkers of the era.

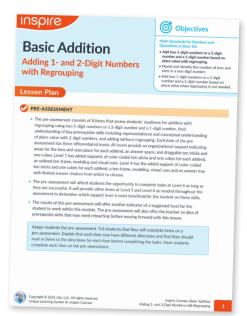
> Thinkers can never be separated from their times. Note some societal chan to which Stirner was respond

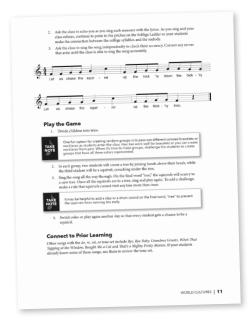
Berlin was a melting pot of ideas. The increasing value placed on 'reason' in education mea that religion and religious dogma were beginning to lose their appeal. Additionally, there were competing visions on how to best organise society. These included many versions of capitalism, a nationalist movement to unite the German states and socialist movements dedicated to the working class (Stirner's book on Egoism was published just a few years pr to The Communist Manifesto). The group that met at Hippel's wine bar debated all of these ideas. Stirner listened to these conversations, whilst he quietly wrote a book that would ref every single idea proposed at these gatherings.

Soon after the publication of The Ego and Its Own, Stirner quit his teaching post. In subsequent years he struggled to find work, his second wife left him (the first had died in childbirth), he spent time in a debtors' prison and died penniless at the age of forty-nine. These facts were used by Stirner's critics as evidence of the depravity of his ideas. However one can imagine Stirner looking upon this judgement with a wry smile. It seems, from the style of his writing, that he was robust in the face of criticism. He may have been proud to have lived life on his own terms - right to the end.



TIP







ART & MEDIA MANAGEMENT

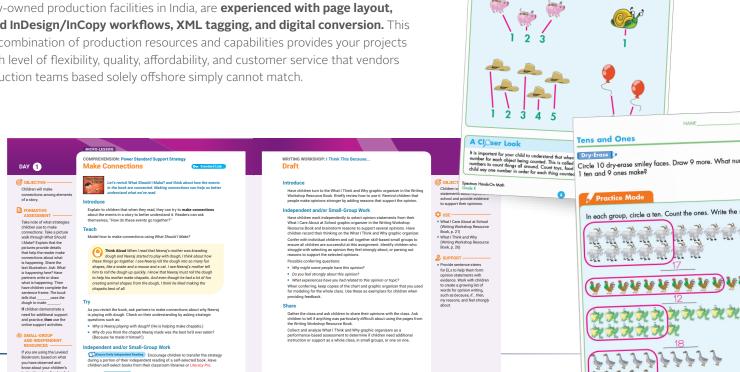
Managing art and media assets for a project can be timeconsuming. Free your team up to focus on other important design initiatives by letting us **expertly handle photo research, database management, permissions reviews, and other repetitive tasks** that are taking up your staff's valuable creative time.

Production & Project Management

When your projects require a full-service solution, Westchester has everything you need. Our experienced project management and production staff work with your internal teams and our project leads to make sure your projects remain in scope, on schedule, and within budget.

PRODUCTION SERVICES

Our UK-based in-house team, supplemented with freelance resources, as well as our wholly-owned production facilities in India, are experienced with page layout. integrated InDesign/InCopy workflows, XML tagging, and digital conversion. This exclusive combination of production resources and capabilities provides your projects with a high level of flexibility, quality, affordability, and customer service that vendors with production teams based solely offshore simply cannot match.



One to One

Practice Mode

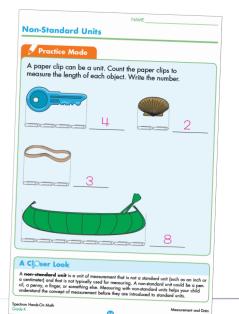
Draw a line from each object to a number.

Color 5 dry-erase smiley faces, counting one number in order as

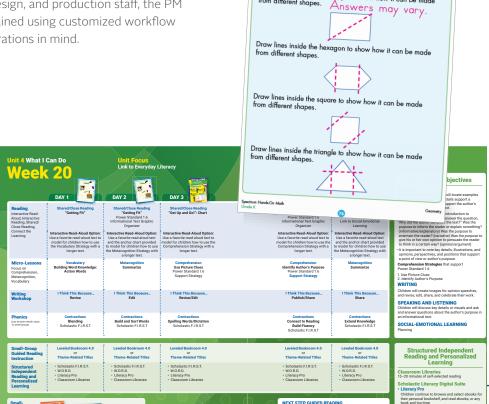
Dry-Erase

PROJECT MANAGEMENT

Under the Westchester model, the project manager ensures that your project moves smoothly and effectively through the workflows. Consider our project management team as an extension of your in-house staff, providing you with a high level of communication, transparency, and attention to detail. Working together with our editorial, art, design, and production staff, the PM team ensures project schedules are maintained using customized workflow steps with your scope and budget considerations in mind.



nber does



Combine Shapes

Practice Mode

from different shapes.

shape to divide it into more shapes.

Look at the shapes on the dry-erase board. Draw lines inside each

Draw lines inside the rectangle to show how it can be made

Dry-Erase

Accessibility

Making sure content is accessible is more important than ever, especially as all content providers will be required to comply with the European Accessibility Act by 2025.

At Westchester, creating content that is both accessible and equitable is top of our agenda.

Our expert editorial teams can make content **discoverable**, **usable**, **and accessible** using a number of methods **including metadata and alt-text** creation.

Westchester is also a Benetech Global Certified Accessible™ vendor, which means we have demonstrated success in consistently producing files that are in accordance with Benetech's GCA certification standard, meeting the EPUB Accessibility 1.0 Conformance and Discovery specification, and exceeding a publishing standard level of WCAG 2.0 A.









Our Clients Include

































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