



Westchester Education Services Catalogue



Westchester Education Services

Mission Statement

To offer educational publishers a US owned and operated full-service product development resource, staffed with US and UK editorial, design, and production experts with a passion for creating top quality educational materials, thus building the trust and loyalty of clients and serving as an extension of their own product development teams.

Westchester Education Services provides a complete range of services for educational publishers of literacy, maths, ELT, science, social studies, and assessment products. From content development to art & design, production, and project management, our team understands educational publishing from both a publisher and educator perspective. We can assist with specific parts of a project or handle the entire process from the beginning to pre-press production.



Our Services Include:

Content Development

- Guideline development planning
- Scope and sequence development
- Content writing/repurposing
- Manuscript editing
- Bilingual development
- Cultural adaptation
- Copyediting
- Cold reading
- Fact-checking
- Assessments
- State customizations
- Alt text creation
- Translation

Art & Design Services

- Prototype development
- Design review
- Custom Illustration
- Tech art
- Image manipulation
- Photo research
- Photo and art database management



Production Services

- Page layout
- XML tagging
- Proofreading/QC
- ePub conversion
- Digital production
- File archiving

Project Management Services

- Programme management
- Budget management
- Schedule management
- Workflow development
- Project documentation
- Project oversight
- Status reporting



About Our Team

The Westchester Education Services management team includes veteran resources from all aspects of educational publishing, with an emphasis on content development, as well as high-quality design, illustration, image management, and page layout.



Kevin J. Gray

President and Chief Content Officer

Kevin leads the education team, drawing upon decades of experience working with clients across the education spectrum. He collaborates with clients to develop innovative solutions to complex problems. A former literacy and social studies editor and teacher, Kevin also previously held leadership roles at a variety of development houses.



David Bailis

Senior Director of Operations

Dave oversees the day-to-day operations of the division. Dave has years of experience creating content and managing service providers for a number of publishing companies. He has held leadership roles at National Geographic, Symmetry Creative Production, and Tighe Publishing.



Anne Riccio

Senior Supervising Editor, Literacy and Humanities

Anne oversees the development of all Literacy, Social Studies, and Humanities projects. A former teacher, Anne's experience includes Heinemann, where she oversaw the Fountas & Pinnell literacy program, in addition to Houghton Mifflin Harcourt, EPS, and Pearson.



Tim Yetzina

Senior Supervising Editor, Maths and Science

Tim leads our STEM team, working with an accomplished group of writers and editors. Tim's background includes working at publishers such as Pearson, National Geographic Learning, and McGraw Hill. His experience helps publishers develop stimulating and inspiring products for both students and teachers.



Walter Henderson, Jr.

Senior Supervising Editor, ELT, Bilingual, World Languages, and Translation

Walter brings extensive experience to his leadership role, including developing ELT instruction for US Embassies in Latin America, the Middle East, and Asia, and content for publishers such as Cengage Learning, Cambridge University Press, Macmillan Education, and Pearson Education.



Nilofer Ali

Resources Manager

Nilofer is responsible for the recruiting and management of our freelance resources, with a focus on building staffing policies and practices that address client needs and emphasize diversity, inclusion, and equality principles. She draws upon her experience teaching in PreK-8 classrooms with diverse populations in urban, suburban, and virtual settings.



Mark DaGrossa

Director of Creative Services

Mark sets the design direction for Westchester Education Services, guiding all art, illustration, and design work. His experience includes serving the educational markets in Mazer's design department as well as with his own studio, Folio Designhaus. Mark manages a deep bench of designers, artists, and illustrators to meet the needs of all Westchester clients.



Chris Herrfurth

Production Manager

Chris manages our education production work, leading resources in the US and UK, as well as offshore teams in Chennai and Noida. Chris spent years on the production teams at Mazer and TSI and is adept at leveraging technology to streamline production workflows. This background enables Chris' team to implement complex workflows with precision.



Roger Market

Senior Project Manager

Roger oversees the project management team at Westchester Education Services, ensuring that projects stay on schedule and within budget. Previously, Roger held editorial and project management roles at several other development houses. Roger builds systems to ensure he can report the status to clients and internal teams seamlessly and efficiently.



