

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: Jan. 23, 2020
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.

Redeveloped KLRN's main website on PBS' Bento 3 platform. This includes customized code for:

- An analytics module that tracks all clicks on the front page and in the global sidebar on other pages
- A fast-loading video player that uses a YouTube API to automatically display video playlists
- A What's on Now application, featured on the front page, that uses a TV schedule API to automatically get updates
- Smoothing out design flaws and user experience issues in the default Bento configuration
- Upgrading KLRN's Google Analytics to use the more robust Google Tag Manager

Ongoing use of data and analysis to deliver actionable insights. As an example, stats show steady exponential growth from Passport instant access. Recent spikes show sustained interest in Country Music, and uncovered a breakout called Sanditon.

Continuing updates and management of the KLRN Pledge Gift Search App, which generated \$50,000 in calendar 2019. The app and previous donation-form optimizations bring in about an extra \$80,000 a year.

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
Web and application development	50%
Marketing and web content management	30%
Analytics and digital marketing	20%

Comment on your participation in special projects.

Redeveloped KLRN's main website on PBS' Bento 3 platform.

Assisted with collecting data and creating visualizations for the marketing department's digital KPIs. Fiscal 2019 marked the first full year of the effort. We had a total of \$493,000 in online donations in calendar 2019, up 17% from the previous year.

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

Member of the Alamo Regional Data Alliance, which strives to forge a culture of data-driven action in San Antonio.

Member of Tech Bloc, an effort to grow and nurture San Antonio's tech ecosystem.

Participate in San Antonio Artificial Intelligence meetups.

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
SQL Fundamentals – DataCamp	A refresher course covering fundamental skills necessary to interact with a majority of SQL dialects and their related databases.	November	17
Statistics Fundamentals with Python – DataCamp	A refresher course on evaluating statistical models, sampling data and drawing conclusions from a wide variety of data sets.	September to October	19
Algorithms Specialization – Stanford University	Based on Stanford's undergraduate algorithms course (CS161), covering fundamentals of the design and analysis of algorithms.	May to September	80
Discrete Mathematics for Computer Science – University of California San Diego	An introduction to mathematical structures and tools used in computer science.	March to May	86
Build a Modern Computer from First Principles: From Nand to Tetris Part II – Hebrew University of Jerusalem	This is the second half of a two-course project-based series to build a computer from scratch. The first course focused on the ALU, RAM, CPU and assembler. The second course involved a virtual machine, a compiler for a simple Java-like programming language, and a basic operating system.	December to March	105

My Goals

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

Goals	Results Achieved
Create online performance dashboards and predictive models to help grow revenue	Took initial steps by creating visualizations for marketing department's digital KPIs.
Test and optimize donation pages to increase donation rates	Was put on hold pending launch of KLRN's new website in Bento 3.
Launch new website in Bento 3	Completed in December.
Implement Google Ad Manager on new web site	Paused for reconsideration due to new default browser settings that may interfere with Google Ad Manager.
Continue process to migrate web pages and apps off in-house server	Completed inventory of assets, and created two separate plans to either host on a Microsoft server or an Apache server.

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
Write documentation for KLRN's new Bento 3 website, train staff, and back up code repository.	A schedule to implement has been created.
Migrate web pages and apps off old in-house server.	Have communicated with key players, and two separate plans are in place to either host on a Microsoft server or an Apache server.
Develop an attractive, interactive dashboard to make KLRN digital KPIs presentable to management, board members, and other concerned parties.	This will be KLRN's project during participation in PBS' 2020 Open Digital Immersion program. Will look for ways to incorporate insights through predictive tools, audience segments, etc.
Test and optimize donation pages to increase donation rates	Previous A/B testing increased donation rates by 30%, which brings in about \$80,000 more a year. We can potentially get better results with ongoing testing and user feedback. This will naturally fold into an effort by stations statewide to improve donors' online experiences.

Career Development

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

Creative. Problem solver. Tech-savvy. User-focused. Revenue-focused.

- <https://www.klrn.org/>
- <https://pbs.klrn.org/sponsor/>
- <https://pbs.klrn.org/Support/gifts/#/gifts>

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.

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.

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