

## Communications and Family Outreach

### Program Description and Alignment with the Strategic Plan

The budget includes the funding for programs, functions, and activities of the Office of Communications and Family Outreach (OCFO). The office includes three departments: the Department of Family and Community Partnerships (DFCP), the Department of Multimedia Services (DMS), and the Department of Public Information (DPI).

The office plays a key support role to all schools and offices in working toward all the strategic plan goals. The OFCO primarily supports Goal 3, *Strengthen Productive Partnership for Education*, Goal 4, *Create a Positive Work Environment in a Self-Renewing Organization*, and Goal 5, *Provide High-Quality Business Services that Are Essential to the Educational Success of Students* of the MCPS Strategic Plan *Our Call to Action: Pursuit of Excellence*.

The primary functions of the office are to support students, staff and schools, promote family and community involvement, support school system central services and business operations, and inform stakeholders about the school system. The major program functions and activities of the office include the following:

### Support for Students, Staff and Schools

One of the most visible forms of direct assistance to school staff is provided by copy service through Copy-Plus, allowing teachers to order classroom materials, homework and student assessments by e-mail or pony. These documents are delivered directly to the schools. In addition, the office provides direct support to schools through the *TeamWorks* school copier repair program.

The office coordinates the Extended Learning Opportunities Summer Adventures in Learning volunteer program for the Title I schools. This includes volunteer recruitment, screening, placement, and training. OCFO collaborates with OASIS Intergenerational Volunteers on the training and support of over 100 volunteers that provide one-on-one reading support to students from kindergarten to Grade 4.

Homework Hotline Live! and the Math Dude algebra video series are instructional materials produced to complement classroom instruction. These programs are cable cast, Web cast, and the algebra programs are made available for download Pod cast.

The office assists schools with their communications needs by providing guidance to principals in working with the media, and developing and reviewing letters to students, staff, and families concerning emergencies or crisis.

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OCFO produces and electronically publishes The Bulletin, a newsletter for all MCPS employees.

Additionally, several volunteer programs are coordinated by OCFO including, Ruth Rales Comcast Kids Reading Network, a tutorial program at elementary schools that targets second grade students reading at or below grade level and the Connection Resource Bank, which provides guest speakers, judges and mentors to schools by request.

### Promoting Family and Community Involvement

The Parent Academy offers free workshops that provide practical information for parents on topics aligned with the six standards of parent involvement to improve student achievement. Workshops are held at schools and community sites throughout the county. Child care and foreign language interpretation are provided for all workshops.

ASK MCPS provides parents of students in Montgomery County several ways to have their questions answered and to obtain information about school system. Information events include: the annual Back-to-School Fair, Drop In Coffees, and school system resource tables at malls and community fairs. Additionally, the ASK MCPS call center and email drop box provide parents and community members the opportunity to find answers to their questions about school system programs and services.

The Study Circles program helps schools address the challenges of cultural and racial differences by bringing together parents, teachers, and students from different backgrounds. Trained facilitators help participants increase cultural and racial awareness, build relationships, and plan action steps to help all students succeed.

Conquista tus Sueños (Realize Your Dreams) is a Spanish-language program aimed at empowering the Latino parent community by teaching strategies to improve communications, strengthen family relationships, and navigate the school system.

Partners for Success provides families with support by serving as a bridge between home and school. OCFO staff help parents understand school system policies, procedures, programs and services with a focus on helping parents of special education students.

The office publishes electronic (QuickNotes) and print newsletters (Parent Connection) for parents in six languages in addition to informational brochures and other multimedia resources for parents.

OCFO outreach staff work with all schools and offices to build capacity to ensure all MCPS staff have the tools and technical assistance needed to work effectively with parents and the community. OCFO staff works directly with schools to plan and implement parent engagement activities that align to the schools' improvement plans. This work includes collaboration with

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school Parent Teacher Student Associations and other community partners. Staff also collaborates with the Office of Organizational Development to provide new teachers and principals with professional development on family involvement.

### Supporting School System Central Services and Business Operations

Staff development videos are produced to assist with the dissemination of important information to systemwide audiences. Training on classroom best practices, instructional strategies and new technologies are examples of projects under development in collaboration with other MCPS offices.

