Rokus Klett Publishing

Maruša Kmet, Managing Director
School market in numbers

- Kindergartens: 1,094 units
- Primary schools: 450 (15,420 teachers; 168,177 students)
- Secondary schools: 183 (6,054 teachers; 76,661 students)
- Generation per grade: cca. 20,000 children
- 1 – 9 Elementary schools (6 – 14 years)
- 1 – 4 Secondary schools (15 – 18 years)
Textbook market

- Total market volume estimated: 22 mio eur
- Actual sales: 12 mio eur

- School funds
- Only Student Books are approved
- Declining workbooks market (parents decide about the package of Work Books)
Political situation towards Educational Publishing

School funds

- Introduced in 1994 as an optional support for children from poorer families.
- School Funds are changed every 3 years (if!?)
- In 2007 they became obligatory for all schools
- In 2011 approx. 93 % pupils in primary school are included
- Until 2007 parents paid user fees (1/3 of textbook price)
Further abuse (or total degeneration)

- In a circular in 2010 the ministry forbade teachers to replace textbooks.
- The ministry reduced financial means for school funds.
- The ministry allows only replacement of irreperably damaged textbooks (10 % per year).
Curriculum changes

- **Autumn 2008:** New curriculum was announced - publishers start preparing new textbooks - TB.
- **December 2009:** The new TB are submitted for approval.
- **April 2009:** The new TB are approved and printed.
- **School year 2010/11:** New curriculum was entered into schools.
- **May 2010:** The ministry PROLONGED USING OLD TB WITH NEW CURRICULUM.
- **May 2012:** They prolonged approvals for old TB for another 2 years
- **May 2015:** They prolonged approvals for old TB for another 1/2 years for 1-6 grade textbooks.
Curriculum changes

- **May 2012**: They prolonged approvals for old textbooks for another 2 years.
- **May 2015**: They prolonged approvals for old textbooks for another 1 to 2 years for 1-6 grade textbooks.
- **June 2015**: 2 mio eur is available for schools to change school funds for 7-9 grade (it is only for 1/3 to ½ of TB for 7-9 grade)
- **SCHOOLS VIOLATE THE LAW WITH HAVING NOT APPROVED TB IN SCHOOL FUNDS.**
Texbooks in school funds

It is not a joke!
Primary school market

64% of the market is covered by 3 publishers:

- Rokus Klett Publishing – 34%
- DZS – 16%
- Modrijan – 14%
Rokus Klett in numbers

- turnover: 7 million EUR
- 85 % of turnover is textbooks
- 40 new titles per year
- 113 different textbook sets
- over 180 e-textbooks
- 38 employees and many outsourced co-workers
New era of learning and teaching…

Blended learning by Rokus Klett

58% in 4 years  28% in 1st year  32% in 1st year
Printed books

E-books

Multimedia and interactive add-ons
Rokus Klett in numbers

Turnover split

- national
- DAF
- ELT
- FLE
- ELE
- Nat. Sc
- Soc. Sc
- add mat.
- Exam prep
- Dictionaries
- Self L.
- Magazines
- Others
Rokus Klett in numbers
Market shares: Rokus vs competitors

![Graph showing market shares of Rokus and competitors over years 2012/13 to 2014/15. The market shares are plotted as lines for each year. The legend indicates different competitors: ROKUS, MODRIJAN, DZS, MKZ, OTHERS.]
1st international award for Best Digital European Textbooks

Biologija 8

Gold Award 2014
2012 – new (ad)ventures!
With Lili & Bine
Radovednih pet

Student's books with elements of workbooks
Excellent interactive online material
Learning Management System
Biology 8 iRokus+
Interactive learning pack
printed workbooks

interactive textbook

www.iRokusPlus.si
Rokus Klett LMS (Learning Management System)

- virtual classrooms
- monitoring the work of students
- informing students (tasks and activities)
- tracking student progress with the help of graphic presentations
- preparing additional tasks and tests, and a lot more.
Blended learning map

81% schools
More interactive packs
“When everyone knows that something can’t be done, someone comes along who doesn’t know it, and just does it.”

Albert Einstein
& Rokus Klett Publishing