Annual Performance and Career Development Review

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| Employee Data |  |  |  | |  |  | | |
| Employee Name: | Patrick Driscoll | Period Covered  By Evaluation: | 10/1/2014 | | to | 9/30/2015 | | |
| Department: | Communications and Marketing | Position | Webmaster | | | | | |
| Date Hired: |  | Date Started this Position | |  | | | | |
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**Supervisor Instructions:** Obtain a copy of the currently approved job description for the employee’s position. Does the description accurately reflect the current and anticipated duties and responsibilities (essential functions)? If no, modify the job description.

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|  |  | Yes |  | No-Date Modified: |  | attach a copy of the modified description. |

Review and note areas of particular importance or significance to the job. Enter the essential functions of the position in the space provided. Review the documentation regarding each of the responsibility areas shown and note the performance category which most accurately reflects your judgment of the employee’s actual performance. For each of the essential functions, in the comments section, explain the rating chosen, considering this individual’s level of experience, the difficulty and complexity of duties, providing specific examples when possible. Additionally, comments and examples may be noted for the performance quality factors.

## General Performance Categories

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| **5** | **OUTSTANDING:** Employee’s performance significantly and consistently exceeds position requirements and expectations. Achievements are exceptional and exceed expected results. Performance is far above what is expected, exceeding all key goals and standards. Employee is performing at the highest level that can realistically be expected. |
| **4** | **SUPERIOR**: Employee is performing all requirements of responsibility area. Performance on work requirements consistently exceeds position requirements and expectations. Achievements exceed expected results. Performance meets all key goals and standards. While there are no weaknesses or key aspects of the position, improvement is possible. |
| **3** | **SUCCESSFUL:** Employee is performing most or all requirements of responsibility area. Performance on work requirements achieves and periodically exceeds expected results. Performance consistently meets position requirements and expectation. Improved performance is expected. |
| **2** | **NEEDS IMPROVEMENT:** Employee is performing some but not all requirements of responsibility area. Performance is below position requirements and expectations. Improved performance is expected for continuation in the position. |
| **1** | **UNACCEPTABLE:** Employee is not performing the minimum requirements of the responsibility area in a satisfactory manner. Performance meets no or few key goals and standards. Improved performance is **required** for continuation in the position. |
| **N/A** | **NOT APPLICABLE** or relevant to the individual’s position responsibilities. |

**Performance Rating: Essential Functions (position responsibilities)**

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| Essential Function | |
| Specific job responsibility: Maintaining website content | |
| Rating  4.9 | Comments: KLRN has a very multi-functional website that needs an incredible amount of maintenance. Patrick has single handedly built a website that fulfills that needs of every department and created a plan to move forward with great growth. The programming slider on the front page is the main focal point of our site and Patrick ensures that it is accurate, eye-catching and clickable every single day at every hour. Even with programming changes and last minute requests for front page presence, Patrick always makes it happen many times within a matter of minutes of the request. On the secondary pages, he has created a smart flow of content that makes finding things on our site easy and efficient. He has also created a process with Jennifer and Lisa to enable them to add and update content on the website as needed--creating more ability to include frequent updates to certain pages like "teacher resources" and "news". I am extremely proud of the workflow and process that he has created for our site and I think that his creative and web-savvy thinking have created what we have today. |

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| Essential Function | |
| Specific job responsibility: Web Analytics | |
| Rating  4.8 | Comments: In this day and age, information is the driver to future sales and funding. Patrick, over the years, has been a true advocate of studying and analyzing the statistics of the traffic on our website. When the sales team asks him for clicks/views and certain information for a paying sponsor, he always provides a clean and informative dashboard that includes all important information. Many times he will include suggestions for how to increase numbers or he will let us know when traffic is low on a page that we need to have high numbersto report. He lives and breathes the information on our website and is passionate aboutcreating a path of growth and advancement--all while keeping up with the changes from PBS, Google Analytics, Allegiance and server/web related providers. |

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| Essential Function | |
| Specific job responsibility: Pledge | |
| Rating  4.8 | Comments: Patrick is essential to the success of our pledge drives. He works diligently to ensure that web forms are updated and accurate and over the years he has created a web-experience for donors that has increased revenue and made the on-line donation process more effective. Patrick is always listening in on webinars and following discussions on-lineto learn from other stations and incorporate ideas that will help KLRN to increase online doations. Through the development of the pledge app and creating a timeline for splash pages, key pop-out programming and donation tracking, he has made pledge a project that no longer is a wonder, but a true and informative period of time that is now easy to follow and easier to project. |

