



CONFERENCE PROGRAM

I.M.Texas²⁰²¹

The conference for instructional materials professionals

December 5 – 7 | Kalahari | Round Rock, Texas



IMCAT:
30 Years Strong!

30th Annual Conference

Instructional Materials Coordinators' Association of Texas

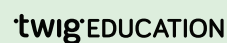
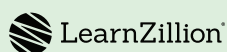


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Welcome! *from IMCAT President Matt Tyner*



It is my distinct honor to welcome everyone to the 30th annual Instructional Materials Coordinators' Association of Texas conference. Not to make anyone feel older than the number attached to them, but it is hard to believe that this organization has been going strong longer than some of

our members have been walking this earth. That says a great deal about the dedication and devotion of our members over the years. Prior to the insanity of Senate Bill 6 back in 2011, the instructional materials world remained static with little to no change. Since the passing of Senate Bill 6, our world has changed. We have all been witness to the multitude of changes that take place almost every year. Whether it be a change from the SBOE, TEA, the State Legislature or our vendors, adapting and overcoming obstacles has become the way of life as instructional materials coordinator.

I am sure we all have experienced our personal ups and down through the big COVID shutdown to returning to in-person school and a somewhat "normal" life. The IMCAT Board is excited this year as we are able to come together for an in-person conference. A big thank you to Linda Gerhart of Barbers Hill ISD, your President Elect, for working hard and putting together a fantastic conference schedule for 2021. While the format has changed slightly, we anticipate this conference being as informative and enjoyable as ever. Linda and the members of the board have worked tirelessly to put together a program and presentations to send everyone home with a wealth of knowledge to set forth on a path to success.

As everyone is aware, COVID has hit businesses in the pocketbook extremely hard the past couple of years. Please take time to not only visit the vendor hall but interact with our vendors. The folks at the tables are hard-working people just like you and me and they are taking time to invest in you as a member of this great organization. You never know what great resources they may have to offer to assist in the work you do or for the students within your district to help them achieve at their highest potential.

When we talk about TIMA and the challenges of the job, this biennium may be the most challenging to date. A cut of funding of nearly 66% is tough for any district to face. I believe in the strength of our organization and its members that everyone can lean on this group for ideas and strategies to overcome the obstacles we are all facing. The IMCAT Board works to provide education and problem-solving strategies to ensure that districts can use their funds efficiently and effectively to meet the individual needs of their students. With Proclamation 2021 in the bag, Proclamation 2022 on the horizon and the evil "GAP" years coming around the bend, I encourage everyone to ask your peers here at the conference how they are handling these big-ticket items in the face of drastic budget cuts. Educating, sharing and collaborating are the greatest advantages of annual conference. While you are here, make the best of your time and do not hesitate to ask someone for ideas.

Again, it is my honor to welcome you all to the amazing Kalahari Resort for the 30th Annual IMCAT Conference. Enjoy your time and thank you all for stepping away from your day-to-day to join us here in Round Rock.



IMCAT is mobile!

Access the latest conference schedule and information at

<https://my.yapp.us/IMCAT2021>

on your device or scan the QR code at left.

(you may need to download the free app Yapp if prompted)

Highlights

Exhibitor Bingo

Visit IMCAT exhibitors for a chance to win \$100 cash! Pick up a game card from the registration counter to play. To be eligible for the drawing, you must visit at least 25 exhibitor booths in **Kilimanjaro 6A**. At each booth, you need to collect a label with the exhibitor's name. Affix the label with the matching name in the space provided on the game card. Turn in your game card to the registration counter by 3 pm Monday (Dec. 6). Drawings will be held at the 3 pm break Monday. If you have completed your game card by visiting all of the exhibitors, you could win \$100 cash. \$50 consolation drawings will be held as well. **Must be present to win.**

Russell Owen Scholarship/Raffle

IMCAT welcomes Debbie Matthys, Taylor ISD, as this year's recipient of the Russell Owen Scholarship. The scholarship honors the late Russell Owen, textbook coordinator at Dallas ISD and a founder of the Textbook Coordinators' Association of Texas, which later became IMCAT. IMCAT's annual gift card raffle raises funds for the Russell Owen Scholarship. Buy your ticket at the IMCAT registration counter - tickets are \$1 each or six for \$5 (cash only please). You do not have to be present to win. *Gift cards donated by GCP Association Services.*

Toys for Tots Collection

IMCAT will be collecting toys to donate to Toys for Tots. You can drop off your unwrapped toy in the collection box in **Kilimanjaro 6A**.



