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To: State AIM & NIMAS/NIMAC Coordinators
From: Chuck Hitchcock and Scott Lapinski
Date: 5/3/12
Subject: **Introducing the PALM Initiative**

As classrooms start to incorporate more digital technology, it becomes increasingly important that materials used in the classroom are designed to be useable by all students from the start. This requires adjustments in the way materials are purchased, and that, in turn, will drive the availability of more flexible and accessible learning materials in the marketplace. We are launching the **PALM** Initiative (Purchase Accessible Learning Materials) to ensure this change happens as soon as possible.

There is widespread recognition of the important role the market is starting to play in ensuring all students have access to learning. However, when we ask publishers/developers about the availability of accessible digital learning materials for purchase, they generally tell us they rarely hear about accessibility as a decision factor in purchasing. We need your help in bringing this to their attention by encouraging and, to the extent possible, requiring the purchase of materials that are accessible from the start.

PALM Beliefs:

- *No* student should be denied the right to a high quality education
- *All* education settings should be accessible to every student
- *All* materials, in all settings, should be useable by every student from the start
- Schools *cannot* rely on parallel delivery systems or on costly and difficult accommodations

PALM Objectives:

- Bring accessibility into the lexicon and daily activities of educators and others who purchase learning materials
- Increase the number of educators who are seeking and purchasing materials that are useable by *all* students from the start

PALM Initiative Resources:

Over the next several months, additional resources will be released to help educators review current practice and support the system-wide acquisition of accessible learning materials. Please review and share the following resources with your colleagues, adoption groups, and local education agencies (LEAs):

- Why Buy Accessible?
- What are Accessible Learning Materials?
- Guidance for Purchasers

These materials are also available for download at <http://aim.cast.org/learn/practice/palm>.