Full publishing services including editorial assistance and review, illustration, graphic layout and bindery are provided by OCFO staff. Critical print products are produced for the school system including diplomas, high school exams, teacher assessment/instructional guides, course bulletins, student planners and parent guides.

The office develops and supports web-related systems that enable school staff to stream video, administer online surveys, register for professional development courses, and access substitute calling system and job vacancy database.

School webmasters receive assistance and guidance with design, publishing systems, content management and general support for updating of school Web sites. OCFO provides ongoing training and support to school webmasters.

### Informing Stakeholders about the School System

The public MCPS web portal, [www.montgomeryschoolsmd.org](http://www.montgomeryschoolsmd.org) is managed by OCFO. This comprehensive MCPS Web site provides around the clock access to information, data, and systems that help customers interact with the school system. In addition, the office administers foreign language mini Web sites for parents in five languages.

Informational video programs for parents, students, staff, and the community are produced and disseminated via cable TV and Webcast. In addition to programs such as *Our Schools Today*, *Cover to Cover*, *Take Ten* and *Diez Minutos*, the office records and broadcasts Board of Education meetings, worksessions and other Board events.

This office also is responsible for issuing press releases, gathering information and responding to media inquiries and Freedom of Information Act requests.

Working closely with the Language Assistive Services Unit, OCFO produces multimedia resources about the school system in multiple languages for parents.

## **Communications and Family Outreach** (continued)

The office provides emergency information via print, phone, e-mail, Web and television.

Numbers of Students Served: Not Applicable

### Program Funding

For FY 2011 it is projected that program will be funded by local funds in the amount of \$9,334,900 and by county special revenue funds in the amount of \$1,619,507.

### Explanation of Significant Budget Changes

The total amount budgeted for this program for FY 2011 is \$10,954,407. An additional \$168,888 is added to the program to lease/purchase copiers for the TeamWorks Copier Services program.

### Crosswalk to Other Budget Documents and to the MCPS strategic Plan

More detailed information about this program can be found in the Superintendent's Recommended FY 2011 Operating Budget and Personnel Complement as follows:

Office of Communication and Family Outreach: Page 10-3

Information on the MCPS Strategic Plan strategies and initiatives related to this program can be found beginning on Page 19 of the 2009-2014 *Our Call to Action: Pursuit of Excellence* document.

## COMM. & FAMILY OUTREACH

Description	FY 2010 Current	FY 2011 Request	FY 2011 Change
<b>01 Salaries &amp; Wages</b>			
Total Positions (FTE)	89,000	89,000	
Position Salaries	\$6,636,038	\$6,834,763	\$198,725
<b>Other Salaries</b>			
Supplemental Summer Employment			
Professional Substitutes			
Stipends	19,996	24,996	5,000
Professional Part Time	29,185	29,185	
Supporting Services Part Time	355,345	358,345	3,000
Other	188,940	188,940	
Subtotal Other Salaries	593,466	601,466	8,000
<b>Total Salaries &amp; Wages</b>	7,229,504	7,436,229	206,725
<b>02 Contractual Services</b>			
Consultants	17,085	17,085	
Other Contractual	608,948	607,948	(1,000)
<b>Total Contractual Services</b>	626,033	625,033	(1,000)
<b>03 Supplies &amp; Materials</b>			
Textbooks			
Media			
Instructional Supplies & Materials	4,574	4,574	
Office	548,162	548,162	
Other Supplies & Materials	1,347,244	1,347,244	
<b>Total Supplies &amp; Materials</b>	1,899,980	1,899,980	
<b>04 Other</b>			
Local Travel	24,848	22,848	(2,000)
Staff Development	23,190	25,190	2,000
Insurance & Employee Benefits	290,827	294,441	3,614
Utilities			
Miscellaneous	54,222	54,222	
<b>Total Other</b>	393,087	396,701	3,614
<b>05 Equipment</b>			
Leased Equipment	377,892	514,210	136,318
Other Equipment	61,200	82,254	21,054
<b>Total Equipment</b>	439,092	596,464	157,372
<b>Grand Total</b>	\$10,587,696	\$10,954,407	\$366,711