IMCAT will also raffle off a beautiful quilt donated by Misty Fisher of Arlington ISD. Tickets are \$1 each or six for \$5 (cash only please) and can be purchased at the IMCAT registration desk. Proceeds from the raffle will go to Toys for Tots. You do not have to be present to win.

Conference Certificates

If you need to receive an emailed certificate after the conference, stop by the IMCAT registration desk to let us know. Certificates will be emailed out after the conference is over.

IMCAT Welcomes Tom Maynard

Tom Maynard, member of the State Board of Education, will address the IMCAT 30th Annual Conference during lunch Monday, Dec. 6.

Maynard represents District 10, which includes Williamson and Bell Counties and portions of Travis County on the Interstate-35 corridor and reaches to Freestone County on the northeast corner, Waller County on the southeast corner and Burnet County on the west end.

Maynard has been actively engaged in education as a parent, teacher, school board trustee and nonprofit executive for more than 30 years. He worked in career and technical education for 13 years as an agricultural science teacher and earned national recognition for innovative programs and student achievement.

He served for 17 years as executive director of the Texas FFA Association, the nation's largest state career and technical student organization with an overall membership of more than 118,000 students on more than 1,000 Texas campuses.

He was named the nation's outstanding state FFA

executive in 2016 by the National Association of Supervisors of Agricultural Education. Maynard also served as president and regional vice president of that organization. Maynard retired from his FFA post in 2017.



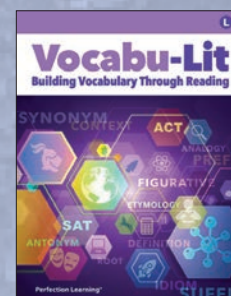
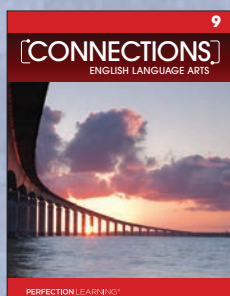
Maynard also comes to the State Board with fine arts experience. He has led church music programs as a choir director and worship leader for 17 years.

The product of a broken home, Maynard rose above humble circumstances, growing up at Cal Farley's Boys Ranch, northwest of Amarillo, and working his way through Texas Tech University to earn a degree and teacher certification. He served as a school board trustee for six years, as president of the Cal Farley's Boys Ranch Alumni Association and as a member of the Texas FFA Foundation Board of Directors.

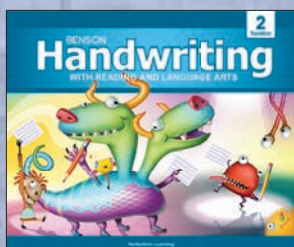
He and his wife, Freda, have five children and nine grandchildren and reside in Williamson County.

Provide a foundation for success in the classroom and beyond

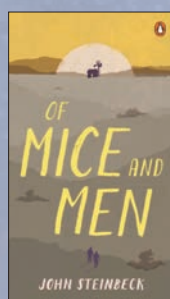
Comprehensive coverage of key language arts skills



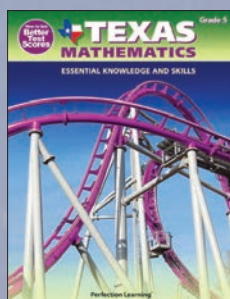
Develop handwriting
and practice reading and
language arts TEKS



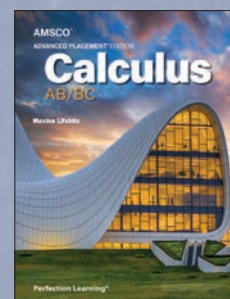
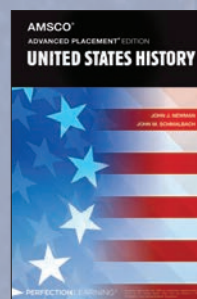
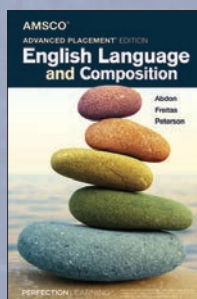
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IMCAT Board of Directors Candidates

IMCAT will elect members of the IMCAT Board during its Annual Meeting at noon Monday, Dec. 6, at the Kalahari Convention Center in Round Rock. These nominees will be on the ballot. Scan the QR Code on your personal device to see interviews with the candidates.

