

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. 17, 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.

Key efforts focused on ways to grow our donor base through Passport – PBS’ new member service – including:

- Launching Passport web components
- Setting up Google eCommerce on Pledge forms, and Facebook’s Pixel on all web pages, to track and optimize revenue for digital campaigns
- Designing a high-performance landing page with dynamic messaging, flexibility to run A/B tests, and a loading time that’s five times faster than our other web pages – which will help us target mobile (and younger) audiences on Facebook and other social media channels
- Built an analytics database to store and query Passport viewing data, such as what programs our members watch, and how long and what days and times they watch

Other efforts include adding content to the website, such as:

- Creating a Texas Week program page, and migrating the program’s blog to KLRN.org
- Implementing Bentomatics, including a PBS Food microsite, a 2016 Election page and a Black History Month page
- Updating a blogging and content strategy plan to reflect current content verticals and growth opportunities

Other projects include:

- Overhauling Allegiance web pages to give them a cleaner look and add better campaign tracking
- Launching the Allegiance Online Personal Interface module so our members can log in to their own accounts

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 development, design and programming	40%
Website and content management	40%
Analytics and digital marketing	20%

Comment on your participation in special projects.

Projects include:

- **Initiatives to grow our donor base through Passport**
- **Overhauling Allegiance web pages**
- **Launching the Allegiance Online Personal Interface module**
- **Migrating Texas Week to KLRN.org**

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

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 MysteryDogRescue.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
Data Analysis and Interpretation – Wesleyan University	How to conduct data analysis and forecasting, including data management, visualization, modeling and machine learning using Python and Scikit-Learn	April to December	120
Projects in PHP and MySQL – Eduonix	A project-based course on how to build a variety of web applications using PHP, MySQL, WordPress and popular frameworks	March to September	115
Internet History, Technology, and Security – University of Michigan	A primer on how the Internet was created, who created it, the technologies used, how it all works, and issues faced today	March to May	24
Program and Analyze Data with Python – University of Michigan	Covers fundamental programming concepts such as data structures, networked APIs and databases using Python, including how to build applications that retrieve, process and visualize data.	January to May	134
WordPress Theme Development with Bootstrap – Code College	How to develop custom WordPress themes, including Custom Post Types and Advanced Custom Fields	September to November, 2016	40

Video editing and production courses – Lynda.com	Four courses covering basic video editing and production, including overviews on using Adobe Premiere	November to December	20
A dozen other courses on Lynda.com	Courses include topics such as web development workflows, logo design, statistics in Excel, data analysis in Python, Facebook advertising and Google Tag Manager	January to November	40

My Goals

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

Goals	Results Achieved
Monetize – increase online revenue	Passport has been launched and a streamlined landing page for digital campaigns has been created. Also, an analytics database of Passport viewing habits has been built. A report on Passport’s impact in calendar 2016 will be provided later this month.
Optimize – increase website engagement and goal conversions	Allegiance web pages have been overhauled with a better look and better analytics tracking, and discussions have been started on leveraging Allegiance surveys. A new landing page has been designed for Passport campaigns that loads fast and allows A/B testing.
Automate – reduce time spent on repetitive tasks	Several additional automated features have been programmed where it makes sense, such as swapping out front-page promos based on what day it is, pulling more than 60 Healthy Kids lesson plans from a folder and spreadsheet and displaying results on a web page, collating hundreds of KLRN videos into a spreadsheet for an upcoming Cove upgrade, and a Bento application that grabs YouTube videos from playlists and displays them in a web-page grid.
Migrate – move over landing pages from old website	The Texas Week blog was migrated, but an upcoming Bento update will prevent other apps and pages from being imported into Bento.
Pilot App Project – Develop a data-driven project to serve as a starting template for other applications	The pilot project identified is a database built to store and query Passport viewing data, such as what programs our members watch, and how long and what days and times they watch.

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
Grow KLRN membership	Experiment with quarterly digital campaigns for Passport, and begin exploring multi-media Pledge strategies like those successfully implemented by other stations. Expand a new analytics database of Passport viewing habits to also include videos that non-members consider before clicking to a donation page, and modify our analytics tracking to learn which of these non-members end up making a donation. Monitor the impact Passport has on KLRN membership.
Look for opportunities to grow and engage our digital audience	Continue looking for opportunities to work with staff and freelancers to expand our content verticals, such as KLRN News. Also, maintain the website's high level of quality by ensuring staff adheres to AP Stylebook guidelines and uses best practices for photos and web writing. Leverage use of PBS Bentomatics.
Explore cloud hosting options for specialized web applications and pages	Research cloud options that will give us the best flexibility and affordability to meet future needs that PBS doesn't provide.
Facilitate KLRN's migration to a new PBS Core Data Model and COVE Media Manager	Stay on top of updates and prepare for implementation.
Stay on top of and plan for Bento 3 rollout	Stay on top of updates and prepare for transition.

Career Development

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

Using creativity along with publishing and technical expertise to solve problems and create value.

- More than half of our online pledges now go through a thank-you gift search app that we developed in fiscal 2015 – the app handled \$67,000 in donations in calendar 2016
- A sleek mobile landing page for Passport leverages both web design and technology for future digital campaigns
- An analytics database of Passport viewer habits will teach us about our online viewers and help drive digital campaigns

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.

Demonstrate to management that digital solutions can increasingly grow revenue if aggressively and smartly pursued. Seek authorization to start with small-budget experiments to grow KLRN membership and build on both successes and failures. Support such testing with robust applications, analytics and predictive algorithms.

Move beyond passive management of the website and look for opportunities to provide digital expertise and solutions that add value to high-impact initiatives, such as KLRN News and Pledge. More ongoing engagement is needed with station decision-makers.

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.

Commit to and provide a small budget to experiment with digital marketing for Passport and Pledge, with Katrina and I having ownership. We can start with quarterly digital campaigns of about two weeks each for Passport, linking them to PBS promotions. We can also begin exploring multi-media digital strategies like those successfully implemented by other stations.

Provide a quieter work area that is not isolated from team members, such as John's old office or the vacant office near the third-floor breakroom.

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