



High Quality Instructional Materials

Communications Toolkit

2026/2027

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About the Program

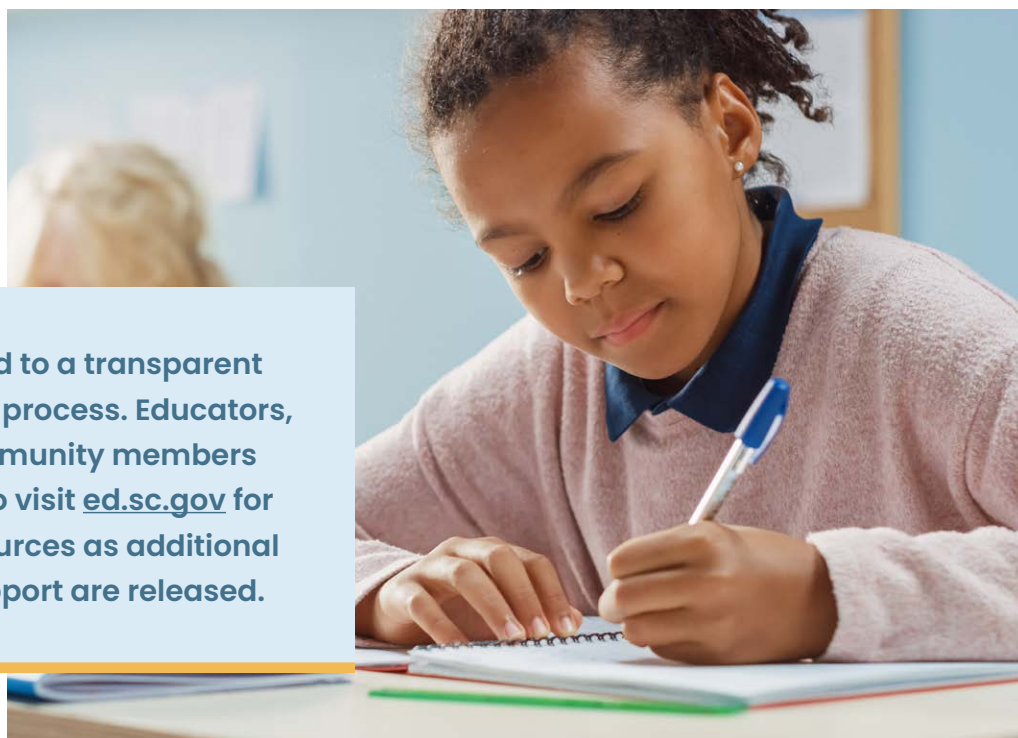


The South Carolina Department of Education (SCDE) is advancing the High Quality Instructional Materials (HQIM) initiative to ensure that every student in South Carolina has access to rigorous, standards-aligned instructional resources that support academic excellence and long-term success.

Through this statewide effort, SCDE is supporting districts and schools in the selection, adoption, and implementation of High-Quality Instructional Materials aligned to South Carolina's College- and Career-Ready Standards. The effort prioritizes access to strong core curriculum resources, professional learning for educators, and sustained instructional support.

While implementation timelines may vary by district, planning and collaboration are well underway across the state. SCDE is working closely with district leaders, educators, instructional coaches, and community stakeholders to ensure that HQIM adoption is thoughtful, strategic, and student-centered.

SCDE is committed to a transparent and collaborative process. Educators, families, and community members are encouraged to visit ed.sc.gov for updates and resources as additional guidance and support are released.



Key Messages



These talking points can be used by state and district leaders, principals, educators, and community partners to explain the goals, benefits, and timeline of South Carolina's HQIM initiative and to help raise awareness among families and stakeholders.

Core Narrative

Every child in SC deserves equally rigorous, grade-level instruction supported by high-quality materials and reinforced through aligned implementation statewide.

South Carolina is fortunate to be in a state where those resources are funded and available.

Proof Points

- State funding supports material access
- Materials are aligned to standards and assessments
- Embedded supports meet the needs of various learners
- Professional learning increases educator effectiveness

Tone & Voice

Professional, clear, accessible.