## COMM. & FAMILY OUTREACH

CAT	DESCRIPTION	10 Mon	FY 2010 CURRENT	FY 2011 REQUEST	FY 2011 CHANGE
1	Director		1.000	1.000	
2	P Director I		1.000	1.000	
1	P Director I		1.000	1.000	
1	P Director I		1.000	1.000	
1	O Supervisor		1.000	1.000	
2	O Supervisor		1.000	1.000	
1	O Supervisor		1.000	1.000	
37	O Supervisor		1.000	1.000	
2	N Coordinator		1.000	1.000	
1	M Specialist		1.000	1.000	
3	J ITV Operations Manager		1.000	1.000	
3	H Printing Supervisor		1.000	1.000	
2	BD Instructional Specialist			2.000	2.000
3	BD Instructional Specialist		2.000		(2.000)
3	27 ITV Chief Engineer		1.000	1.000	
37	25 Television Engineer		1.000	1.000	
3	24 Partnerships Manager		3.000	3.000	
1	23 Printing Manager		1.000	1.000	
1	23 Publications Manager		1.000	1.000	
1	23 Publications Art Director		1.000	1.000	
37	23 ITV Production Manager		1.000	1.000	
37	23 ITV Projects Specialist		1.000	1.000	
3	22 Videographer/Editor/Writer		1.500	1.500	
37	22 Videographer/Editor/Writer		2.500	2.500	
3	21 Comm Spec/Web Producer		1.000	1.000	
2	21 Comm Spec/Web Producer			1.000	1.000
1	21 Comm Spec/Web Producer		4.000	4.000	
1	21 Bulletin Editor		1.000		(1.000)
3	20 ITV Production Technician II		1.000	1.000	
1	20 Electronics Graph Artist		1.000	1.000	
3	20 Parent Community Coord		8.000	8.000	
37	20 Electronics Graph Artist		1.000	1.000	
37	20 ITV Production Technician II		1.000	1.000	
1	18 Fiscal Assistant IV		1.000	1.000	
3	18 Graphics Designer I		3.000	3.000	
3	18 Lithographic Camera Op		1.000	1.000	
37	18 Graphics Designer I		1.000	1.000	
3	17 ITV Production Technician				
3	17 Assoc Producer/Director		2.000	2.000	
3	17 Photographer		1.000	1.000	
3	17 Equipment Mechanic			1.000	1.000
3	17 Printing Equip Operator III		4.000	2.000	(2.000)

## COMM. & FAMILY OUTREACH

CAT	DESCRIPTION	10 Mon	FY 2010 CURRENT	FY 2011 REQUEST	FY 2011 CHANGE
1	17 Admin Services Manager I		1.000	1.000	
37	17 ITV Production Technician		2.000	2.000	
37	17 ITV Master Control Operator		1.000	1.000	
37	17 Media Services Technician				
37	17 ITV Program Director		1.000	1.000	
3	16 Electronic Publishing Asst		1.000	1.000	
3	16 Digital Printing Group Leader		1.000	1.000	
3	16 Customer Service Spec		2.000	2.000	
3	16 Printing Equip Operator II		1.000	1.000	
2	16 Communications Assistant			1.000	1.000
1	16 Fiscal Assistant III		1.000	1.000	
1	16 Communications Assistant		1.000	1.000	
3	15 Fiscal Assistant II		1.000	1.000	
3	15 Copier Repair Technician		4.000	4.000	
2	15 Administrative Secretary II		1.000	1.000	
1	14 Administrative Secretary I		1.000	1.000	
3	14 Administrative Secretary I		.500	.500	
3	14 Printing Equip Operator I		1.000	1.000	
3	14 Bindery Equip Operator II		3.000	4.000	1.000
2	14 Administrative Secretary I				
37	14 Administrative Secretary I		.500	.500	
1	12 Secretary				
2	12 Secretary		1.000		(1.000)
1	12 Secretary		1.000	1.000	
37	12 Secretary				
3	11 Bindery Equip Operator I		3.000	3.000	
2	11 Office Assistant IV		1.000	1.000	
2	10 Office Assistant III				
<b>Total Positions</b>			<b>89.000</b>	<b>89.000</b>	

## Executive Leadership

### Program Description and Alignment with the Strategic Plan

Budgeted resources for the Office of the Superintendent of Schools and the Board of Education are combined in this program.

The mission of the Office of the Superintendent of Schools is to provide high quality educational leadership in attaining excellence in teaching and learning in the Montgomery County Public Schools. The superintendent supports the policies and academic priorities of the Board of Education and has overall responsibility for the attainment of rigorous standards of performance for students and employees.

