
Performance Evaluation

Employee Name: Marla Norton	Supervisor Name: Amy Pikalek
Position Title: Graphic Artist	Review Period: March 1, 2009-March 1, 2010

Introduction: The annual performance evaluation represents a time to assess individual performance and document the results. It is an opportunity to recognize strengths and accomplishments, clarify expectations, and provide guidance for the future. Appraisal of performance is best done as a process, not as an annual event. It should be an ongoing conversation between a manager and staff member. Performance feedback is most effective when it is specific and is provided shortly after an event has occurred.

Ultimately, it is the manager's responsibility to ensure that the performance discussion is productive and that he or she has effectively monitored performance, provided guidance, and shared feedback with staff members in both verbal and written form. Managers may use this document as a guide or substitute an alternative that addresses the majority of these items. A completed appraisal must be shared with the employee for comment and signature, signed by the supervising manager, and submitted to the Human Resources department by the stated deadline.

Staff members may find their role in the evaluation process enhanced if they have completed a self-evaluation. This self-evaluation can contribute to the dialogue about expectations, provide greater clarity, ensure that the accomplishments the staff member feels are notable are recognized, and contribute to a shared understanding of and commitment to goals for the future.

Evaluation of Core Organizational Competencies and Behaviors Aligned with Operating Principles

Instructions: Complete this section by identifying 5 competencies that are core to this job. Assess skill or performance level using the scale and provide a specific example of the individual's demonstrated strength or plans to improve in this area. Plans to improve may include training, development, assignments, study, etc.

Communication: Clearly and succinctly conveys information and ideas; gets messages across both verbally and in written form with the desired effect; perceives the needs, values, and opinions of others when communicating; actively listens; refrains from talking over others; communications are well-planned, complete, respectful, and helpful.

Always Frequently Sometimes Seldom NA or Not able to assess

X

I maintain effective communications between myself and the communications team, throughout the division, with external partners and with external vendors and resources. I am able to effectively communicate creative/marketing concepts to all levels of individuals and groups. I deliver clear and

understandable written communications to all of my contacts and provide timely responses to questions and concerns.

I have provided external communications in developing social media marketing channels for the Sustainable Management program. These social media marketing channels have allowed for the interaction of prospective students, students, faculty and interested individuals. I have created all these social media opportunities and have communicated to the groups in the tone of each social media outlet.

Marla does a great job providing a variety of clear and effective communications pieces to our target audiences. As she mentions above, some of her best work has been for the Sustainable Management program. She has done an outstanding job developing social media communications for the program and integrating these communications into the overall media messaging strategy. Marla is a very personable person, and people enjoy working with her on projects. At times, she gets a little flustered when there is a lot of stress, but I have seen her really come a long way in this area. At times it can be difficult for very visual people to communicate with non-visual members of the organization. But, she remains patient when working with different types of individuals. I think she is more confident in what she has to offer the division, not only in terms of graphic design, but in overall marketing and branding.

Problem Solving: Uses rigorous logic and analytic methods to solve difficult problems effectively; probes resources for answers; performs analysis effectively; considers alternatives and takes action in identifying and solving problems while exhibiting sound judgment and understanding of the issues.

Always	Frequently	Sometimes	Seldom	NA or Not able to assess
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Being a designer and marketing professional that has a very business oriented and analytical mind, I have a proven history of being on many project teams where I analyzed a situation and work to solve the problem at hand. I have worked in systems development, process improvement, implementing e-commerce and bringing work typically done within an agency in-house. With additional in agency and owning my own business experience I am able to listen to clients, determine their needs, reviewing those needs and creatively solving the problem at hand. I take all these experiences and apply them to my day-to-day projects for both internal and external clients, solving the problems, creating solutions and applying them to marketing projects. I have worked to not only solve problems that occur within the marketing group but to use my skills to help other areas of the division.

Marla is an excellent problem solver. Our team is presented with countless challenges on a daily basis: how to create something dynamic and exciting on a shoestring budget, how to reinvigorate a lackluster campaign, how to incorporate a client's bad ideas into a winning concept. She likes to be challenged and faced with the difficult tasks that make her think hard. A great example of this is the ongoing collateral she has created for the Sustainable Management program. She has drafted concepts for an eco-calendar

that is fun and useful. She has also drafted a concept for the UW HELP web site around an online game that would lead the user through the campus selection process through to admission. These are new and innovative ways to present content that would appeal to the audience. What lacks at this time is support from the client (in the UW HELP case) or the time/resources (in the SMGT calendar case).