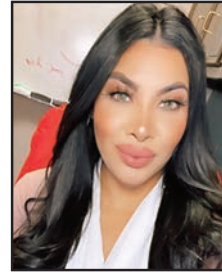
Board members are asked to represent IMCAT and share their knowledge of the Texas instructional materials system by making presentations at the IMCAT Summer Institute and the Annual Conference. Board members serve three-year terms. This year, the IMCAT Board will follow its bylaws in selecting officers for the Board and alternates, a change from previous years.



Jeff Baker
Denton ISD



Misty Fisher
Arlington ISD



Maira Garcia
McAllen ISD



Jeff Hamilton
Gilmer ISD



Chris Mason
Quitman ISD



Robert Meyer
Deer Park ISD



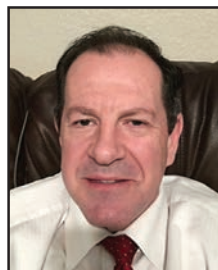
Winni Petersons
Fort Bend ISD



Amanda Piper-McClure
Northwest ISD



Kim Slough
Abilene ISD



Greg Wright
Leander ISD

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iCEV

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STEMscopes

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Studies Weekly

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Colibri System.....	109
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EdCredible.....	200
Express Booksellers.....	105
Follett.....	309
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Xist Publishing.....	110
Zaner-Bloser.....	111