Marie Brown

Consulting Editorial Project Director

Formerly of Brown Publishing Network, Marie is an industry legend with decades of experience providing content development, editorial, and design services to major education publishers. Marie shares her expertise on numerous literacy projects, guiding the assigned teams to deliver high quality materials for our educational publishing clients.



Content Development Literacy



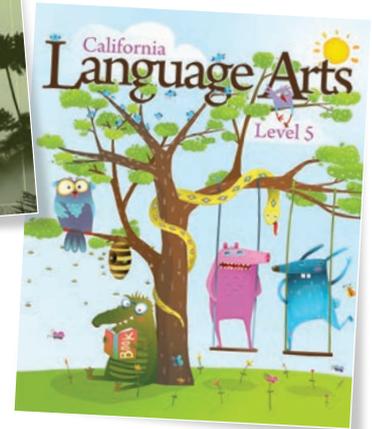
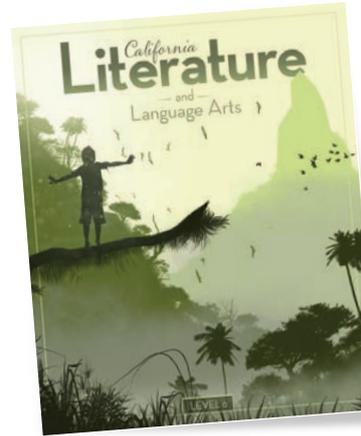
Westchester Education Services understands that developing strong reading skills at a young age leads to life-long learning. That's why literacy education is a cornerstone of our content development team. Our team is equally adept at developing content for students and for teachers, creating engaging materials for any audience in support of publisher goals for core and supplemental clients.



Westchester's capabilities include:

- Content review, update, and development for:
 - Primary and elementary grades
 - Middle school
 - High school
 - Fiction leveled readers
 - Non-fiction leveled readers
 - Graphic novel readers
 - Teacher guides for balanced literacy programmes
 - Student workbooks for balanced literacy programmes
 - State test preparation materials (student and teacher guides)
 - State requirements for basal and supplemental programs
 - Assessment
 - passages
 - tech-enhanced items (TEI)
 - diagnostic, formative, and summative assessments
 - design via Learnosity or other learning management platforms
- Content for interactive digital read-aloud programmes
- Guideline development planning
- Scope and sequence development

See how our team collaborates on our client projects with a peek behind the scenes of the creation of the award-winning *Unfamiliar*, a hi-lo graphic novel reader here: <https://westchestereducationservices.com/unfamiliar-graphic-novel-reader/>



Combine our content development capabilities with Art, Design, and Production for a full-service solution.

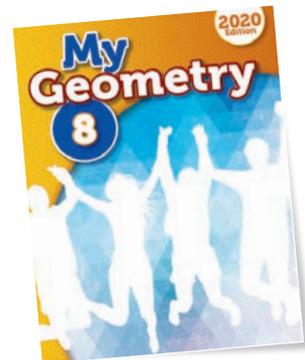
Content Development Maths



Westchester Education Services knows that a strong understanding of numeracy is paramount to preparing students for the future. Our development team stands out as a resource known for creating high-quality, successful mathematics content for publishers of all sizes.

Westchester's capabilities include:

- Content review, update and development for:
 - Primary and elementary grades
 - Middle school
 - Algebra I
 - Algebra II
 - Geometry
 - Teacher generated practice guides
 - State test preparation materials (student and teacher guides)
 - State requirements for core and supplemental materials
 - Assessments
 - ▲ tech-enhanced items (TEI)
 - ▲ diagnostic, formative, and summative assessments
 - ▲ design via Learnosity or other learning management platforms
- Script development for interactive digital maths programs
- Guideline development planning
- Scope and sequence development



Content Development

ELT, Bilingual, World Languages, and Translation



English is the *lingua franca* for our globalized world. Publishers in the US and abroad seek to offer English Language Training (ELT) and bilingual programmes in a variety of markets. Westchester Education

Services has the pedagogical, multilingual, and cultural fluency skills to develop programmes for both school and adult audiences in a variety of markets.

