

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. 20, 2018
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.

Designed new Blazing Gavels website and built its marketing and information pages.

Developed new Corporate Support website, which features a modern interface, fast-loading mobile pages, auto-fed video playlists and a contact form.

Nearing completion of developing a new KLRN website on PBS' Bento 3 platform.

Implemented Google DoubleClick - now called Google Ad Manager - to monetize KLRN online videos with pre-rolls.

Extended ad module on KLRN's TV schedule page to enable ad rotations, so more sponsor ads can be shown.

Continuing updates and management of the KLRN Pledge Gift Search App, which generated \$50,000 in calendar 2018. The app and previous donation-form optimizations bring in about an extra \$80,000 a year.

Ongoing management of KLRN's Google AdWords Grant, which has generated enough clicks that we now may be able to monetize the KLRN PBS KIDS page.

Ongoing use of data to help drive online decisions, including A/B testing, Passport data analysis, and website analytics.

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	45%
Marketing and web content management	35%
Analytics and digital marketing	20%

Comment on your participation in special projects.

Assisted with collecting data and helping set performance goals for marketing department's digital dashboard. In fiscal 2018, we had a total of \$452,000 in online donations.

Built and managed The Great American Read pages for KLRN, including display options for a dozen sponsors.

Created web page and online video-player assets for KLRN's On The Record show.

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

Member of the Alamo Regional Data Alliance

Host MysteryDogRescue.org for a pet rescue nonprofit.

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

Participate in the San Antonio Artificial Intelligence and the San Antonio Data Science 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
Build a Modern Computer from First Principles: From Nand to Tetris – Hebrew University of Jerusalem	A project-based course to build a computer from scratch, starting with logic and flip-flop gates, working up to ALU, RAM and CPU chips, and then building an assembler to translate assembly code into binary code.	November to December	60
Fundamentals of Computing – Rice University	Covers much of the material that first-year computer science students take at Rice University. Projects included simple games like Pong and Asteroids, mathematical and computational principles, and algorithms.	June to November	270
Mathematics for Machine Learning – Imperial College London	Goes over underlying mathematics used in machine learning and data science, including linear algebra and multivariate calculus.	April to June	90
Deep Learning – Stanford University	How to build neural networks, as applied to health care, autonomous driving, music generation, and natural language processing. This is a follow-up course taught by Coursera co-founder Andrew Ng, formerly chief of Baidu and a founding lead of Google Brain.	January to April	160

My Goals

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

Goals	Results Achieved
Redevelop website with Bento 3.0 platform	Nearly completed. PBS should have blogs ready to migrate early next year, which will then allow us to migrate our full site.
Grow KLRN membership and revenue	At this time, KLRN does not have a cross-team strategy to target digital growth, such as Passport viewership and online Pledge. But I have tools in place.
Provide targeted web pages and applications geared to revenue growth	Developed new Corporate Support website, which features a modern interface and fast-loading mobile pages. Also streamlined the Passport help page.
Migrate specialized web pages and applications off the in-house KLRN server.	Work to refactor ASP.NET templates into PHP templates has started. Will need to secure an affordable cloud-hosting service.
Assist with an auction website update	Completed. Designed new Blazing Gavels website and built its marketing and information pages.

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
Create online performance dashboards and predictive models to help grow revenue	Automate collection of performance indicators set by marketing and sponsorship, and combine membership and Passport data to allow behavior-based predictions as well as audience segmentation.
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.
Launch new website in Bento 3	When PBS has blogs ready to migrate early next year, we will be able to launch soon after.
Implement Google Ad Manager on new web site	This will be similar to how we implemented Google Ad Manager for pre-rolls on KLRN videos.
Continue process to migrate web pages and apps off in-house server	Continue refactoring ASP.NET templates into PHP templates. When ready, set up an affordable cloud-hosting service.

Career Development

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

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

- <https://pbs.klrn.org/sponsor/>
- <https://pbs.klrn.org/Support/gifts/#/gifts>
- <https://pbs.klrn.org/passport/>
- <https://github.com/ptdriscoll/klrn-passport-referrals-database>

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.

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