

# Annual Self-Appraisal

(To be completed by reviewee and submitted to supervisor prior to performance and career development review and discussion)

## Employee Data

Employee Name: Patrick Driscoll Date Prepared: Oct. 4, 2013  
Department: Communications Position: Webmaster  
Supervisor: Katrina Kehoe

**Instructions:** A very important part of the Annual Performance and Career Development Review is your self-appraisal of your performance, progress, and career preferences and plans. This self-appraisal has been designed to : (1) provide a mechanism for you to conduct a self-evaluation of your performance and development needs each year; (2) identify areas where you believe that you need additional experience, counseling, and support (i.e. training, on-the-job coaching, and feedback) in order to achieve your potential within the Company; and (3) provide a basis for meaningful discussions with your supervisor on your future goals, as well as your career preferences and interests to facilitate your career development within the Company.

## Performance

Comment on your role at the Company and your major achievements during this review period, including efforts to identify problems and meet Company needs.

**Targeted mobile performance metrics, and developed pilot projects so we can begin addressing our lack of a mobile strategy. For example, I identified a potential loss of up to \$7,000 during a pledge drive because conversions on mobile devices are so low, and have talked with Allegiance on how we can fix that. I've experimented with a variety of industry-accepted mobile approaches: the San Antonio Wine Festival website design adapts differently for desktop, tablet and mobile screen sizes (like NPR does); the Fiesta page has its own mobile web app (the Express-News approach); and the Community Cinema page uses an open-source Twitter framework (which PBS uses for Bento).**

**Started process to redevelop KLRN.org into a modern, performance-based website. These first steps involved running an online survey and compiling website analytics to understand our audience, interviewing key website users to gather requirements, and meeting with PBS experts, other PBS stations and vendors to research platforms and strategies. Completed a user-requirements report to summarize findings.**

**Built a small KLRN javascript library to handle custom needs, which can later be used for targeted testing and optimization. For example, two key modules enable us to schedule our splash pages to start and end precisely at midnight (or whatever times we want), thus avoiding vague or out-of-date messaging each morning. These modules also switch out our pledge pages to avoid coming in on weekends or putting up with time lags. And when our front-page CMS broke this summer, these modules scheduled the promos, but based them on each show's air time rather than the default time of midnight. Another module uses custom URL addresses, usually campaign codes, to channel users to specially tracked pages.**

List the areas in which you gained experience/worked during the past year, and the approximate % of time you devoted to each.

Areas	Approximate % of time
Gained valuable experience with mobile technologies	10%
Expanded knowledge and experience of increasingly popular javascript frameworks and libraries, as well as best practices	5%
Learned basics of database design and database application development	3%

<b>Increased knowledge of HTML5 and CSS3 standards, and began applying where feasible as they roll out in newer browsers</b>	<b>5%</b>
<b>Became familiar with C# programming language</b>	<b>2%</b>

Comment on your participation in special projects.

**Key projects include redesigning the San Antonio Wine Festival website from the ground up using the latest browser standards and a mobile-responsive approach; building a mobile web app for the Fiesta page; creating a javascript library to automate scheduling of content such as splash and pledge pages and to allow delivery of custom content based on URL addresses and cookies; and gathering audience preferences and user requirements for a website redevelopment project.**

Comment on your involvement in community activities and roles in voluntary and professional organizations.

**Developed and now manage MysteryDogRescue.org, a Wordpress site for a pet rescue nonprofit called Mystery Dog Rescue.**  
**Serving as Vice President of Public Relations for a local chapter of Toastmasters International.**  
**Member of International Webmasters Association.**

#### **Professional Development Activities**

Please list all courses taken during the preceding year and the knowledge/skills you acquired.

<b>Name of Course and Sponsor</b>	<b>Knowledge/Skills Acquired</b>	<b>Date/s Attended</b>	<b>Hours</b>
<b>Database Design, International Webmasters Association (IWA)</b>	<b>Fundamentals on how to implement a relational database</b>	<b>September</b>	<b>3 CEUs</b>
<b>Intermediate ASP.NET Web Development with C#, IWA</b>	<b>Overview on how to connect and interact with databases to create dynamic web pages and web applications</b>	<b>July</b>	<b>3 CEUs</b>
<b>C# Programming, IWA</b>	<b>Introduction to C# programming, Microsoft's flagship language for ASP.NET</b>	<b>May</b>	<b>3 CEUs</b>
<b>HTML5, IWA</b>	<b>Overview of latest browser technologies for creating special effects, sophisticated animations and interactivity</b>	<b>January</b>	<b>3 CEUs</b>
<b>CSS3, IWA</b>	<b>A look at the next generation of CSS, a companion to HTML5, to create special effects, animations, transitions, gradients, etc.</b>	<b>January</b>	<b>3 CEUs</b>
<b>Intermediate XML, IWA</b>	<b>Understanding of the main components and features of XML, a popular cross-platform data-sharing language for dynamic websites</b>	<b>November</b>	<b>3 CEUs</b>
<b>Dozen video courses from Lynda.com</b>	<b>Topics range from mobile applications and javascript frameworks to content strategies and website redevelopment</b>	<b>Oct.-Sept.</b>	<b>A lot</b>

## My Goals

List the job related goals you established for the current year and describe the results you achieved.