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| Essential Function | |
| Specific job responsibility: | |
| Rating | Comments: |

**Performance Rating: Performance Qualities**

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| Job Knowledge | | | | |
| 3= SUCCESSFUL: Uses correct practices, policies and procedures, and applies them in appropriate situations as a resource person and decision-maker. Organizes complete information and activities according to standard requirements. Uses required equipment and technology (including software programs) proficiently. Demonstrates comprehensive understanding of KLRN functions, activities and specialized terminology. | | | | |
| 5 = Outstanding | | 4 = Superior | 2 = Needs Improvement | 1 = Unsatisfactory |
| Uses correct practices and procedures and frequently recommends new or improved procedures. Innovatively and systematically organizes activities and information. Develops innovative applications or uses of equipment/technology. Fully understands all functions of the agency, as well as all unit activities and specialized terminology. | | Uses correct practices and procedures and occasionally recommends improved procedures. Systematically organizes activities and information. Uses a variety of equipment/technology proficiently. Understands most functions and activities of the unit and agency as well as most specialized terminology. | Inconsistently uses correct practices or procedures. Inconsistently organizes activities and information. Occasionally fails to make proficient use of equipment/technology. Does not understand some basic functions or activities of the unit; some basic specialized terminology is not understood. | Rarely uses correct practices or procedures. Rarely organizes activities and information. Frequently fails to make proficient use of equipment/technology. Does not understand many basic functions and activities of the unit or agency; much specialized terminology is not understood. |
| Rating  4.8 | Comments: I'm so happy to have Patrick as our webmaster because of his in-depth knowledge of the world of web, web development, coding, analytics, and hosting information. He has such a vast history in this field and he continues to want to learn more, as any webmaster should. In this world of bringing together web, social media, and trackable information, he is always working towards the best possible solution for any given project or event that we become involved in. He is the first person we go to when we have something new being launched and he offers best first steps to ensuring that we work quickly yet effectively. Also, his very keen eye for spelling and his journalism background lend a great deal of credibility to his suggestions. | | | |
| Communication | | | | |
| 3= SUCCESSFUL: Oral – Communicates openly, clearly and concisely. Works to ensure understanding and asks for or provides clarification when needed. Responds appropriately to questions. When necessary, demonstrates good presentation skills. Participates in team discussions. Written – Writes clearly and informatively in a concise and accurate manner using business English, spelling, punctuation, grammar and arithmetic. Varies writing styles to meet needs. | | | | |
| 5 = Outstanding | | 4 = Superior | 2 = Needs Improvement | 1 = Unsatisfactory |
| Facilitates clear and effective communication among involved parties. Accurately interprets and transmits information so as to improve communication. | | Communicates clearly and concisely with a high degree of accuracy. Does not require clarification of information. | Rarely communicates openly, rarely participates in team discussion. Occasionally requires clarification of previously communicated information. | Communicates ineffectively and unclearly. Frequently requires clarification of information. |
| Rating  4.8 | Comments: Patrick is a calm and easy-going worker who never lets anything (within his control) keep him from meeting a set deadline. Because of this mentality, he has to constantly communicate needs and wants from other people who need to provide content and elements to him. He follows up on a regular basis to check in on needed items and he keeps his "client" (internal or external) update on any changes, obstacles or success stories. He also is regularly answering viewer questions from people who need web assistance finding information on programming or support. He is timely and does a great job of ensuring a consistent line of communication open in order to keep our website functioning and useful. | | | |

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| Customer Service | | | | |
| 3= SUCCESSFUL: Always courteous and congenial with external and internal customers. Provides requested assistance and information to others in a prompt and courteous manner. Communicates in a helpful and informative manner to maintain good public relations. Ensures customer satisfaction through consistent or special effort in response to customer need. | | | | |
| 5 = Outstanding | | 4 = Superior | 2 = Needs Improvement | 1 = Unsatisfactory |
| Consistently goes beyond the requirements to ensure that customer needs are met; consistently anticipates service needs of customers; consistently provides additional information or aid without request. Sets a higher standard for customer service. | | Never requires reminders about customer service standards. Frequently goes beyond the requirements to ensure that customer needs are met; frequently anticipates service needs of customers; frequently provides additional information or aid without request. | Must be reminded about customer service standards. Marginally courteous; provides requested assistance and information to others in a less than prompt or courteous manner. | Frequently must be reminded about customer service standards. Occasionally discourteous; occasionally does not provide assistance and information to others in a prompt or courteous manner. |
| Rating  4.7 | Comments: A majority of Patrick's customers are internal at KLRN. He is always courteous and realistic with anyone who needs a web change. He is very clear on what is needed to ensure that the request is fulfilled in a timely fashion and he is sure to understand the goal of the page/element needed (number of views, number of clicks, gathering contact info, etc). Many times he has to work with outside resources like Roy Schwartzel or the PBS Bento team, and he is always helpful, informative and courteous. | | | |