Westchester's capabilities include:

■ Content Support

- Conceptualization of instructional content
- Development of English content for academic purposes (EAP)
- Development of English content for specific purposes (ESP)
- Content exercising the main skills of language learning:
 - △ Listening
 - △ Speaking
 - △ Pronunciation
 - △ Reading
 - △ Writing

- Adaptation of customized content to cultural, regional and national interests
 - △ Latin American contexts (including Brazil and Mexico)
 - △ Asian contexts (including China and the Middle East)
- Developmental editing
- Language translation services
 - △ Spanish
 - △ French
 - △ German
 - △ Italian
 - △ Arabic
- Bilingual content development
 - △ English/Spanish
 - △ English/French
- Material development
 - △ Teacher's editions
 - △ Student workbooks
 - △ Assessment devices (including exams, tests, and quizzes)
 - △ Classroom & home readers

- Editorial Support
 - Copyediting
 - Proofreading
 - Indexing
 - Lexicography (dictionary, glossary, etymology and thesaurus entries)
 - Cold reading

unit 7 The Human Race

Unit Contents

- **Vocabulary** Adjectives for physical characteristics such as hair, complexion, build, and height
- **Vocabulary** Descriptive adjectives: Simple present of the verbs to be and to have.
- **Grammar** Descriptive adjectives: Simple present of the verbs to be and to have.
- **Listening** How a Friendly Smile Can Change Your Appearance
- **Reading** Smartphone Photo Editing Apps: Is Sun Tanning a Bad Idea?
- **Conversation** Can you describe this person?
- **Writing** A blog about your favorite hairstyle



Unit Opener Questions

Ask students to carefully look at the pictures on page 54. Ask: Who are these people? Can you describe them? Write any vocabulary on the board.

About the Unit

- Direct the student's attention to the unit title. Point and say: The Human Race.
- Next, explain that the human race is all the individuals that some people

Communication Objectives

- talk about physical characteristics
- discuss the effects of smiling
- talk about changing your appearance
- describe a person

Lesson A

BUILD VOCABULARY

1. Listen and circle the words you already know. These are vocabulary words you will hear and use in Lesson A.

country (n)	native (n)	language (n)	capital (n)
Portuguese (n)	fluent (adj.)	state (n)	south (adj.)

2. **Meaning from Context:** Read and listen. Notice the **bolded** words.

I'm a **native** of the United States, but I am not American. I was born in Brazil. I moved to the United States two years ago with my family. We live in Nashville, Tennessee near Nashville. Tennessee is the capital of the state of Tennessee. Tennessee is a southern state in the US.

I speak two languages: **Portuguese** and English. Portuguese is my mother tongue. It is the language we speak in Brazil and the language we speak at home with my family. I speak English very well, but I am still learning. I take **special classes** at school for students who want to learn to speak English better. One day I will be **fluent** in English just like I am in Portuguese.

3. **Find the meaning:** Match each word with its definition. Use your dictionary to help you.

1. country (n)	3. capital (n)	5. native (n)	7. Portuguese (n)	9. mother tongue (n)
2. southern (adj.)	4. state (n)	6. language (n)	8. fluent (adj.)	10. special (adj.)

... a. a person who was born or grew up in a place
 ... b. words people use to speak with each other
 ... c. a very large area or land controlled by one government
 ... d. land in a country organized and controlled by one government
 ... e. in the direction to your right when you are looking at a sunrise
 ... f. the city of the state that has the main offices of the government
 ... g. able to speak a language very well
 ... h. language spoken by the people of Brazil, Portugal, and Angola
 ... i. the language a person learns to speak first
 ... j. different than what is normal or usual

USE VOCABULARY

4. Complete the sentences with the vocabulary from Exercise 3.

- Brazil is a very large _____ in South America.
- I speak more than one _____ I know English, German, and Polish.
- His home is very _____ It's the language he first spoke.
- English is **fluently** in Arabic. She speaks it very well.
- My home is very _____ to me. There is no place like it.
- Paulo is from Brazil so he speaks _____.

5. **fluently** In pairs, answer the questions below.

- What country are you from? Where is it?
- What is your mother tongue?
- How many languages do you speak? What are they?

Use our full-service option to support your ELT content with Art, Design, and Production.

