Mujo Learning Systems · Texas CTE resource

Funding CTE instructional materials in Texas

For the first time, career and technical education courses are part of the state's instructional materials review. That changes which pots of money your pathway can draw on. Here is a plain-language explanation of the three streams, what each one can and cannot buy, and the dates that matter.

Written for district CTE directors, instructional materials coordinators, and business & marketing department chairs. Current as of September 2026.

What changed

Since House Bill 1605 passed in 2023, Texas has reviewed instructional materials through an annual process called **IMRA** — Instructional Materials Review and Approval. Materials are evaluated against state rubrics for TEKS coverage, quality, and suitability, and the State Board of Education votes on whether to place them on the List of Approved Instructional Materials.

Until now, that process covered foundation subjects: reading, math, phonics. **IMRA Cycle 2026 is the first cycle to include 6–12 CTE courses**, starting with a first batch of courses that includes Marketing and Entrepreneurship I. Materials approved in this cycle become available to order in **EMAT**, the state's instructional materials ordering system, beginning in the **2027–28 school year**.

The practical consequence is a funding one. One of the state's three instructional materials funding streams can only be spent on IMRA-approved materials. Until this cycle, there was effectively nothing on that list for a CTE pathway to buy. Beginning in 2027–28, there will be.

The three funding streams, side by side

	IMTA	SBOE-Approved IM Entitlement	State-Developed OER Entitlement
Amount	Biennial allotment set by the Legislature	$40 per enrolled student, annually	$20 per enrolled student, annually
What it buys	Broad: adopted and non-adopted materials, consumables, technology equipment, software and services, certain technical support salaries	Only instructional materials placed on the approved list through IMRA and listed in EMAT	Only printing of state-developed, SBOE-approved OER (Bluebonnet Learning) program bundles
How you access it	EMAT requisitions and disbursements	EMAT requisitions only	EMAT requisitions only
Timing	Typically available after September 1 of each odd-numbered year	Loaded in EMAT after September 1 each year	Loaded in EMAT after September 1 each year
Rollover	Unused funds roll over to the next fiscal period	Unused funds roll over	Does *not* roll over; requisitions must be submitted before August 31
Relevant to CTE?	Yes, and always has been	Yes, newly, from 2027–28	No

Source: TEA, Instructional Materials Funding. The August 31 expiry is frequently misattributed to the $40 entitlement; it applies to the $20 OER entitlement.

The one distinction worth remembering

IMTA is flexible money that competes with everything else your district needs. The $40 entitlement is restricted money that *cannot* be spent on anything except IMRA-approved materials — so the only question is which approved materials it goes to. CTE has never been eligible for a share of that before.

Why the arithmetic favors CTE

The $40 entitlement is calculated on your district's **total enrollment**, not on enrollment in any particular course or program. A district's entitlement is the same whether it teaches marketing to 40 students or 400.

That means the size of the pool has no relationship to the size of a CTE adoption. Set against a district-wide balance, equipping every marketing and entrepreneurship section in a high school is a small line item — usually a fraction of one percent of the annual entitlement.

Illustrative example: a 40,000-student district

Annual SBOE-approved entitlement at $40 per enrolled student	**$1,600,000**
Students enrolled in Marketing and Entrepreneurship I, district-wide	**600**
Share of the annual entitlement needed to cover them, at $30 per seat	**1.1%**
Entitlement remaining for all other approved materials	**$1,582,000**

The figures above are illustrative, not a quote, and the entitlement is a district-level resource with many claims on it — core-subject adoptions will and should take the largest share. The point is narrower than “there is money lying around.” It is that a CTE request out of this stream is small enough that it rarely has to displace anything, which has not historically been true of CTE requests out of IMTA or the local budget.

Look up your own district's balance

TEA publishes district-level balance reports for each stream, updated regularly and open to the public. If you are building a case internally, start with the actual number rather than an estimate:

- SBOE-Approved Instructional Materials Entitlement Balance Report
- Instructional Materials and Technology Allotment Balances by District
- TEA Instructional Materials Funding — full guidance and annual funding reports

What IMTA still covers that the entitlement does not

The entitlement pays for approved materials and nothing else. IMTA remains the stream for everything around them, and several allowable categories are directly useful when standing up a new CTE program:

- **Publisher and vendor training** on the use of instructional materials, including implementation professional development. Note that general professional development is *not* allowable — the training has to be on the materials themselves.
- **Local review and adoption activities**, including contracted services to determine TEKS coverage of candidate materials.
- **Learning management systems** and other software for storing, managing, and accessing instructional materials, plus single sign-on services and online workspace tools.
- **Printing services, paper, and toner** for reproducing materials where the license permits printing — relevant if you run a digital program but want print components for some students.
- **Technology equipment** that supports the use of materials: laptops, headphones, charging carts, protective cases.
- **Technical support salaries** for staff supporting the technology students learn on, reimbursed by disbursement request.

