

<b>Performance Management Process</b>	
Name: Marla Norton	Performance Period: February '08-'09
<b>Vision:</b> To be leaders in creating maximum access to University of Wisconsin resources for learners across their lifespans	<b>Mission:</b> To provide system-wide leadership, advocacy, and support for non-traditional learners, and to create innovative ways for all learners to access and connect with the University of Wisconsin.
<b>Continuing Education, Outreach and E-Learning Strategic Directions:</b>	
Provide statewide leadership, academic program and product development, and student services to increase the number of adults engaged in the University of Wisconsin.	
Serve as a system-wide entry point to the University of Wisconsin.	
Build an inclusive learning community that supports multiple learning styles, diverse perspectives, and varying needs to help	
Promote and embrace pluralism and diversity in our culture and in our work.	
Work strategically to apply the resources of the University of Wisconsin to strengthen the state economy.	
<b>Goals related to Strategic Directions (including target dates of up to three years)</b>	
Develop sales collateral and toolbox	May-08
Develop materials for Green Business Degree fall '09 launch	January-09
Divisional Branding Guide	August-08
Create website template for common look and feel	May-08
Launch new CEOEL web site	May-08
"Snazz" up UWin web site	May-08
<b>Goals related to Job Responsibilities and Operational Objectives (including target dates of up to one year)</b>	
<i>May include ongoing assignments and established standards</i>	
Print signage and announcements	
Maintain web sites	
Develop presentations (templates, etc.)	
Design marketing campaigns reflective of and targeted to diverse audiences.	
<b>Plan Review and Acknowledgement</b>	
<b>Signatures and Dates</b>	
<i>This performance plan has been reviewed by the employee and his/her direct supervisor.</i>	
Employee:	5/14/08
Manager:	5/14/08 <small>date</small>