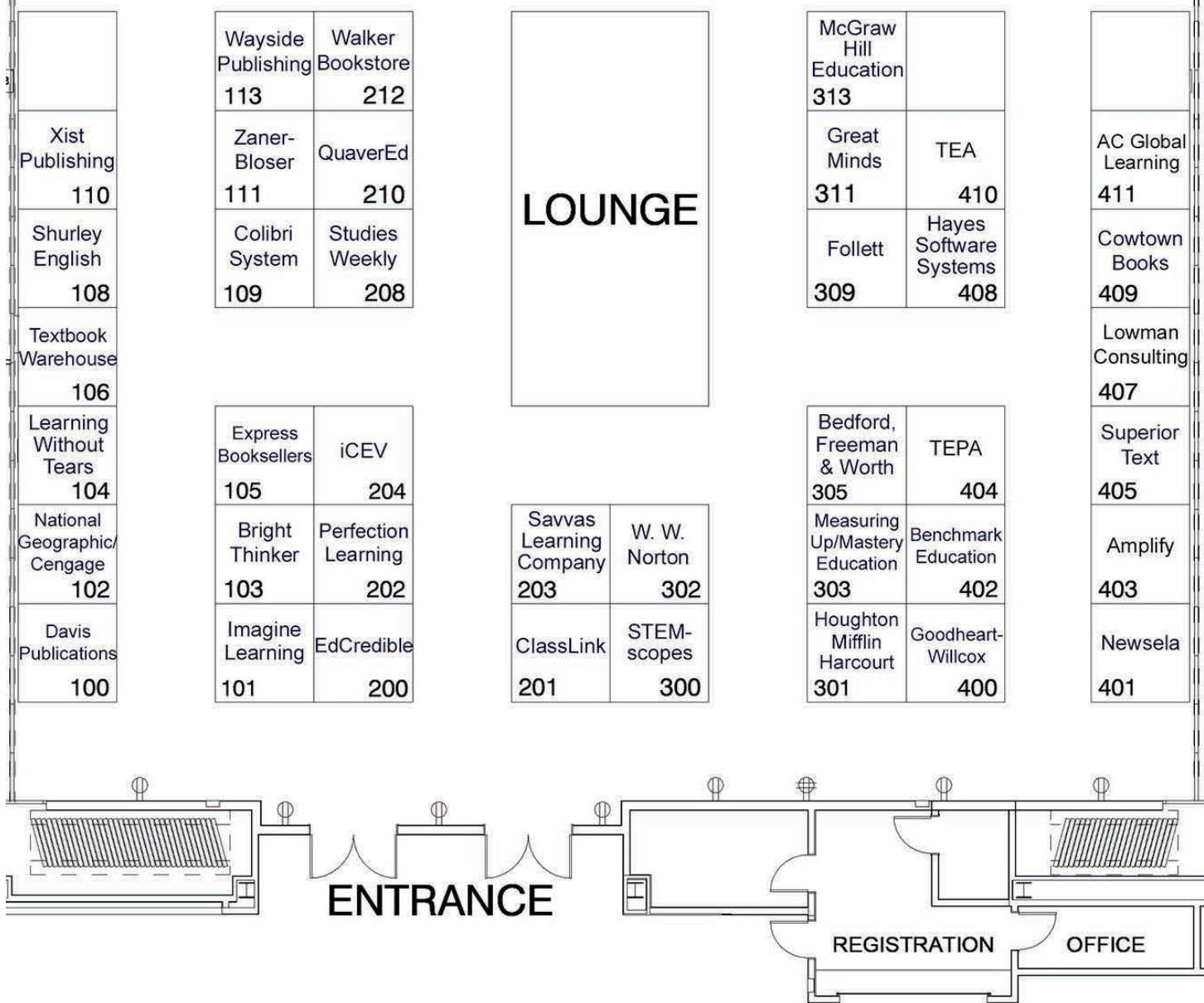
2021 IMCAT Exhibit Hall

Kilimanjaro 6A

IMCAT General Session

6

LOUNGE



IM Texas 2021 Schedule

Color of circles next to a listing suggest interest area for that session.

A Administration

F Finance

W Warehousing

C Curriculum

T Technology

** Indicates repeated sessions*

SUNDAY, DECEMBER 5

11:00-3:00 pm Exhibitor Move-In Kilimanjaro 6A
1:00-6:00 pm Registration Kilimanjaro Foyer
1:00-7:00 pm Toy Donation Kilimanjaro 6A

Breakout Session 1 » 2:00-3:00 pm

Inventory: Print Materials, Part 1 **A F W** Room 7
Everything you need to know about campus transfers, campus inventory, and campus audits - it is the law! Learn how to complete an audit during the school year and how to handle campus requests for supplemental/new orders.
Shannon Troester, Wichita Falls ISD
*Repeats 12/7 at 8 am

The Adoption Process Beginning to End **A C F T** Room 8
Learn what, how, when, where, why, best practices, requirements, and an example timeline to keep you on track during proclamation years.
Kelley Moseley, Scherz-Cibolo-Universal City ISD
*Repeats 12/7 at 8 am

TIMA 101, Part 1 **A C F T W** Room 9
Learn about your IMCAT organization and why your membership is important, your TIMA team, required training, and purchasing procedures.
Greg Wright, Leander ISD
Kathy Harmon, Lake Worth ISD

Warehousing, Part 1 **A W** Room 10
Learn how to set up and organize a warehouse including shelf labels for stored books, roles and responsibilities of team members, processes, best practices, recommended equipment and tools, etc.
Jeff Funderburgh, Birdville ISD
*Repeats 12/6 at 2 pm

Breakout Session 2 » 3:10-4:10 pm

Warehousing, Part 2 **A W** Room 7
The truck is on the way, now what? This session focuses on how to manage deliveries, what to do once the truck is unloaded, how to organize deliveries to campuses, shipment of materials to campuses, creating orders, processing, and tips and tricks for smooth processes.
Winni Petersons, Fort Bend ISD
Charlene Strickland, Pasadena ISD
*Repeats 12/7 at 8 am

Inventory: Print Materials, Part 2 **A C F W** Room 8
In this session, you will learn about inventory management (with software/without software), barcoding materials, and what to do with out-of-adoption (OOA) materials.
Maira Garcia, McAllen ISD
*Repeats 12/7 at 9 am

Inventory: Online, Part 1 **A T** Room 9
Learn about keeping up with licenses, subscriptions, SSO access, rostering and more.
Kayla Brady, Barbers Hill ISD
*Repeats 12/6 at 10:20 am

No Software, No Problem! **A C F T W** Room 10
Processes and forms for districts working without instructional materials software. This session is highly recommended for Coordinators who wear multiple hats and need a process for keeping up with inventory and delivery to campuses. (Formerly called Small Schools: IM Tracking with no Program).
Randy Mau, Brazosport ISD
*Repeats 12/6 at 2 pm