Travel, office supplies, furniture, and teacher or coordinator salaries are not allowable under IMTA. And your Perkins V allocation and local CTE budget are unaffected by any of this — the entitlement is additive.

The calendar for a 2027–28 adoption

When	What happens
May – July 2026	Submitted materials posted for public review; public comment period open
Summer 2026	Educator review panels evaluate materials against the state rubrics
September 2026	SBOE meeting; public testimony on materials under review
November 2026	Final SBOE action expected on IMRA Cycle 2026 materials
Following weeks	TEA communicates results to districts by To the Administrator Addressed letter; review reports posted publicly
Spring 2027	District review, pilots, and selection for the coming year
After September 1, 2027	2027–28 entitlement funds loaded in EMAT; approved CTE materials orderable
2027–28 school year	Classroom implementation

Dates reflect TEA's published IMRA Cycle 2026 schedule and should be reconfirmed against TEA communications as the cycle concludes.

A short checklist for CTE directors

- [ ] **Pull your district's current entitlement balance** from the TEA report above, so you are working from a real figure in budget conversations.
- [ ] **Find out who controls the requisition.** In most districts the $40 entitlement is administered by an instructional materials coordinator or curriculum office, not by CTE. Introduce yourself before you need something.
- [ ] **Get on the agenda early.** The entitlement is a single pool. Requests that arrive after the core-subject conversation has concluded are competing for a

remainder.

- [ ] **Confirm the review reports** for any program you are considering. Rubric scores and reviewer comments for each program are published, and they are the most objective comparison available.
- [ ] **Check what is on the approved list for your specific course.** Approval is course-by-course. A publisher approved for one course is not automatically approved for another.
- [ ] **Separate the materials ask from the surrounding costs.** Materials come from the entitlement; PD on those materials, LMS, and devices come from IMTA. Splitting the request across streams often gets it approved faster.
- [ ] **Subscribe to TEA's GovDelivery updates** so funding amounts and TAA letters reach you directly rather than secondhand.

Common questions

Does the $40 entitlement expire at the end of August?

No. Unused $40 entitlement funds roll over across fiscal years. The August 31 requisition deadline applies to the separate $20 State-Developed OER entitlement, which does not roll over. These two are often conflated.

Can I use the entitlement for a program that is not on the approved list?

No. Those funds are restricted to materials approved through IMRA and listed in EMAT. IMTA, by contrast, can be used for non-adopted and supplemental materials, which is how most CTE purchasing has worked to date.

How is my district's amount calculated?

From TSDS/PEIMS enrollment data. The initial figure uses 90% of the prior year's fall enrollment, with a final adjustment once current-year enrollment is available — typically in May. TEA calls that adjustment the EMAT settle-up process.

Does adopting an approved program mean giving up what we already use?

Not necessarily. Approval status affects which funding stream can pay for something, not whether you are permitted to teach with it. Many districts run an approved core program alongside supplemental resources purchased with IMTA or Perkins funds.

Will more CTE courses be added?

Yes. TEA's multi-year plan phases CTE in across several cycles, with additional course batches reviewed in subsequent cycles and all CTE courses in scope by Cycle 2029. If your course is not in the first batch, it is coming.

Where can I see what other districts are ordering?

TEA publishes daily EMAT expenditure reports by publisher, title, and district. They are public and useful for benchmarking.

About this guide

Mujo Learning Systems builds career-ready curriculum for high school CTE and higher education across marketing, business, entrepreneurship, AI, and web design. We submitted two Texas Edition titles for review in IMRA Cycle 2026: **Mujo Foundations of Marketing, Texas Edition** for the Marketing course, and **Mujo Entrepreneurship Fundamentals: In An AI World, Texas Edition** for Entrepreneurship I.

We wrote this guide because the funding mechanics are the part of the change that nobody explained to CTE. If something here is unclear or you want the version specific to your district's numbers, we are happy to talk — whether or not you ever look at our curriculum.

Texas CTE resources at mujo.com/texas

This guide summarizes publicly available TEA and SBOE guidance as of September 2026 and is provided for general information. It is not legal,

financial, or procurement advice. Funding rules, amounts, and deadlines are set by the Texas Education Agency and the Legislature and can change — confirm current requirements with TEA or your Education Service Center before making purchasing decisions. Sources: TEA Instructional Materials Funding; SBOE Instructional Materials Review and Approval; IMRA Cycle 2026 Request for Instructional Materials.