Content Development

Science



Westchester Education Services understands that creating a strong awareness of scientific principles is important to preparing students for the future. Our development team is known industry-wide for creating successful, high-quality science content for publishers large and small.



Westchester's capabilities include:

- Content review, update and development for:
 - Primary and elementary grades
 - Middle school
 - Earth Science
 - Biology
 - Chemistry
 - Physics
 - State test preparation materials (student and teacher guides)
 - State content requirements (student and teacher guides)
 - Assessment
 - ▲ tech-enhanced items (TEI)
 - ▲ diagnostic, formative, and summative assessments
 - ▲ design via Learnosity or other learning management platforms
- Script development for interactive science programs
- Guideline development planning
- Scope and sequence development



Content Development

Social Studies

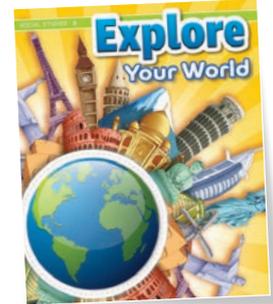


Westchester Education Services is committed to creating high quality social studies materials that provide tools for students to decipher the world around them. From analyzing and comparing primary sources to contextualizing current events, our team develops student and teacher materials that help students engage in their world.



Westchester's capabilities include:

- Content review, update and development for:
 - Primary and elementary grades
 - Middle school
 - High school
 - Civics
 - World History
 - US History
 - Economics
 - Teacher guides
 - State-specific content and programmes
 - Assessment
 - △ passages
 - △ tech-enhanced items (TEI)
 - △ diagnostic, formative, and summative assessments
 - △ design via Learnosity or other learning management platforms
- Guideline development planning
- Scope and sequence development



Content Development Assessment

Assessing student progress is a vital part of delivering high quality, targeted instruction. That's why Westchester Education Services' content development team excels at developing assessment items across the core curriculum areas.

Our team works closely with you to understand your specific needs, so we can help you develop the type of assessment programme that will successfully measure and analyze student achievement and provide positive and effective teaching and learning experiences.

Westchester's capabilities include:

- Collaborative planning
- Programme development
- Skills test development
- End-of-course test development
- Large-scale assessment development
- State assessments for required core content
- Development of passages and items
- Development of full suite of tech-enhanced items (TEI) for diagnostic, formative, and summative assessments
- Delivery via Word or .csv files or for Learnosity and any other preferred platforms



Content Development

Learnosity



Westchester Education Services is a Learnosity custom content creation partner. Westchester Education Services and Learnosity combine their complementary capabilities to develop engaging, innovative content that seamlessly integrates into client assessment systems.

In addition to the assessments listed on the previous page, Learnosity allows for standards tagging of standards, as well as applying other relevant metadata. It also acts as a foundation for assessable interactivities.

Grade 5 Reading and Language Arts 1 of 4

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 women 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

Grade 5 Reading and Language Arts 2 of 4

This question has two parts. First, answer Part A. Then, answer Part B.

Part A

Compare Belle Edmondson and Elizabeth Van Lee. What did they have in common?

- Born in the south, both supported the Confederacy during the war.
- Both actively took great risks to contribute to the Union war effort.
- Both exposed themselves to many dangers for the cause they believed in.
- Both followed their beliefs despite their family's strong disapproval.

Check Answer

Part B

Which two details best support your answer?

- "Eventually, Belle's many trips aroused suspicion." (paragraph 2)
- "Edmondson smuggled supplies to Southern soldiers, even when it meant crossing through Union pickets, or groups of soldiers." (paragraph 3)
- "Women were often seen as weak, fragile, and in need of protection from the horrors of war." (paragraph 2)
- "Hidden in a shoe, a hollowed-out egg, and even rolled into a woman's hair, Van Lee's messages got through to the Union high command right under the noses of the Confederate troops." (paragraph 10)
- "In the rest of Tennessee, however, support was strong for the Confederacy. Belle Edmondson was firmly on the side of the Rebels." (paragraph 3)
- "The people of Richmond thought Van Lee was mentally ill. They called her "Crazy Bet," Van Lee actually acted the part." (paragraph 9)

Grade 5 Reading and Language Arts 3 of 4

This question has two parts. First, answer Part A. Then, answer Part B.

