

Response to Questions on the FY 2011 Budget

Request By: Supervisor Herrity

Questions: What was the total amount paid to the District Management Council (DMC) last year?
What amount is budgeted for this year?

What are the specific services being provided by DMC? Do these services include focus groups and message development on the budget?

Response: *The following response was prepared by Fairfax County Public Schools. It should be noted that what follows is a combined response to the two separate questions posed above by Supervisor Herrity.*

The annual membership fee of \$25,000 was paid to the District Management Council in FY 2009 and FY 2010.

The District Management Council (DMC) is a network of 84 public school systems serving more than four million students. DMC membership enables districts to access DMC's Best Practices Network, attend many leadership development events, and receive custom-tailored management advisory services to enhance both student achievement and division performance.

DMC holds professional development opportunities during the year where the Superintendent and key staff attend as part of the membership fee. These opportunities provide insight and solutions to the most common and pressing challenges facing school systems. The DMC also holds a Superintendent's Summit annually, gathering the heads of member districts together to identify critical issues in education, direct research activities of DMC staff, problem solve, and study together.

One of the previous professional development events was a session on community engagement where the council recommended folding the parent support functions of a district into the community outreach department. That was the model adopted when the Department of Communications and Community Outreach was developed. Another professional development opportunity was "Managing a District in Difficult Financial Times." In that session, DMC conducted a case study of FCPS which provided valuable insight and a unique external view of the FCPS budget process.

DMC also offers management advisory services as part of the membership services. This is the service they provided to FCPS with the Stakeholder Engagement Research this fall. However, it should be noted that the service provided this fall went well above their normal process, but they waived fees due to FCPS' current economic situation.

Other services include:

- Publications, including the quarterly *District Management Journal* and monthly *Management Advisory Newsletter* (provided to all Leadership Team members)

- Online Resource Library, including district case studies, best practices, and rigorous analytical frameworks which is designed to help districts put best practices into action and achieve results
- DMC Reference Book collection is provided to member districts on request, and covers various topics of interest ranging from district branding to community engagement, etc.