Goals	Results Achieved
Redevelop and modernize website and blogs	Completed user-specifications report with suggested next steps to create a modern, performance-driven website.
Develop mobile options such as apps and mobile web	Developed pilot projects to explore various industry-accepted approaches to mobile options, including mobile-responsive San Antonio Wine Festival website, a Fiesta mobile web app and a fluid-grid design for the Community Cinema landing page.
Establish Key Performance Indicators for online	The user-specifications report referenced above suggests possible digital goals, a first step to develop key performance indicators. PBS experts will provide insights based on other stations' experiences.
Create Content Plan based on SEO, analytics, audience needs	The user-specifications report referenced above is the first step. I also reached out to PBS experts for assistance on developing a content strategy with an SEO plan and analytics component. A station stakeholders team should be a part of this.
Broaden knowledge of Web 2.0 technologies	Learned about and gained more experience with data feeds, latest javascript frameworks, and HTML5 and CSS3.

List your job related goals and (including possible areas of specialization, specific projects, and positions) and plans you have or are developing to help achieve these goals. These goals should be consistent with feedback from your assignments as you understand them and should contribute to your own professional growth and development.

Goals	Plan
Redevelop website as cross-platform, user-centric, performance-driven digital channel	Recently completed user-specifications report offers roadmap on how to get there. Next steps include creating a station stakeholder team, agreeing on what the goals should be and selecting a platform.
Work with station stakeholders and PBS experts to create a content strategy with an SEO plan and analytics component	This is part of the website redevelopment process referenced above. Next steps include creating a station stakeholders team and updating a content audit. PBS experts on SEO and analytics agreed to assist.
Establish a targeted testing and optimization program to increase critical online user actions such as donations and video views	This should be a part of the website redevelopment process referenced above, but parts could precede that. A key step is to establish online goals and then derive key performance indicators. PBS experts will provide their insights on KPIs.
Develop a highly interactive single-page web application using an up-and-coming javascript framework such as Angular, which will give us a better understanding of cutting-edge technologies being used for many of today's mobile web apps	A good candidate is a pledge thank-you gift page since it would need to display content dynamically, allowing users to sort, search and view gift details.
Develop a simple database with a website registration form and admin interface, which can serve as a template for other projects	A good candidate would be converting the Word-based wine registration form we used for last year's San Antonio Wine Festival.

## Career Development

Comment on what you consider to be your major strengths. Provide examples.

**With a background in writing, page design and digital development, my main strengths are combining creativity, problem solving and technical solutions to produce aesthetically pleasing and user friendly experiences. Without a creative outlet and ongoing challenges, I would not like my job.**

**Examples: the Kerrville Wine Tasting page (<http://www.klrn.org/wine/kerrville/>) was based on a provided logo and image of a bottle and glass; the San Antonio Wine Festival page (<http://sawinefest.com/>) was designed around a logo provided by a freelancer; the Fiesta mobile web app (<http://www.klrn.org/fiesta/mobile/>) uses a framework to create an engaging interface.**

Identify the two most important things you need to accomplish/improve/eliminate in order to achieve your career goals and maximize your potential. Describe for each the specific steps you plan to take to address these two needs.

**Redevelop the website, which I've outlined in a recently completed user-specifications report.**

**Our website is a barrier to KLRN growing its online audience, membership base and revenues. Helping turn that around is the highest professional priority I have.**

**Continue to learn and develop pilot projects to explore possibilities. Dedicate a percentage of time to this.**

Identify the two most important things the Company can do that would improve your work environment, your ability to do your job more efficiently and/or effectively and that would help you achieve your career goals and enhance your career development and personal satisfaction or that would help the Company better achieve its mission and goals.

**Provide support so I can, while working through key station stakeholders, successfully lead redevelopment of the website.**

**Provide a better development environment. Tools that will help me do my job better include: Creative Suite 6; a third Dell monitor screen (same size and type so it doesn't distract); local admin privileges on my computer so I can regularly update my browsers and applications, test new application as they become available and work better with the local servers on my computer; and more hard drive space (my laptop has twice as much available as I have on my desktop).**

**Less important but still somewhat of a factor, my current location is so loud that I often can't hear what people are saying on the phone, and disruptions sometime interrupt development flow.**

Identify other topics or issues you would like to discuss with your supervisor.