Emphasize

- Shared responsibility
- Legislative alignment
- Classroom support
- Statewide coherence

Avoid

- Mandate language
- Overly academic jargon/ acronyms without explanation
- Implied criticism of teachers

When used, acronyms (HQIM, CBPL) must be defined in plain language, particularly for family and policymaker audiences.



Audience-Specific Messaging



Educators

- HQIM anchors grade-level instruction.
- You retain professional judgment for supporting students.
- HQIMs reduce planning burden and increase alignment.
- Implementation support builds confidence and improves results.



Parents/Families

- Your child deserves consistent, grade-level instruction.
- The state has invested in high-quality materials for classrooms.
- Strong materials increase your visibility into what your student is learning.
- Adopted materials are accessible 24/7 to students and families.



Policymakers

- State investment is reaching classrooms.
- HQIM is aligned with legislative priorities.
- Implementation ensures funding translates into student impact.



Messaging Matrix



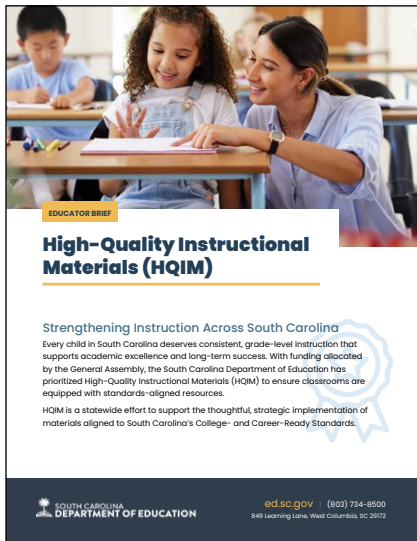
Audience	Key Messages	Desired Outcome
Educators	• HQIM anchors grade-level instruction. • Professional expertise strengthens instruction within the materials. • Using HQIM as designed reduces fragmentation and protects planning time. • Structured implementation support builds confidence and improves results. • Coherent implementation increases consistency and quality of instruction across classrooms.	Educators implement HQIM consistently, retain professional ownership within clear expectations, and use common tools with confidence.
Parents & Families	• Your child will receive rigorous, grade-level instruction aligned to South Carolina standards. • High-quality materials ensure consistent learning experiences across classrooms and schools. • Consistent materials make it easier to understand and support your child's learning at home. • South Carolina has invested in strong classroom resources to support student success.	Families understand and support HQIM implementation.
Policymakers	• HQIM is a cost-effective, evidence-based approach to improving student outcomes. • State investment in HQIM is driving alignment across standards, materials, and instruction. • Sustained support ensures funding leads to measurable impact in classrooms and student achievement.	Continued policy and funding support for HQIM implementation.



One Pagers



Turnkey assets that districts, schools, and state leaders can deploy across meetings, presentations, professional learning sessions, community events, legislative briefings, and digital outreach.



EDUCATOR BRIEF

High-Quality Instructional Materials (HQIM)

Strengthening Instruction Across South Carolina

Every child in South Carolina deserves consistent, grade-level instruction that supports academic excellence and long-term success. With funding allocated by the General Assembly, the South Carolina Department of Education has prioritized High-Quality Instructional Materials (HQIM) to ensure classrooms are equipped with standards-aligned resources.

HQIM is a statewide effort to support the thoughtful, strategic implementation of materials aligned to South Carolina's College- and Career-Ready Standards.

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Educators



PARENT BRIEF

High-Quality Instructional Materials (HQIM)

Stronger Classroom Resources for Your Child

Every child in South Carolina deserves access to grade-level learning that prepares them for long-term success.

With funding from the General Assembly, the South Carolina Department of Education is supporting schools with High-Quality Instructional Materials (HQIM). These materials are aligned to South Carolina's academic standards and are designed to help students build knowledge step by step.

By using consistent, standards-aligned materials across classrooms, HQIM helps ensure students receive strong instruction no matter where they live. It also makes it easier for families to follow along with what their child is learning and provide support at home.