Breakout Session 3 » 4:20-5:20 pm

The Purchasing Process From A-Z **A F W** Room 7
This session will focus on allowable and unallowable purchases, obtaining quotes from vendors (how to, forms, etc.), shipping disbursements, arranging and negotiating delivery of pallets, requesting and negotiating specialized bundle and packages.
Wayne Schaper, Spring Branch ISD
*Repeats 12/7 at 9 am

Lingo Bingo **A C F T W** Room 8
Lost in a world of abbreviations? Learn what they stand for in a fun little game.
Cynthia Garcia, Los Fresnos CISD
*Repeats 12/6 at 2 pm

Inventory: Online, Part 2 **A T** Room 9
A further understanding of teacher and student logins, a deeper dive into SSO, and rostering.
Kayla Brady, Barbers Hill ISD
*Repeats 12/6 at 2 pm

TIMA 101, Part 2 **A C F T W** Room 10
Accessing EMAT, your allotment, allotment and TEKS certification, summer ship dates, confirming contacts and addresses.
Melissa Nichols, Rockwall ISD
Marie Nowak, Round Rock ISD

5:30 pm	Mentor/Mentee Intro <i>This time is set aside for mentors and mentees to meet before joining the Meet and Greet in the Exhibit Hall.</i>	Room 7
5:30-7:00 pm	Meet and Greet	Kilimanjaro 6A
7:00-7:30 pm	IMCAT Board Meeting	Room 7
Dinner on your own/take time to enjoy the resort		

MONDAY, DECEMBER 6

7:00-5:00 pm	Registration	Kilimanjaro Foyer
7:00-5:00 pm	Toy Donation	Kilimanjaro 6A
7:00-9:00 am	Breakfast	Kilimanjaro 6A
7:00-3:30 pm	Exhibit Hall Opens	Kilimanjaro 6A
8:30-9:00 am	Opening Session: Welcome	Kilimanjaro 6B
9:20-9:50 am	Region Meetings:	
	Regions 1, 2, 20 <i>Maira Garcia</i>	Room 7
	Regions 3, 4, 5, 6 <i>Randy Mau</i>	Room 8
	Regions 16, 17, 18, 19 <i>Susan Lenox</i>	Room 9
	Regions 9, 13, 14, 15 <i>Greg Wright</i>	Crown Palm
	Regions 7, 8, 10, 11, 12 <i>Jeff Funderburgh</i>	Banyan
9:50-10:10 am	Visit Exhibitors	Kilimanjaro 6A

Breakout Session 4 » 10:20-11:10 am

Resources to Support Room 7

Local Adoption A C F T W

TEA staff will share information about agency-developed trainings and resources that support districts in local adoption and use of allotment funds.

Get Your Questions Answered A C F T W Room 8

Veteran coordinators will be available to answer your questions in a relaxed atmosphere.

Misty Fisher, Arlington ISD

Developing and Working Room 9

with an IM Team A C F T W

I have a team? Yes, you do! This session will discuss the importance of each member of your TIMA team and the role of each.

Susan Lenox, Plano ISD

**Repeats 12/7 at 8 am*

TIMA 101, Part 3 A C F T W Room 10

Requisitions, new and continuing adoptions, disbursements for instructional materials and technology.

Kathy Harmon, Lake Worth ISD

Jill Dorland, Clear Creek ISD

Inventory: Online, Part 1 A T Crown Palm

Learn about keeping up with licenses, subscriptions, SSO access, rostering and more.

Kayla Brady, Barbers Hill ISD

**Repeats 12/5 at 3:10 pm*

EMAT: Everything you Need to Know to Place your Orders and More A F Banyan

There is more to EMAT than you realize! Attend this session to learn about required training, gaining access, how to order, in addition to all aspects and features available.

Tony Black, Whitehouse ISD

**Repeats 12/7 at 9 am*

11:10-11:40 am Visit Exhibitors Kilimanjaro 6A

11:45 am President's Luncheon Kilimanjaro 6B

12:15-12:45 pm Guest Speaker: Kilimanjaro 6B
Tom Maynard, SBOE Member District 10

12:50 pm IMCAT Business Meeting Kilimanjaro 6B

1:20 pm IMCAT Board Elections Kilimanjaro 6B

1:45-2:00 pm Visit Exhibitors Kilimanjaro 6A

Breakout Session 5 » 2:00-2:50 pm

No Software, No Problem! A C F T W Room 7

Processes and forms for districts working without instructional materials software. This session is highly recommended for Coordinators who wear multiple hats and need a process for keeping up with inventory and delivery to campuses. (Formerly called Small Schools: IM Tracking with no Program).