The mission of the Office of the Board of Education is to enable the elected Board to function as a cohesive and effective body in performing its responsibilities to adopt educational policy, ensure accountability, promote intergovernmental relations, and respond to community and student concerns. The office coordinates the functions and activities of the elected Board members.

Number of Students Served: Not Applicable

### Program Funding

For FY 2011 it is projected that this program will be funded entirely by local funds.

### Explanation of Significant Budget Changes

The total amount budgeted for this program for FY 2011 is \$1,760,094. Included is \$687,376 from the Office of the Superintendent, and \$1,072,718 from the Board of Education.

### Crosswalk to Other Budget Documents and to the MCPS Strategic Plan

More detailed information about this program can be found in the Superintendent's Recommended FY 2011 Operating Budget and Personnel Complement as follows:

Office of the Superintendent: Page 11-9

Board of Education: Page 11-3

Information on the MCPS Strategic Plan strategies and initiatives related to this program can be found beginning on Page 2 of the 2009-2014 *Our Call to Action: Pursuit of Excellence* document.

## EXECUTIVE LEADERSHIP

Description	FY 2010 Current	FY 2011 Request	FY 2011 Change
<b>01 Salaries &amp; Wages</b>			
Total Positions (FTE)	13,000	13,000	
Position Salaries	\$1,390,803	\$1,398,705	\$7,902
<b>Other Salaries</b>			
Supplemental Summer Employment			
Professional Substitutes			
Stipends			
Professional Part Time	133,500	133,500	
Supporting Services Part Time	1,379	1,379	
Other	2,540	2,540	
Subtotal Other Salaries	<u>137,419</u>	<u>137,419</u>	
<b>Total Salaries &amp; Wages</b>	1,528,222	1,536,124	7,902
<b>02 Contractual Services</b>			
Consultants	35,000	35,000	
Other Contractual	767	767	
<b>Total Contractual Services</b>	<u>35,767</u>	<u>35,767</u>	
<b>03 Supplies &amp; Materials</b>			
Textbooks			
Media			
Instructional Supplies & Materials			
Office	17,728	17,728	
Other Supplies & Materials			
<b>Total Supplies &amp; Materials</b>	<u>17,728</u>	<u>17,728</u>	
<b>04 Other</b>			
Local Travel	15,082	15,082	
Staff Development	88,695	88,695	
Insurance & Employee Benefits			
Utilities			
Miscellaneous	61,600	61,600	
<b>Total Other</b>	<u>165,377</u>	<u>165,377</u>	
<b>05 Equipment</b>			
Leased Equipment			
Other Equipment	5,098	5,098	
<b>Total Equipment</b>	<u>5,098</u>	<u>5,098</u>	
<b>Grand Total</b>	<u><u>\$1,752,192</u></u>	<u><u>\$1,760,094</u></u>	<u><u>\$7,902</u></u>

## EXECUTIVE LEADERSHIP

CAT	DESCRIPTION	10 Mon	FY 2010 CURRENT	FY 2011 REQUEST	FY 2011 CHANGE
1	Superintendent of Schools		1.000	<b>1.000</b>	
1	Chief of Staff - Ombudsman		1.000	<b>1.000</b>	
1	Chief of Staff - Ombudsman		1.000	<b>1.000</b>	
1	P Staff Assistant		2.000	<b>2.000</b>	
1	21 Admin Services Manager IV		1.000	<b>1.000</b>	
1	21 Admin Services Manager IV		1.000	<b>1.000</b>	
1	20 Admin Secretary to the Board		1.000	<b>1.000</b>	
1	19 Admin Services Mgr III				
1	19 Admin Services Mgr III				
1	17 Copy Editor/Admin Sec		1.000	<b>1.000</b>	
1	17 Admin Services Manager I		1.000	<b>1.000</b>	
1	17 Admin Secretary, BOE		1.000	<b>1.000</b>	
1	15 Administrative Secretary II		1.000	<b>1.000</b>	
1	15 Fiscal Assistant II				
1	14 Administrative Secretary I		1.000	<b>1.000</b>	
<b>Total Positions</b>			<b>13.000</b>	<b>13.000</b>	