Part A

What does *adamantly* mean in paragraph 7?

- occasionally
- strongly
- studly
- slightly

Check Answer

Part B

Highlight the words or phrases in paragraph 7 that best help you understand the meaning of the word *adamantly*.

Van Lee adamantly opposed slavery. After her father died, she convinced her brother to free their slaves. Those who wanted to remain stayed on as paid servants.

Next >

Art & Design Services

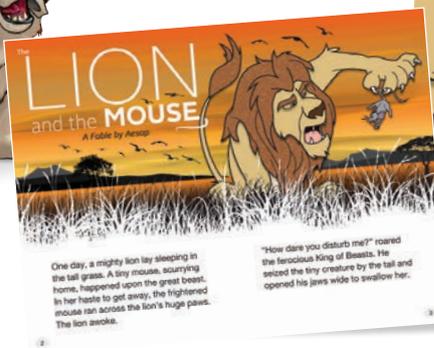
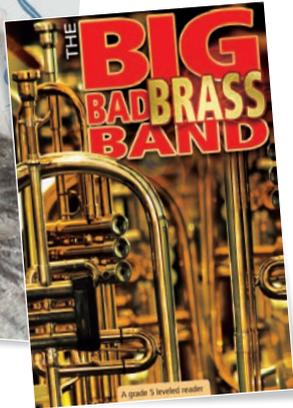


Our art and design team produces creative, attention-grabbing layouts and are skilled in scaling an existing look-and-feel to older or younger audiences. The team works seamlessly with our content development and production teams, using a collaborative approach that enables our clients' visuals to complement the text and the text to augment the visuals.

Westchester's capabilities include:

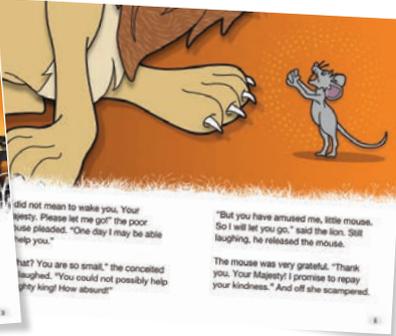
- Custom illustrations
- Cover, interior, and feature design
- Prototype developments
- Creative paging
- Design review
- Photo research
- Marketing materials
- Sales collateral
- Photo and art database management
- Digital design for interactive products





One day, a mighty lion lay sleeping in the tall grass. A tiny mouse, scurrying home, happened upon the great beast. In her haste to get away, the frightened mouse ran across the lion's huge paws. The lion awoke.

"How dare you disturb me?" roared the ferocious King of Beasts. He snared the tiny creature by the tail and opened his jaws wide to swallow her.



"I did not mean to wake you. Your Majesty. Please let me go!" the poor mouse pleaded. "One day I may be able help you."

"You are so small," she conceitedly laughed. "You could not possibly help my king! How absurd!"

"But you have amused me, little mouse. So I will let you go," said the lion. Still laughing, he released the mouse.

The mouse was very grateful. "Thank you, Your Majesty! I promise to repay your kindness." And off she scampered.



Production Services

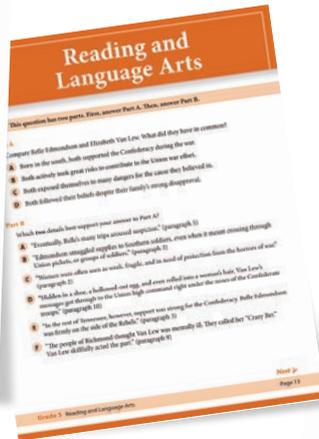
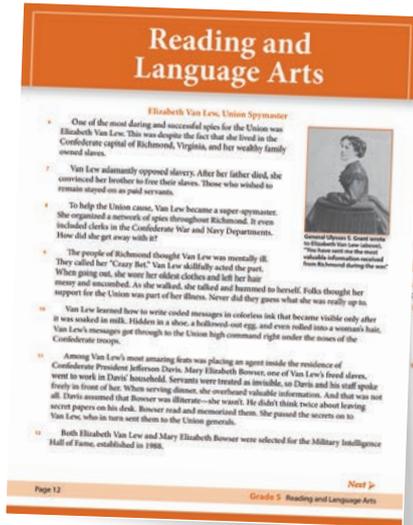


The education team is adept in all market-leading production tools, including integrated InDesign/InCopy workflows and XML tagging.

