

**Annual Self-Appraisal**

**Employee:** Patrick Driscoll

**Title:** Webmaster

**Supervisor:** Gloria Flores

**Date:** March 11, 2024

**Strengths**

Comment on a major achievement over the last year and/or strength(s) of yours that best contribute to the success of your team. Provide examples & impact.

Here are some high-impact projects that I worked on:

**Analytics Platform Migration**

Completed our migration to the new Google Analytics 4 platform. Work this year included:

* Setting up analytics reports, including a report for each of our donation funnels
* Developing a custom script to track where people drop off from our donation forms
* Refactoring JavaScript code to collect impressions and clicks of sponsor tiles
* Replacing analytic tags on all our web properties
* Archiving 15 years of data from the old platform, and setting up an archive for the new platform

Analytics tells us what our donors and others are doing digitally, and helps us to optimize their experiences. For example, the reports on the donation funnel as well as form drop-offs will help us streamline a donation process that currently raises $600,000 a year. Past improvements indicate we might be able to increase that by $100,000.

**Allegiance Donation Forms and Member Portal**

Audited two months of donor feedback, more than 50 donation forms, 130 messages on forms and emails, and Passport web messages. Removed more than a dozen unused forms, consolidated messages to just two dozen, and added clearer explanations to web pages.

These changes make it easier for people to donate, and more efficient for us to manage what we have in Allegiance. This also helps prepare us for a bigger project to streamline the donation process.

**Passport Analytics Databases**

Refactored code for our Passport databases to bring them up to current standards.

Our Passport Viewer Database gives us macro views on most-watched shows, and granular stats on each member. Our [Passport Referrals Database](https://pbs.klrn.org/passport-referrals/) tracks what shows drive people to our donation pages.

**Other Projects**

Other digital projects include:

* Developing and conducting user-testing for the front-end of the [KLRN City Showdown](https://www.klrn.org/events/cityshowdown/) voter application (the database was developed in 2022)
* Setting up and testing DNS validation, a new requirement, for Constant Contact eblasts
* Creating [The Business of Business: San Antonio](https://video.klrn.org/show/the-business-of-business-san-antonio/) video channel
* Aggregating our [KLRN Originals](https://www.klrn.org/programming/klrn-originals/) to a webpage

Identify the two most important things KLRN 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 KLRN better achieve its mission and goals.

Goals this year include:

Modernizing and optimizing our web donation pages. These pages bring in $600,000 a

year, and past improvements indicate we might be able to increase that by $100,000.

Upgrading our [Gift-Search App](https://pbs.klrn.org/support/gifts/#/gifts), which augments our web donation pages by bringing in $50,000 a year.

Finish cleaning up Allegiance assets. Remaining tasks include removing unused templates, code and images from the server, and simplifying the organization of folders and files on the server.

Revamping our AdWords campaigns.