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Parents



POLYMAKER BRIEF

High-Quality Instructional Materials

A Proven, Cost-Effective Strategy to Improve Student Outcomes

Every student in South Carolina deserves access to strong, grade-level instruction and the tools needed to succeed. High-Quality Instructional Materials (HQIM) are among the most effective and cost-efficient strategies for improving learning outcomes statewide.

For years, the General Assembly has supported students, families, and educators by funding statewide adopted materials aligned to South Carolina's academic standards. The South Carolina Department of Education is building on that investment by working to ensure that all materials used in classrooms meet the same high standards for quality and alignment.

Strengthening alignment across standards, materials, and instruction protects legislative investment in education and supports measurable gains in student achievement. It also creates greater consistency for families, making it easier to follow what their child is learning and provide support at home.

What Are HQIM?

HQIM are classroom materials, such as textbooks, lesson plans, and resources, that:

- Align with South Carolina academic standards
- Provide structured daily instruction
- Ensure consistent access to grade-level content

These materials are already funded and widely used. The focus now is ensuring consistent, effective implementation statewide.

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Policymakers

Each version reinforces the same core message that South Carolina is aligning its systems to ensure every student receives rigorous, grade-level instruction supported by high-quality materials and strong professional learning, while addressing the priorities of different stakeholder groups.

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RESOURCES**



Social Media Recommendations



As SCDE advances the HQIM initiative statewide, a clear, consistent, and informative social media presence will be essential.

For state agencies and school districts, social media serves as a tool for public service, providing accurate information, highlighting student and educator successes, and promoting transparency around policy decisions.

All posts, visuals, and responses should reflect SCDE's mission to support high-quality teaching and learning across South Carolina.

Content Themes

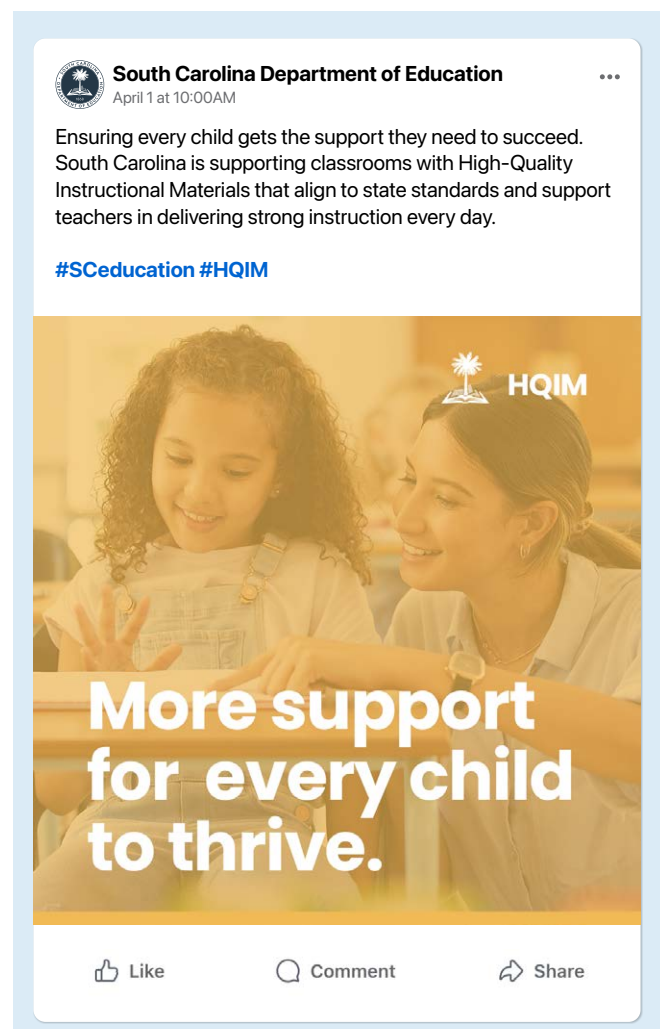
- What are High Quality Instructional Materials?
- How HQIM supports teachers and students
- Implementation milestones and updates
- Educator spotlights and classroom impact stories
- Frequently asked questions from families

