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. 7, 2014
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.

Developed Veterans Voices microsite as a portal for KLRN veterans projects, including Veterans Coming Home, Telling San Antonio and Coming Back with Wes Moore. The site is fully mobile responsive, uses javascript widgets for interactivity, is coded to track Key Performance Indicators and is optimized for SEO. The fluid-grid design utilizes Twitter's popular Bootstrap framework, which PBS also adapted for Bento websites. A Coming Back video page leverages the YouTube API.

Created an AB testing program to statistically measure what online donors respond to best. Four tests throughout the fiscal year indicate that we have spurts when many of our one-time donors are very focused on thank-you gifts, and if we can target that group and make it easier for them to find what they want, when they want it, we could boost annual donations up to $25,000. The tests also show that sustainers tend to be more interested in just supporting the station, not gifts, and that cluttering their user-experience by emphasizing gift options decreases those donations.

Designed and built a data-driven web application to dynamically display pledge programs with related video previews, TV schedules and thank-you gift selections. We successfully tested the app with our splash pages during August pledge. The full prototype of the app includes a gift page where donors can search and sort all pledge gifts, and click to see details on each. The app was developed using APIs for PBS' TV Schedules and COVE, a SQL export from our Allegiance database and Google's Angular javascript framework. With these templates now in place, future apps will be easier to launch.

Developed an Excel user-interface application to schedule content to run on the website. It's similar to KLRU's banner scheduler using Google Calendar, but with one less input step. Our scheduler lets us input and test everything we need to run splash-page campaigns without touching a web page, and doing so in minutes instead of the hours it used to take. Since the app is built using AJAX and Excel's CSV features, it will run anywhere, including a Bento website. Right now we are also using the app for a front-page ad rotater, and to show Endowment page memorials and to display 2013 wine winners.

Completed an exhaustive content audit of core website pages. Along with setting up Key Performance Indicators, SEO keywords and page metadata, this will serve as the content map to begin redevelopment of our website.

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
Javascript applications	**40%**
Twitter Bootstrap framework	**25%**
PBS COVE and TV Schedule APIs	**4%**
C# programming	**2%**
PHP programming	**2%**

Comment on your participation in special projects.

Key projects include redesigning our events landing page template using an interactive, mobile-responsive framework, which we used for our chef pages, TV Sweepstakes page and Veterans Voices microsite; implementing an AB testing program to identify user preferences and optimize their donation experiences; writing applications to automate and dynamically display custom content such as our splash pages and new pledge program app.

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

Developed and manage MysteryDogResuce.org, a Wordpress website for a pet rescue nonprofit called Mystery Dog Rescue.

Served as vice president of education for a local chapter of Toastmaster's International.

Member of International Webmaster's Association.

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

Name of Course and Sponsor	Knowledge/Skills Acquired	Date/s Attended	Hours
Bento Certified Master, Trainer and User, PBS	**Hands-on training in core Bento skills such as creating and customizing plug-ins, templates and themes, and handling administration**	**April, July, September**	**6**
Doing Journalism with Data, European Journalism Centre	**Essential concepts, techniques and skills to effectively work with data and produce compelling data stories**	**May-June**	**25**
Introduction to PHP, International Webmaster Association	**PHP programming concepts and how to use it with HTML forms and MySQL databases to create dynamic websites**	**March-April**	**3 CEUs**
Google Analytics Platform Principles, Google	**Deep dive into how Google Analytics collects, transforms and organizes data**	**March**	**6**

Dozen video courses from Lynda.com	**Topics ranged from javascript frameworks like Angular and Backbone, and working with data, analytics, SEO and APIs**	**Oct.-Sept.**	**Many**
Alternative Fuels in Texas App, self-study project	**Implements D3.js visualization library with Google Maps API and HTML5 geolocation to display Texas' alternative fuel stations on a map. Users can filter results, click for details, zoom in, and get directions from their location to any selected fuel station.**	**Nov.-March**	**200**
Google Analytics Individual Qualification, Google	**Studied for and passed certification test to demonstrate proficiency in Google Analytics**	**September**	**15**

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

Goals	Results Achieved
Redevelop website as cross-platform, user-centric, performance-driven digital channel	**The platform for the new website – PBS' Bento – has been selected, the development instance set up, training completed and an audit of core website pages finished. Development is ready to start pending a staff review and update of content. The project is 4-5 months behind due to additional projects, events and tasks this past year.**
Work with station stakeholders and PBS experts to create a content strategy with an SEO plan and analytics component	**A comprehensive audit of core website pages is finished and work is underway on SEO and analytics components. The audit is the first stage for mapping content to a new website.**
Establish a targeted testing and optimization program to increase critical online user actions such as donations and video views	**Created AB testing program for our online donation funnel. Several tests indicate we have at least two donor personas, and that targeting one of them – single-donors seeking thank-you gifts – with better user experiences could boost online donations up to $25,000.**
Develop a highly interactive single-page web application using an up-and-coming javascript framework such and Angular, which will give us a better understanding of cutting-edge technologies being used for many of today's mobile web apps	**Designed and built a data-driven web app to dynamically display pledge programs with related video previews, TV schedules and thank-you gifts. The full prototype includes a gift page where donors can search and sort all pledge gifts, and click to see details on each.**
Develop a simple database with a website registration form and admin interface, which can serve as a template for other projects	**Details for the candidate project, the Wine Competition, weren't solidified early enough and then the event was cancelled.**

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 core website in Bento content management system, and establish subdomain on current server for non-CMS needs	**Most of the research and preparatory work has been completed. We can start building pages in December and, if no unforeseen major projects come up, finish before summer.**
Upgrade Google Analytics on the website to latest version and implement tracking for Key Performance Indicators	**This needs to be completed before launch of our new Bento website.**
Create a blogging and content strategy to build KLRN into an authoritative digital channel	**After our Bento website is up, this will free up time to start blogging and producing web-first content. We can base the strategy on core content verticals, search-engine keywords, social-media trends and Key Performance Indicators.**
Explore and learn technologies used in PBS' Bento ecosystem, including the Python programming language, Django framework and MySQL databases	**This will start with online training and progress to pilot projects and open-source collaboration. The PBS Bento Hackathon is a good opportunity to help meet this goal.**
Identify database hosting options and develop a pilot project to serve as a template for other applications	**Part of this is looking at online security and how applications will integrate with our new website. The pilot project can be a simple registration form with an admin interface.**

Career Development

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

Combining creativity and technology to create pleasing and effective user experiences.

Examples:

- **Chef landing page: http://www.klrn.org/chef/**
- **Veterans Voices microsite: http://www.klrn.org/veterans/**
- **Pledge programs app: http://www.klrn.org/support/gifts/Index.aspx#/program?show=11409**

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. A new website is the first step to establishing an authoritative digital presence, growing our membership and freeing me of repetitive tasks so I can focus more on content creation and application development.

Continue to devote a percentage of time to learning and developing pilot projects to explore possibilities.

Identify the two most important things the <u>Company</u> 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.

Offer opportunities to network and collaborate with PBS and other digital leaders and developers by attending key events. Examples include the PBS Bento Hackathon, IMA Digital Day, PBS Annual Meeting, and SXSW Interactive.

Continue to provide guidance and support so I can successfully lead redevelopment of the website.

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

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