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| Initiative | | | | |
| 3= SUCCESSFUL: Generally performs special assignments and projects or unanticipated activities. Consistently keeps supervisor informed of key developments and/or delays. Frequently contributes ideas and suggestions. Regularly volunteers to serve on work related-committees for special projects. Pursues training to enhance job performance or takes initiative to operate new or more complex equipment. | | | | |
| 5 = Outstanding | | 4 = Superior | 2 = Needs Improvement | 1 = Unsatisfactory |
| Almost always performs special assignments and projects or unanticipated activities. Contributes constructive ideas and suggestions that have major impact. Consistently volunteers to serve on work-related committees or special projects. | | Frequently performs special assignments and projects or unanticipated activities. Always keeps supervisor informed of key developments. Contributes constructive activities and suggestions that are implemented. | Occasionally performs special assignments and projects or unanticipated activities. Inconsistent in keeping supervisor informed of delays or developments. Rarely contributes ideas and suggestions. Occasionally volunteers to serve on work-related committees or special projects. | Rarely performs special assignments and projects or unanticipated activities. Frequently does not keep supervisor informed of developments or delays. Never contributes ideas and suggestions Rarely volunteers to serve on work-related committees or special projects. |
| Rating  4.9 | Comments: Patrick continues to go above and beyond when it comes to our website. He is either building dashboards, creating new processes, or taking what we have in our site and pushing it further to make it better. He spends much of his "off time" learning more about the web world and he is always pulling these new concepts into our site when it is applicable. He is very driven individual who continues to make our space in the internet world one that is the best it can be for our viewers and members. I am very proud of how much dedication Patrick puts into his job. | | | |

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| Productivity | | | | |
| 3= SUCCESSFUL: Demonstrates reliable and predictable attendance and/or punctuality. Produces the volume of work required in the expected time frame. Consistently meets targets, timetables and deadlines. Requires minimal oversight or supervision to maintain the expected level of services or output. Works quickly and strives to increase productivity. Consistently prompt and prepared for meetings and other scheduled events. Responds to routine developments appropriately. Works with high energy, focus and persistence | | | | |
| 5 = Outstanding | | 4 = Superior | 2 = Needs Improvement | 1 = Unsatisfactory |
| Attendance/punctuality habits significantly contribute to a higher degree of unit or individual productivity. Always produces more than required. Always performs special assignments and projects or unanticipated activities. Performs at levels better than targets, early with timetables and deadlines. Anticipates developments or delays making appropriate adjustments; works independently with little or no supervision. Completes all regular assigned work plus additional assignments. | | Voluntarily exceeds an attendance/punctuality requirement to complete special assignments and projects or unanticipated activities. Frequently performs special assignments and projects or unanticipated activities. Assignments completed on time with minimal supervision. Frequently produces more than required. Always meets targets, timetables and deadlines; always prompt and prepared for meetings and other scheduled events. Responds quickly and appropriately to unanticipated delays or developments, works independently with minimal supervision. Completes all regularly assigned duties and additional assignments. | Attendance and/or punctuality habits do not meet the standard required. Assignments occasionally are not completed on time. Occasionally fails to meet requirements. Inconsistent in meeting targets, timetables or deadlines; inconsistent in promptness or preparation for meetings or other scheduled events. Some routine developments require supervisory guidance. Required close supervision. Inconsistent in completing assigned work in time allocated; seldom completes additional tasks. | Unreliable attendance and/or punctuality significantly disrupt unit and individual productivity. Rarely meets requirements. Assignments are rarely completed on time. Frequently does not meet targets, timetables, or deadlines; frequently lacks promptness or preparation for meetings or other scheduled events. Routine developments often require supervisory guidance. Requires constant supervision. Frequently does not perform regularly assigned work in time allocated. |
| Rating  4.8 | Comments: For a station as big as ours and a website as robust as ours, I am continuously impressed with the amount of work that Patrick puts out. He is always on top of everything that needs it and even while doing tasks he is planning the next few steps ahead. Over the years, he has created a great plan and process for updating the website and making changes but most importantly, he is always making things easier and better. While he has spent the last year building a website WHILE he maintained our old site, and he never let a deadline pass--unless unplanned situations occurred. He remains very clear with all of our staff on where the priorities remain, and he adjusts his roadmap accordingly as changes come his way, but at the end of the day, he contributes an amazing amount of work to KLRN. | | | |