Tone and Approach

- Clear and accessible language
- Transparent about timelines and processes
- Focused on student achievement and educator support
- Responsive to community questions

Sample Posts

Post 1 | Awareness



Post 2 | Teacher Support

**South Carolina Department of Education**
April 1 at 10:00AM

High-quality instructional materials help teachers focus on what matters most: educating South Carolina's children.
HQIM reduces time spent searching for or creating lessons and supports consistent, standards-aligned instruction.
[#TeacherSupport](#) [#HQIM](#)



**Less time
planning.
More time
educating.**



 Like  Comment  Share

Post 3 | Family Audience

**South Carolina Department of Education**
April 1 at 10:00AM

Parents want to know their child is learning at the right level.
High-quality instructional materials help ensure students across South Carolina receive rigorous, grade-level instruction aligned to state standards.
[#StudentSuccess](#) [#SCeducation](#)



**Every student
deserves the
resources
to succeed.**



 Like  Comment  Share

Each post and graphic is designed to consistently highlight the initiative's core goal, ensuring every South Carolina student has access to rigorous, grade-level instruction supported by high-quality materials and strong educator support, while allowing flexibility to adapt tone, format, and delivery for effective engagement across platforms like Facebook, Instagram, LinkedIn, and X.

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Infographics



SCDE can use the following graphics across social media, digital, print, and event materials. These infographic concepts can be adapted for presentations, social media, handouts, and websites.

Graphic 1: Overview

What Are High-Quality Instructional Materials?

- Standards-aligned content
- Research-backed approach to high-quality instruction for all learners
- Reduces the time teachers spend creating materials

Graphic 2: Student Benefits

Why HQIM Matters for Students

- Ensures access to grade-level content
- Creates consistency across classrooms
- Increases time on high-quality learning

What Are High-Quality Instructional Materials?



Standards-aligned content



Research-backed approach to high-quality instruction for all learners



Reduces the time teachers spend creating materials

Why HQIM Matters for Students



Ensures access to grade-level content



Creates consistency across classrooms



Increases time on high-quality learning



Graphic 3: Teacher Benefits

How HQIM Supports Teachers

- Aligns materials to state standards
- Reduces lesson planning time
- Preserves expertise while strengthening instruction

Graphic 4: Statewide Impact

Statewide Impact

- Supported by state funding
- Implemented across all districts
- Aligns standards, materials, and instruction
- Improves outcomes for all students



How HQIM Supports Teachers



Aligns materials to
state standards



Reduces lesson
planning time



Preserves expertise
while strengthening
instruction

Statewide Impact



Supported by state funding



Implemented across
all districts



Aligns standards,
materials, and instruction



Improves outcomes for
all students

Each visual reinforces the initiative's central value: ensuring every South Carolina student has access to rigorous, grade-level instruction supported by high-quality materials and strong educator support.

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Opinion Pieces



Purpose

Opinion pieces are an effective way to explain complex education initiatives in clear, accessible language for the public. A well-placed op-ed can help build understanding among families, community members, and policymakers by explaining why High-Quality Instructional Materials (HQIM) matter for students and teachers.