Randy Mau, Brazosport ISD

**Repeats 12/5 at 3:10 pm*

TEA Focus Groups A C F T W Room 8

Join TEA to share your feedback about EMAT, adoption processes, TEA-supplied resources and more.

TIMA 101, Part 4 A C F T W Room 9

Generating EMAT Reports, Accessible Instructional Materials (AIM).

Jill Dorland, Clear Creek ISD

Marie Nowak, Round Rock ISD

Lingo Bingo A C F T W Room 10

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Cynthia Garcia, Los Fresnos CISD

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CONTINUED PAGE 12

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A further understanding of teacher and student logins, a deeper dive into SSO, and rostering.
Kayla Brady, Barbers Hill ISD
*Repeats 12/5 at 4:20 pm

3:00-3:30 pm Visit Exhibitors/ Kilimanjaro 6A
Exhibitor Bingo Drawing

Breakout Session 6 » 3:30-4:20 pm

Debrief: Micro Districts **A C F T W** Banyan
Please join other Micro enrollment districts (up to 5,000) as we debrief the conference and network with other micro district administrators.
Tony Black and Kathy Harmon

Debrief: Small Districts **A C F T W** Room 8
Please join other Small enrollment districts (5,001-9,999) as we debrief the conference and network with other small district administrators.
Linda Gerhart

Debrief: Medium Districts **A C F T W** Crown Palm
Please join other Medium enrollment districts (10,000-24,999) as we debrief the conference and network with other medium district administrators.
Shannon Troester and Cynthia Garcia

Debrief: Large Districts **A C F T W** Room 7
Please join other Large enrollment districts (25,000-49,999) as we debrief the conference and network with other large district administrators.
Wayne Schaper and Jill Dorland

Debrief: Mega Districts **A C F T W** Room 9
Please join other Mega enrollment districts (50,000+) as we debrief the conference and network with other Mega district administrators.
Misty Fisher and Winni Petersons

5:00 pm Exhibit Hall Closes Kilimanjaro 6A

5:00-5:45 pm Mentor/Mentee Meet Up

5:45-6:00 pm IMCAT Board Meeting Room 7

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6:30 am Breakfast Kilimanjaro 6A
7:00-8:00 am TEA Q&A Kilimanjaro 6A

Breakout Session 7 » 8:00-8:50 am

Developing and Working with an IM Team **A C F T W** Room 7
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Shannon Troester, Wichita Falls ISD
*Repeats 12/5 at 2 pm

Breakout Session 8 » 9:00-9:50 am

TIMA 101, Part 5 **A C W** Room 7
Proclamations, SBOE Proclamation calendar, yearly timeline, out-of-adoption materials.

Greg Wright, Leander ISD
Melissa Nichols, Rockwall ISD

The Purchasing Process From A-Z **A F W** Room 8
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 Tony Black, Whitehouse ISD
 *Repeats 12/6 at 10:20 am

10:00 am Closing Session Kilimanjaro 6B
 10-10:30 am Round Rock High School Choirs Kilimanjaro 6B
 10:35-11:05 am Guest Speaker: Kilimanjaro 6B
TEA: The Impact of High Quality Instructional Materials on Student Achievement
 11:15-11:35 am Guest Speaker: Kilimanjaro 6B
Colby Nichols, Ancira Strategies, will give a Legislative update

11:35-12:00 pm Closing Ceremonies: Kilimanjaro 6B
Toys for Tots donation, awards, Election Results, Quilt Raffle, Gift Card Tree Raffle, Grand Prize Drawings, Passing of the Gavel

12:20-12:50 pm IMCAT Board Meeting Room 7

If you need to receive a conference certificate, stop by the IMCAT registration desk to let us know. Certificates will be emailed out after the conference is over.