Westchester's capabilities include:

- Page layout
- XML tagging
- Rigorous proofreading/QC processes
- Image cropping and manipulation
- ePub conversion
- File archiving
- Digital production

Our large network of US-based staff, freelance domestic and UK resources, and offshore-based staff in Noida and Chennai enables Westchester Education Services to offer our clients highly competitive onshore, offshore, and hybrid rates. This exclusive combination of production resources provides flexibility, along with a level of quality, affordability, and customer service that vendors with fully offshore production teams simply cannot match.



Production

FableVision Studios

FableVision Studios is a multimedia design and development firm that creates interactive activities, games, animated films, websites, mobile apps, e-books, and graphic novels. Our partnership with FableVision Studios enables us to provide our clients with a multi-channel solution that includes content and experiences in digital and print.



MCI Online, developed for and sold by EPS/School Specialty.



Gasha Go, developed for and distributed by Georgia Public Broadcasting Education.

Project Management Services



Westchester's project managers are the communication hub at the centre for all projects. Our PM team works with each of the project team leads, including editorial, art, design, and production, as well as with

our client representatives, to ensure that every project remains in scope, on schedule, and within budget.

Westchester's capabilities include:

- Supervisory programme management
- Customized workflow development
- Project schedule management
- Project scope management
- Project budget management
- Project documentation and management
- Project oversight
- Continuous status reporting to internal and client stakeholders

Committed to providing a high level of customer service, our clients can count on their Project Manager to maintain status transparency, scope, budget and schedule adherence. Our clients consider Westchester Education Services an extension of their own team.



Westchester Education Services

Client Feedback

Don't just believe us, read what our clients have said about working with Westchester:

*“Your team is **working wonders** and we appreciate all your **hard work** in helping us meet our dates.”*

Sr. Content Director, large supplemental reading publisher

*“You **nailed it!**”*

SVP, Creative, national educational publisher

*“These are **right on target**. Our editor says, **‘Nice job!’**”*

Managing editor, large supplemental publisher

*“I just wanted to thank the **Westchester team** for completing the cold reads for us **on time!**”*

Lead Specialist, major basal and supplemental publisher

*“Thanks so much for creating the **detailed cost/invoice tracker** — it’s **simply fantastic** and so **much appreciated!**”*

Operations VP, major supplemental publisher

We Are Your Trusted Partner in Education.

Westchester Education Services

Overview

Westchester Education Services provides a complete range of services for educational publishers of literacy, maths, ELT, science, and social studies products, including assessments, and teacher and student guides.

Part of the Westchester Publishing Services company, Westchester Education Services also leverages the resources of Westchester's decades of experience providing quality pre-press production services to publishers of all sizes. We are committed to delivering high quality projects, in scope, on time, and within budget.



Westchester Publishing Services

Overview

For fifty years, Westchester Publishing Services has helped publishers create quality publications, leveraging our experienced staff of editors, compositors, and digital platform engineers to consistently deliver high-quality work on time and within budget. While our focus is on the editorial and production aspects of publishing, we understand that the creation of files and dissemination of information is the final step in a long journey for our clients.

Westchester Publishing Services acts as a seamless component of your workflow, enabling you to efficiently deliver content to your customers. As the largest employee-owned firm in the United States offering this level of quality and service, we are capable of handling your projects with consistent excellence. With US-owned offices in Danbury, Connecticut; Dayton, Ohio; Stratford upon Avon, UK; New Delhi, India; and Chennai, India, we rely on the strengths of each facility to meet your specific needs.

**We Are Your Trusted
Partner in Education.**





Westchester Education Services

We welcome the opportunity to help you
with your educational materials.

Contact us.

kevin.gray@westchestereducationservices.com
937.286.5953

UK/Europe/ROW:

tim.davies@westchestereducationservices.co.uk
44 (0) 1789 532391

westchestereducationservices.com

westchestereducationservices.co.uk



We Are Your Trusted Partner in Education.