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| Cooperation and Teamwork | | | | |
| 3= SUCCESSFUL: Exhibits positive attitudes during times of change and disruption. Recognizes and provides support and/or assistance to co-workers as needed. Works cooperatively in group situations. Works actively to resolve conflicts. Readily accepts direction from supervisors. Does not require reminders about cooperation and teamwork standards. Demonstrated willingness and ability to assume responsibility. | | | | |
| 5 = Outstanding | | 4 = Superior | 2 = Needs Improvement | 1 = Unsatisfactory |
| Efforts for collaboration and cooperation have led to significant improvement in the organization. | | Helps others achieve their goals through sustained support and/or assistance. Puts success of team above own interests. Serves as the ideal standard for collaboration and cooperation. | Requires reminders about cooperation and teamwork standards. Reluctantly cooperates with others to achieve goals of KLRN. Reluctantly accepts direction from supervisors. Minimally supports team leader. Rarely develops and maintains cooperation relationships with team or with others outside the work unit. | Requires frequent reminders about cooperation and teamwork standards. Uncooperative with others to achieve goals of the organization; resistant to direction from supervisors; rarely supports team leader; seldom develops and maintains cooperative working relationships with team or with others outside the work unit. |
| Rating  4.8 | Comments: Patrick is a wonderful part of the Communications and Marketing team who is helpful (always willing to do more), knowledgeable (always suggesting ways to promote things better) and very supportive in any way he can be. He is constantly asking about ways that he can try new things for the station and contributing ideas and suggestions on how to make our initiatives more successful. | | | |

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| Safety and Security | | | | |
| 3= SUCCESSFUL: Demonstrates a knowledge of and adherence to all safety and security rules, practices, procedures and standards. Consistently uses sound judgment in regard to safety and security. | | | | |
| 5 = Outstanding | | 4 = Superior | 2 = Needs Improvement | 1 = Unsatisfactory |
| Always uses sound judgement regarding safety and security. Continuously identifies opportunities for and significantly contributes toward maintaining a safe and secure working environment | | Always uses sound judgment regarding most safety and security standards and procedures. Identifies opportunities for maintaining a safe and secure working environment. | Inconsistent in judgment regarding safety and security. | Frequently does not use sound judgment regarding safety and security. |
| Rating  4.8 | Comments: It is very important that our webmaster be aware of safety regarding our webpages and our servers. Patrick is continuously bringing server security issues to the forefront and he makes sure that all of our forms and the new pages available on Bento are safe for our visitor and donors. | | | |
| Quality of Work | | | | |
| 3= SUCCESSFUL: Independently completes assignments with routine supervision. Recognizes and analyzes routine problems and takes appropriate action. Work performed at an acceptable level of accuracy. Thoroughly researches and efficiently prepares product at acceptable standards or provides services at acceptable standards. Appropriately handles routine pressure situations and distractions of the job while maintaining normal workload. | | | | |
| 5 = Outstanding | | 4 = Superior | 2 = Needs Improvement | 1 = Unsatisfactory |
| Works independently with broad direction and little or no follow-up; self motivated to complete assignments. Anticipates potential problems and acts accordingly; makes an effort to prevent recurring problems. Work performed at the highest level of accuracy; errors extremely rare, always minor. Develops highest quality work product or demonstrates highest quality of services. Efficiently and effectively performs all assignments regardless of distractions or pressure situations. | | Independently completes assignments with minimal direction and follow-up. Recognizes and analyses complex problems and takes appropriate action or recommends effective, creative solutions. Work performed at a high level of accuracy; errors usually minor in nature. Thoroughly researches, analyses and prepares high quality work product or provides high quality services. Frequently handles difficult pressure situations and distractions without affecting performance; re-prioritizes workload as needed. | Occasionally unable to complete assignments independently; requires frequent supervision and follow-up. Occasionally recognizes problems; experiences some difficulty with analysis; requires some assistance to develop workable solution. Work performed occasionally at an unacceptable level of accuracy; frequent errors. Has difficulty with work process/product/services; occasionally unable to meet an acceptable standard of quality. Low tolerance to some pressure situations or distractions which hinder job performance. | Requires direct supervision while performing all aspects of routine assignments. Rarely recognizes problems; experiences extreme difficulty with analysis; recommends ineffective solutions or unable to recommend solutions. Work performed with frequent errors in routine assignments. Rarely meets acceptable standards of quality. Rarely able to work under pressure situations or handle distractions. |
| Rating  4.8 | Comments: Every time Patrick is asked to produce a report, a dashboard, or a new page, I am always pleased and impressed with what he provides. He is always thorough with his numbers and statistics. He is always very aware of branding our pages to look like the events or initiatives which they are provided for. And he is always providing work that HE is proud of and this means it is the best work for the station. He understands that doing things right is better than doing things quickly and he usually manages to do both by putting in the extra time. For pages likethe Wine Festival, the NEWS page, the pressroom, and all of the education pages, he has done a wonderful job of ensuring the best for our station. | | | |