**See you at next year's
 IMCAT Annual Conference!**

December 11-13, 2022

**Moody Gardens Hotel and
 Convention Center
 Galveston, Texas**



Experts in Today's
 Health and Wellness

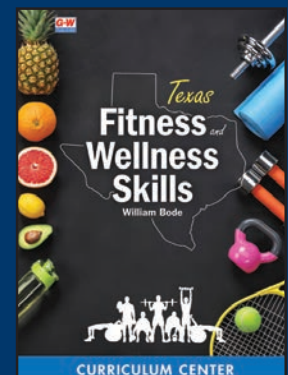
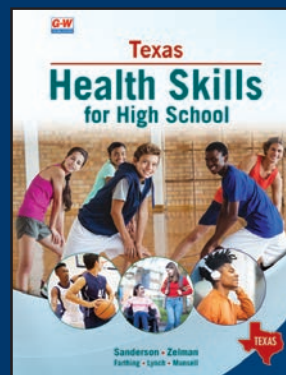
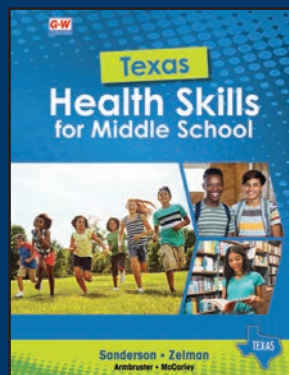
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 2022**



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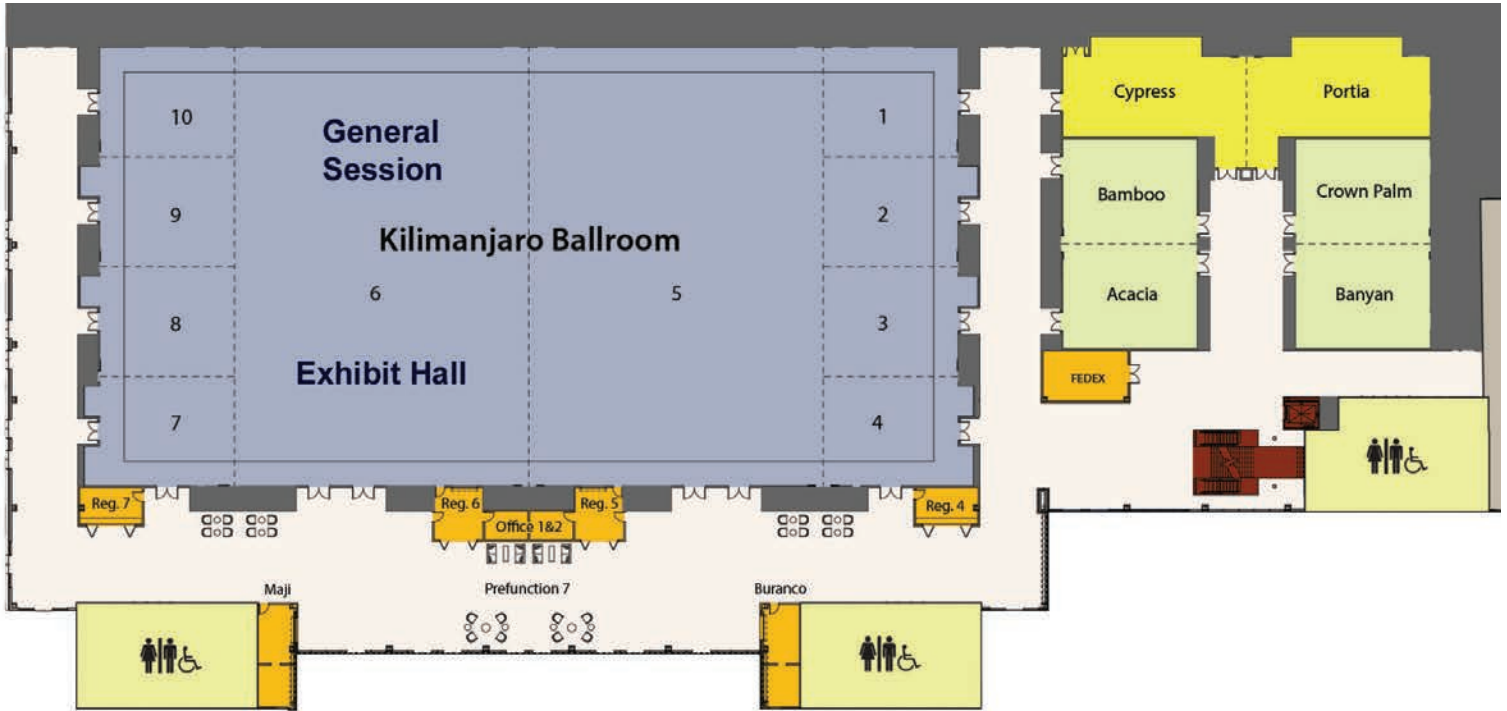
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Kalahari Convention Center Map

