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:	Dec. 18, 2017
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.

Efforts over the past year focused on increasing revenues and efficiencies, and optimizing content. To do this, I created web pages, applications and databases, and used analytics and A/B testing. This included:

Managing email setups, running A/B tests and tracking analytics for monthly membership renewals. We are now collecting data on what practices produce the best response rates.

Setting up and managing Google AdWords, including analytics tracking, as part of Google Ad Grants. Ongoing testing will help us drive revenue-based conversions.

Helping run Facebook marketing campaigns using custom audiences, A/B testing and a landing page that customizes content. Over 18 months, we have raised more than twice as much as we have spent.

Conducting a website content audit. From this, we know that visitors mostly come to the website to see what's on TV, followed by making donations, and checking events. Also, in the last fiscal year, online donations brought in more than $400,000, which is a fourth of all member donations.

Starting migration of the website from Bento 2.0 to Bento 3.0.

Developing a database to track videos that refer people to our Passport donation page. This is being used to optimize the website's front-page slider. It can also be used to tap into trends to craft targeted messages for emails and social media posts.

Preparing analytic reports on Membership and Passport. This involves combining data from our Passport Analytics Engine and Allegiance. Also, to take advantage of a one-time age overlay, we used a machine-learning algorithm to run a cluster analysis that created donor profile segments. Insights from analyses include:

- **Passport members are starting to account for half of all donations**
- **Passport retention is significantly higher than non-Passport retention**
- **Passport members on average are more than 10 years younger than all other members**
- **Major donors are big fans of news programs like PBS NewsHour**

Creating an application that automates the loading of News Updates videos to YouTube, and generates copy-and-paste HTML for the related blog posts. This saves 40 to 50 hours a year.

Developing an application and database to manage website Pledge pages. This saves 25 to 30 hours a year.

Migrating to a new PBS Core Data Model and COVE Media Manager

Identifying ways to personalize Passport-related content and make recommendations.

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	**35%**
Marketing and web content management	**35%**
Analytics and digital marketing	**30%**

Comment on your participation in special projects.

Projects include:
- **Setting up email testing and analytics for membership renewals**
- **Setting up Google AdWords as part of Google Ad Grants**
- **Helping launch a Passport marketing program on Facebook**
- **Conducting a website content audit**
- **Starting migration of the website to Bento 3.0**
- **Developing a Passport donation-referral database**
- **Running a machine-learning analysis to create donor profile segments**
- **Automating the publishing of News Updates videos and blog posts**
- **Streamlining the management of website Pledge pages**
- **Migrating to a new PBS Core Data Model and COVE Media Manager**
- **Identifying ways to personalize Passport-related content and make recommendations**

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

Member of the Alamo Regional Data Alliance

Maintain SanMartinEyeClinic.com pro bono for a local eye doctor, who serves mostly low-income patients and provides charity services, including annual missions to Oaxaca, Mexico.

Host MysteryDogResuce.org for a pet rescue nonprofit.

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

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
Machine Learning – Stanford University	**A broad introduction to machine learning, datamining, and statistical pattern recognition, taught by Coursera co-founder Andrew Ng, former head of Baidu AI Group/Google Brain**	**October to December**	**100**
Applied Data Science with Python – University of Michigan	**Covers statistical analysis, machine learning, information visualization, text analysis, and social network analysis**	**January to October**	**140**
Interactive data visualization – self-learning project	**Uses D3.js, Bootstrap and World Bank data to create an interactive data visualization – http://www.onthemoveblog.com/web-apps/income-share.htm**	**February to March**	**40**
Internet of Things (IoT) Devices – University of California, Irvine	**How to design, build and test microcontroller-based embedded systems and network them with the Internet**	**August 2016 to February**	**76**
A variety of courses on Lynda.com	**Courses include topics such as recommendation engines, Google AdWords, Facebook marketing and web development**	**January to December**	

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

Goals	Results Achieved
Grow KLRN membership	**Helped launch ongoing digital campaigns for Passport in Facebook, Google AdWords and the website's front-page slider. Developed additional analytic tools to profile donor segments, run A/B tests, track conversions, and predict what shows will generate revenue. Identified ways to personalize Passport-related content and make recommendations. Prepared and shared detailed analytic reports on Membership and Passport.**
Look for opportunities to grow and engage our digital audience	**Built content and event pages as needed, such as SciGirls, Indie Lens, Lorraine Hansberry, and KLRN PBS Kids. Maintained the website's high level of quality by overseeing content guidelines and best practices for photos and web writing.**
Explore cloud hosting options for specialized web applications and pages	**Research has started.**

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Facilitate KLRN's migration to a new PBS Core Data Model and COVE Media Manager	**The migration has been completed.**
Stay on top of and plan for Bento 3 rollout	**Website redevelopment is under way, and should be completed by the time PBS is ready to migrate everything, including our blogs.**

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

Goals	Plan
Redevelop website with Bento 3.0 platform	**This is under way, and should be completed by the time PBS is ready to migrate everything, including our blogs.**
Grow KLRN membership and revenue	**Establish better ad tracking, grow and retain Passport members, employ ongoing digital marketing along with A/B testing, start with small risks but scale up the successes, run alternative and experimental pledge drives through the marketing department.**
Provide targeted web pages and applications geared to revenue growth	**Possibilities include developing single-page applications to rent KLRN production facilities and promote corporate support, streamlining the online sign-in experience for Passport users, and creating easy-to-use interfaces for Passport analytical tools.**
Migrate specialized web pages and applications off the in-house KLRN server.	**Secure a free or affordable cloud hosting option, which will likely be on Linux servers due to low cost and high flexibility, and refactor ASP.NET templates into PHP templates.**
Assist with an auction website update	**Will provide technical help as needed.**

Career Development

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

Using creativity and technical expertise to solve problems and make money.

- A thank-you gift search app that I developed raised $55,000 in fiscal 2017, which is 66% of online pledge donations
- A Passport landing page that I designed looks good, loads five times faster than our Bento website, and allows us to customize content for campaigns and A/B tests
- Analytic database applications that I developed tell us what Passport viewers watch, when they watch, how long they watch, and also what videos send people to our Passport donation page each day

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

Convince top management that we need to employ ongoing alternative and experimental online marketing, such as Passport campaigns and digital-specific Pledge drives

Convince top management that we need to aggressively promote Passport, including discussions on any revenue tradeoffs

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.

I feel like I need more of a voice in the station's strategic digital planning – even some ownership of digital revenue generation

A better work area

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

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