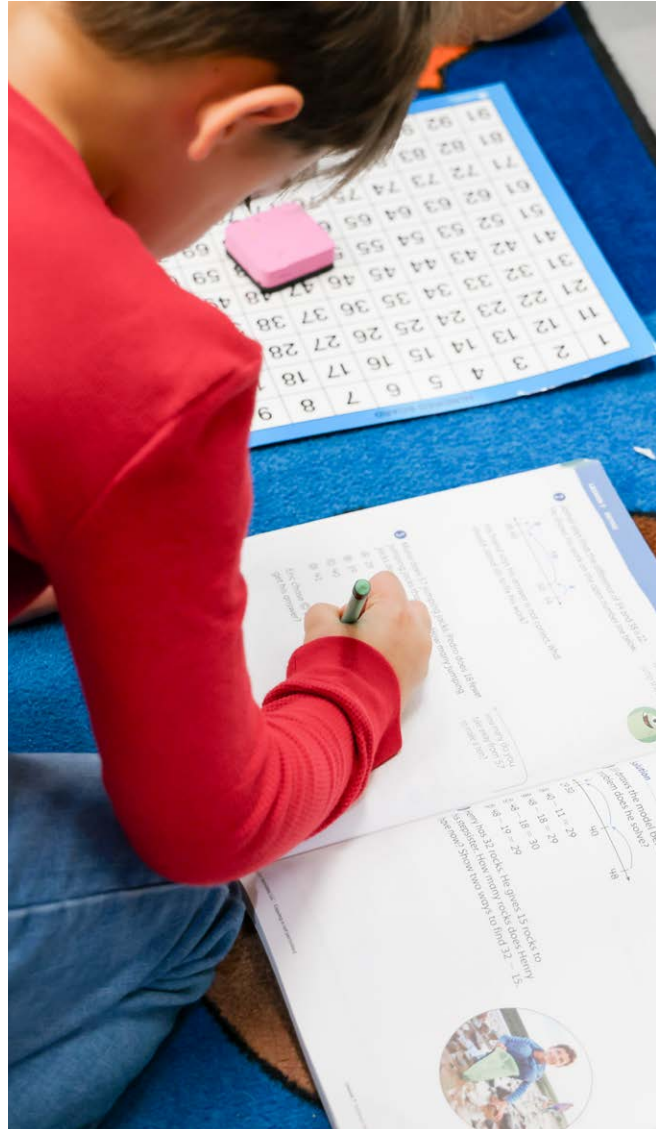
This toolkit includes a sample op-ed that state leaders, district leaders, school administrators, and education advocates can adapt for submission to local or statewide media outlets.

Tips for Localizing

Before submitting an op-ed, partners should tailor the content to reflect their local community and schools. Consider including:

- Examples of how HQIM is being used in local classrooms
- Quotes or perspectives from teachers or school leaders
- Local student success stories or instructional improvements
- References to district goals or priorities

Local context helps make the message more meaningful for readers and strengthens community engagement.



Sample Op-Ed

The Right Classroom Materials Can Make All the Difference for South Carolina Students



Every parent wants the same thing when they send their child to school each morning: to know that their child is being supported, challenged, and given every opportunity to succeed. Behind that daily experience is a dedicated teacher working hard to help students grow. But even the strongest teachers need strong tools.

One of the most important tools in a classroom is the instructional material that guides daily learning, the textbooks, lesson plans, and curriculum resources that shape what students read, write, and solve. When those materials are high-quality, aligned to state standards, and thoughtfully designed, they allow teachers to focus less on searching for content and more on helping students truly understand it.

That is why ensuring High-Quality Instructional Materials are used across South Carolina classrooms has become a priority for the South Carolina Department of Education under State Superintendent Ellen Weaver. The goal is straightforward: every child, in every classroom, deserves access to grade-level, standards-aligned instruction.

Too often, teachers spend hours piecing together lessons from multiple sources. Research shows that when materials are created or assembled without strong alignment, many assignments fall below grade-level expectations. That inconsistency can limit student growth. High-quality materials solve that problem by providing coherent lessons that build knowledge

step by step, ensuring students are both supported and appropriately challenged.

Strong instructional materials also promote fairness. A child in a rural district should have the same opportunity to engage with rigorous math problems or meaningful texts as a child in a large urban school system. Consistency in materials helps make that possible.

Parents may notice the impact in simple but powerful ways, a child who gains confidence in math, develops a love of reading, or proudly explains something they once found difficult. Those moments reflect not only great teaching, but the right resources supporting that teaching.

High-quality materials do not replace dedicated teachers or involved families. They strengthen them. Investing in better classroom tools is one of the most practical, cost-effective ways to improve learning across our state.

