

# 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. 27, 2016  
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 core website. This involved customizing CSS styles to fit the KLRN brand. It also included custom JavaScript and plugins to address functionality not available in Bento, such as:**

- A Splash Page application with an Excel interface
- An ARTS Calendar embed
- An automated YouTube feed for a KLRN News slider, including a dropdown to watch videos
- An automated YouTube feed to rotate videos on the Corporate Support page
- Automated Excel feeds to list Memorials & Tributes and also Corporate Sponsors
- Facebook and Twitter widgets with updated API feeds
- A hero-style layout widget for landing pages such as the News Fund support page

**Completed a data-driven web app to display pledge programs with related TV schedules, video previews and thank-you gifts. On the gift page, visitors can search, sort and see gift details before making a donation. The application, as part of a project that lifted web conversion rates by 30% since 2013, helped increase pledge donations by \$25,000 a year.**

**Implemented a Bento blogging engine and set up the KLRN News, Station News and Education blogs, including related taxonomies and user documentation.**

**Refactored the KLRN JavaScript library so that it's modular and portable to any server and application.**

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
Website design	35%
Website programming	35%
User experience optimization	10%

<b>Content</b>	<b>10%</b>
<b>Analytics and digital marketing</b>	<b>10%</b>

Comment on your participation in special projects.

**Projects include:**

- **Launching new KLRN website, which involved customizing the design and code for a PBS Bento installation**
- **Completing a Thank-You Gift App, which helped raise an additional \$25,000 in online donations**
- **Creating a full-featured online experience for KLRN News, including videocasts, social media feeds and blog posts**
- **Set up KLRN blogging platform in Bento, including several station blogs**

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

**Developed and maintain <http://sanmartineyeclinic.com/> pro bono for a local eye doctor who serves mostly low-income patients and provides a substantial amount of charity services, including annual missions to Mexico.**

**Host and manage backend for MysteryDogRescue.org, a WordPress website for a pet rescue nonprofit.**

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

**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
<b>Developing for the MEAN Stack and MongoDB – Lynda.Com</b>	<b>Building and deploying one of the most important technology stacks for modern web and mobile applications</b>	<b>August</b>	<b>15</b>
<b>Excel Data Analysis and Forecasting – Lynda.Com</b>	<b>Using Excel's data-analysis tools – including charts, formulas and functions – to create accurate forecasts</b>	<b>July</b>	<b>6, including 3 professional development units (PDUs)</b>
<b>Python Programming From Scratch – Eduonix Learning Solutions</b>	<b>Basic Python programming syntax and data structures, and how they're used in Django, the framework used in PBS' Bento</b>	<b>July</b>	<b>20</b>
<b>Building a Website with Node.js and Express.js – Lynda.Com</b>	<b>Extending the JavaScript programming language to build data-intensive, real-time applications on servers</b>	<b>June</b>	<b>10</b>
<b>WordPress Fast Track – WebTegrity</b>	<b>Best practices for developing WordPress websites, including theme customization and digital marketing strategies</b>	<b>April-May</b>	<b>36</b>

<b>Web Project Workflows with Gulp.js, Git, and Browserify – Lynda.Com</b>	<b>Setting up development workflows using modern tools to test and deploy web applications more efficiently</b>	<b>January</b>	<b>8</b>
<b>Introduction to Git and GitHub – International Webmaster Association</b>	<b>Using a version control and code sharing platform that PBS and many stations use</b>	<b>November</b>	<b>20, including 2 continuing education units (CEUs)</b>

### My Goals

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

Goals	Results Achieved
<b>Redevelop core website in Bento content management system, and establish subdomain on current server for non-CMS needs</b>	<b>Done</b>
<b>Upgrade Google Analytics on the website to latest version and implement tracking for Key Performance Indicators</b>	<b>Done, though performance indicators may be further clarified</b>
<b>Create a blogging and content strategy to build KLRN into an authoritative digital channel</b>	<b>Done, though strategies will continue to evolve</b>
<b>Explore and learn technologies used in PBS' Bento ecosystem, including the Python programming language, Django framework and MySQL databases</b>	<b>Started</b>
<b>Identify database hosting options and develop a pilot project to serve as a template for other applications</b>	<b>Started exploring options</b>

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
<b>Monetize – increase online revenue</b>	<b>Implement Passport in COVE and Allegiance, and create strategy to use member-only content to drive donations. Implement Google Double-Click on website and develop an automated ad program.</b>
<b>Optimize – increase website engagement and goal conversions</b>	<b>Update and modernize Allegiance donation and ticket forms, explore user feedback options such as Allegiance surveys, move to next A/B testing phase, conduct user testing, set up or automate feedback loops on key performance indicators to test and iterate web content, improve website loading times, and manage dead web links.</b>

Automate – reduce time spent on repetitive tasks	Develop user interfaces in Bento for code-driven features, train staff and/or write user documentation, and delegate routine input tasks.
Migrate – move over landing pages from old website	Design landing page templates in Bento.
Pilot App Project – Develop a data-driven project to serve as a starting template for other applications	A candidate project is moving our Thank-You Gift App to a PBS cloud server on Amazon Web Services, and developing user interfaces for the app to simplify data and content management.

## Career Development

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

**Creating beautiful and effective user experiences.**

**Examples:**

- New KLRN website: <http://www.klrn.org/home/>
- Landing page for Cancer, The Emperor of All Maladies: <http://pbs.klrn.org/cancerfilm/>
- Search app for thank-you gifts: <http://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.

**In order to continue adding value to KLRN, it's critical that I keep learning and gaining experience on new technologies. I already devote a substantial amount of personal time to do that. But it's also important to devote a portion of time on KLRN projects that will continually push the envelope of possibilities.**

**Automate repetitive tasks, and delegate routine tasks.**

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.

**More involvement in strategic digital planning and more ownership of website performance. Our online presence is often an afterthought, and at times best practices and performance are not considered in decisions. Also, conversations and commitments on long-term station needs and potential areas to innovate would help deliver results with more impact.**

**Provide a quieter work area, but without isolation from other staff.**

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