Lower Level

(Down the escalator from the Lobby Level)



Russell Owen Scholarship Winners

The scholarship honors the late Russell Owen, textbook coordinator at Dallas ISD and a founder of the Textbook Coordinators' Association of Texas, which later became IMCAT. This year's winner will be recognized at the opening session Monday morning.

2013: Lotte Talley, Happy ISD

2014: Jeff Funderburgh, Birdville ISD

2014: Karen Phillips, Sulphur Springs ISD

2015: Glenn Barfield, New Boston ISD

2015: Ricky Northrup, Valentine ISD

2015: Dayna Prochaska, Early ISD

2016: Gayle Parenica, Wharton ISD

2016: Donna Carnagey, Petersburg ISD

2017: Sheri Hayes, Bishop CISD

2017: Shannon Ripley, Winters ISD

2018: Jerry Brannen, Paris ISD

2018: Jena Gonzalez, Del Valle ISD

2019: Suheill Villafane, Eanes ISD

2019: Monica Wahl, Navarro ISD

2021: Debbie Matthys, Taylor ISD

P.D. Thomas Past Honorees

In 2009, the P.D. Thomas Award was established to honor an outstanding Texas Instructional Material Coordinator for achievement and excellence in the Instructional Materials Administration. P.D. Thomas is a founding father of the Instructional Materials Coordinators' Association of Texas (IMCAT), formerly known as the Textbook Coordinators' Association of Texas (TCAT) formed in 1991. This year's honoree will be announced at lunch Monday.

Previous P.D. Thomas Award Honorees

2009: P.D. Thomas, Allen ISD
2010: Bert Curtis, Garland ISD
2011: Anne Tweedt, Humble ISD
2012: Chuck Kennedy, Irving ISD
2013: Mike Fowler, Pasadena ISD
2014: Ann McGuffey, Duncanville ISD
2015: Karla Christman, Brazosport ISD
2016: Brian Squyres, Northside ISD
2017: Steve Hanson, Galena Park ISD
2018: Abel Villarreal, Corpus Christi ISD
2019: John Bridges, Fort Bend ISD
2020: Dana Wiest, Ector County ISD

Instructional Materials Coordinators' Association of Texas

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Past Presidents

Joe Morales, Corpus Christi ISD, 1991-1992

Bert Curtis, Garland ISD, 1992-1993

Russell Owen, Dallas ISD, 1993-1994

Audrey Baker, Spring ISD, 1994-1995

Randy Strickland, Pflugerville ISD, 1995-1996

Mark Rogers, Austin ISD, 1996-1997

Anne Tweedt, Humble ISD, 1997-1998

PD Thomas, Allen ISD, 1998-1999

Mike Fowler, Pasadena ISD, 1999-2000

Steve Cavender, Schertz-Cibolo ISD, 2000-2001

Steve Hanson, Galena Park ISD, 2001-2002

Lori Mankin, Fort Bend ISD, 2002-2003

Brian Squyres, Northside ISD, 2003-2004

Perri Ann Huntley, La Joya ISD, 2004-2005

Phil Brasher, Lancaster ISD, 2005-2006

Courtney Witherell, Judson ISD, 2006-2007

Brian Squyres, Northside ISD, 2007-2008

Karla Christman, Brazosport ISD, 2008-2009

Abel Villarreal, Corpus Christi ISD, 2009-2010

Kim Slough, Abilene ISD, 2010-2011

John Bridges, Fort Bend ISD, 2011-2012

Jill Dorland, Clear Creek ISD, 2012-2013

Susan Lenox, Plano ISD, 2013-2014

Kellie Skarda, Goose Creek CISD, 2014-2015

Abel Villarreal, Corpus Christi ISD, 2015-2016

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Tony Black, Whitehouse ISD, 2017-2018

Wayne Schaper, Spring Branch ISD, 2018-2019

Misty Fisher, Arlington ISD, 2019-2020