When we support teachers with strong materials, we support students. And when students succeed, South Carolina succeeds.



Frequently Asked Questions



What are High-Quality Instructional Materials (HQIM)?

High-Quality Instructional Materials are resources that are aligned to South Carolina's academic standards and designed to support rigorous, grade-level instruction. These materials provide teachers with structured lessons, assessments, and instructional supports that help ensure students are learning the knowledge and skills expected for their grade level.

Why is South Carolina focusing on HQIM?

Research consistently shows that strong instructional materials are one of the most effective tools for improving student outcomes. When teachers have access to standards-aligned curriculum and strong implementation supports, students are more likely to experience rigorous, consistent instruction across classrooms and schools.

South Carolina is aligning its systems, including curriculum resources and professional learning, to support stronger classroom instruction statewide.

Does HQIM replace a teacher's professional expertise?

No. Teachers remain the experts in their classrooms. HQIM provides a strong foundation for instruction, but teachers continue to use their professional judgment to support students, and bring lessons to life in ways that meet the needs in their classrooms.

Teachers are experts in supporting students to access content, but they shouldn't have to be instructional designers. The adopted curriculum incorporates rich and rigorous content, coherent learning progressions, ongoing high-quality assessment, and options for support. Designing lessons that incorporate all of that and the South Carolina content standards shouldn't fall on the shoulders of individual teachers.

How does HQIM effect teachers' expertise?

HQIM is designed to support teachers and students. The materials provide a structured framework aligned to standards, which reduces time spent searching for or creating materials while still allowing teachers to use their expertise and creativity to respond to student needs. HQIM ensures that teachers begin with strong, research-based materials so they can spend more time focusing on instruction and student engagement.

How does HQIM support teachers?

High-quality instructional materials can reduce planning time, provide clear lesson structures, and include built-in supports for diverse learners. When paired with Curriculum-Based Professional Learning (CBPL), teachers also receive support that helps them deepen their instructional practice and effectively implement the materials.





What role does professional learning play in HQIM implementation?

Access to strong materials alone is not enough. Curriculum-Based Professional Learning helps educators understand the structure of the materials, internalize lesson goals, and strengthen instructional strategies so the curriculum is implemented effectively in the classroom.

What does this mean for students?

Students benefit from consistent access to rigorous, grade-level instruction aligned to South Carolina standards. Strong materials help ensure that all students, regardless of where they live, have access to high-quality learning opportunities that prepare them for future success.

How does HQIM benefit families?

Families can have greater confidence that their children are receiving instruction aligned to state standards and designed to support academic growth. HQIM also helps create greater consistency across classrooms and districts, which supports access to strong instruction statewide.

Is this a new initiative or part of existing work?

HQIM is part of South Carolina's broader effort to strengthen teaching and learning. Rather than introducing a completely new initiative, this work aligns existing priorities, standards, instructional materials, and professional learning to support stronger outcomes for students.



Superintendent Ellen Weaver visits a Mill Creek Elementary class to read *Gus The Shedding Shepherd*.



Conclusion



This toolkit is designed to equip the South Carolina Department of Education and its partners with the resources needed to clearly and consistently communicate the HQIM initiative statewide.

Included in this kit:

- **Key Messages & Matrix:** Core narrative, proof points, and audience-specific messaging to ensure aligned, consistent communication
- **Social Media Recommendations:** Platform-specific messaging guidance to reinforce statewide coherence and highlight implementation progress
- **Infographics:** Clear, visually engaging assets that illustrate the impact of HQIM, statewide alignment, and professional learning supports
- **Sample Op-ed:** Helps explain the value of High-Quality Instructional Materials and build public support for their implementation
- **Frequently Asked Questions:** Ready-to-use responses to support transparency and proactive communication



With these resources, SCDE and its partners can strengthen understanding, build shared ownership, and support sustained, high-quality implementation across districts, ensuring that every South Carolina student benefits from rigorous, grade-level instruction supported by strong materials, aligned systems, and empowered educators.



HQIM Toolkit

Outreach Materials



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