**Performance Rating: Leadership Functions (position responsibilities specific to managers and supervisors)**

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| Leadership | |
| Promotes an environment, through actions, of trust, participation and commitment. Communicates and models high performance standards. Obtains high levels of achievement from others. Gains acceptance of ideas and recommendations and shares credit with others for their contributions. | |
| Rating | Comments: |

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| Developing Others | |
| Accurately assesses others strengths and development needs and recognizes responsibility in those areas. Ensures that performance evaluations are conducted and gives feedback and development suggestions to others. Encourages and rewards innovative thinking and intelligent risk-taking; does not punish occasional failures. | |
| Rating | Comments: |

**Summary**

Total ratings provided on the previous pages:

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| --- | --- | --- | --- |
| **Performance Factors** | | | **Rating** |
| Essential Function |  |  | 4.9 |
| Essential Function |  |  | 4.8 |
| Essential Function |  |  | 4.8 |
| Essential Function |  |  |  |
| Job Knowledge | | | 4.8 |
| Communication | | | 4.8 |
| Customer Service | | | 4.7 |
| Initiative | | | 4.9 |
| Productivity | | | 4.8 |
| Cooperation and Teamwork | | | 4.8 |
| Safety and Security | | | 4.8 |
| Quality of Work | | | 4.8 |
| ***Additional Section for Evaluation of***  ***Supervisors/Managers*** | | |  |
| Leadership | | |  |
| Developing Others | | |  |
|  | | |  |
| Total | | | 52.9 |

Divide the total by the number of ratings given:

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| --- | --- | --- | --- | --- |
| Total of Ratings |  | Number of Ratings |  | Overall Rating |
| 52.9 | ÷ | 11 | = | 4.8 |

## DEVELOPMENT PLAN

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| Progress toward meeting development goals established in the prior performance period:  Patrick has had an outstanding year meeting all of his key goal which was to build a new website, and this task included:  -Splash Page application with Excel interface  -An embedded ARTS calendar  -An automated YouTube feed slider for NEWS page.  -An automated YouTube feed for Corporate Support page  -Automated Excel sheet for Memorials and Tributes -Social Media widgets with updated API feeds  All in the process of this he has helped to increase on-line donations through pledge and he implemented the blogging engine for the news and education pages. |

Specific goals for improvement in the next performance period and work plan to meet these objectives:

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| Goal/Project | Plan of Action |
| Monetize and increase online revenue  Optimize-increase website engagement and goal conversion  Automate- reduce time spent on repetitive tasks  Migrate - move over landing pages from old website  Pilot App Project -- Develop a data-driven project to serve as a starting template for other applications.  Editor | Web Content | Through Passport and COVE and Allegiance, create a strategy to use member-only content to drive donations. Implement Google Double-Click on website. Also implement pixels, campaign codes and links for online and social media campaign buys.  Update and modernize Allegiance donations and ticket forms. Utilize Allegiance surveys, move to next round of A/B testing phase, conduct user testing, set up or automate feedback loop on key performance indicators to test and iterate web content  Develop user interfaces in Bento for code-driven features, train staff and/or write user documentation and delegate routine input tasks.  Design a landing page template on Bento.  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.  Drive additional web content to our site, either by creating it or creating avenues for others to upload. Patrick will manage and train others to upload content as well as create workflows for the writing, proofreading and publishing of all content. |

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| Employee Comments – I have the following comments concerning this evaluation: |

This evaluation has been discussed with me as evidenced by my signature below.

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| Employee’s Signature |  | Date |  |
| Prepared by: |  | Date |  |
| Reviewed by: |  | Date |  |

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| Schedule Next Evaluation For |  | 1 Year |  |
|  |  | Other (specify) |  |

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| Calendered by Personnel: |  | Date |  |