Adaptability: Remains effective even when experiencing major changes in work tasks or the work environment. Adjusts effectively to work within new structures, processes, deadlines, requirements, cultures, or other variables. Accepts and integrates constructive feedback and suggestions, displays appropriate emotional control when faced with problems or unexpected barriers. Handles ambiguity well.

Always Frequently Sometimes Seldom NA or Not able to assess

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I have always been the go to person who gets things done and has a proven record of “putting the fires out”. Making accurate judgment calls to move projects along with little or no direction. I have been the one that can switch gears and step into a project that needs immediate attention. I work to insure that projects meet their deadlines while balancing the other projects and not allowing them to fall behind. I keep knowledgeable of new technologies and software/hardware/operating system upgrades to be sure that all tasks, no matter what limitations, can be completed successfully.

I am adaptable with internal and external client projects in receiving feedback that isn’t what would typically be preferred. Although the feedback may not be what would typically be acceptable, I accept the feedback and move on with the project. I can provide the client’s changes and make suggestions to our clients on feedback that will not work, to make it work.

Marla is a very adaptable person. She handles the pressure of working in small department with a lot of responsibility extremely well. Everyone in our unit is expected to adjust to shifts in the projects they are working on in a moment’s notice, and she does that exceptionally well. As a graphic designer, she often receives very blunt feedback from the client in a manner that would typically not be acceptable if it were someone else’s work. It’s common for others to glance at a designer’s work and instantly (and very vocally) focus on what they do not like about it, forgetting to even mention one thing that they DO like about it. In any other circumstance, we as a work culture would not find it acceptable to constantly give feedback in this manner—only focusing on the negative. But, it’s always the way of life for a designer/writer. Marla understands this and has a very professional attitude towards these situations. She takes great pride in her work and will do whatever it takes to make the client happy.

Creativity: Develops innovative ideas that provide solutions to all types of workplace challenges. Suggests and explores different and novel ways to deal with work problems and opportunities within realistic parameters and with a focus on achieving goals.

Always Frequently Sometimes Seldom NA or Not able to assess

X

I have always been a very creative person in just about every aspect of my life. I use that creativity through all channels of my work whether it be volunteer projects, freelance projects, crafting projects, and work for the division. The constant creativity builds on itself and carries through as a constant creative cycle. I always work to one-up my creativity. I attend speaking engagements of some of the nation's top creative individuals and studios through my work with Design Madison. I attend other creative engagements that provide inspiration. I am both a "big picture", conceptual, and idea generating individual that in the end has a great deal of attention to detail.

Without a doubt, Marla is probably one of the most creative people in the division! Marla is very proactive about getting work done and frequently has suggestions and ideas about how to do things better or more efficiently. Also, her work is outstanding from a quality standpoint. She recently was honored with multiple awards from UCEA for postcards and other marketing materials she developed for the Sustainable Management program.

Technical Expertise: Demonstrates technical knowledge, skills, and abilities in functional area.				
Always	Frequently	Sometimes	Seldom	NA or Not able to assess

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My previous experiences have allowed me to use the most current in technology to successfully do my job and to assist others in doing their jobs. I analyze situations that occur with software and hardware to solve problems and avoid future problems. Being in the field that I am in requires that I constantly learn and master new technologies. I work to constantly learn the newest and latest technologies and continuously pick up additional technologies. I have taken additional training in CSS, Flash, web development, and InDesign.

Marla is very proactive about remaining on top of the learning required to do her job at the highest level. While I encourage the entire team to stay engaged with professional organizations and training opportunities, Marla is proactive about finding the training opportunities she needs, not only from a technical standpoint but also a professional networking one.

Achievement of Goals

List the major achievements during the appraisal period. Note the achievement of the goals established at the start of the performance period. (Attach any additional comments or supporting documentation.)

I developed a very successful social media marketing structure for the Sustainable Management program resulting in a fan base for Facebook of 474 fans and 421 twitter followers. I have been active in creating a LinkedIn group and looking into additional social networks to market the Sustainable Management program. I am continuously working to find new applications of social media and communicating those tools to the individuals that need to be informed. I advise divisional members in the importance of and technical development of these social communities.

I learned to design for Content Management Systems (CMS), working in both Drupal and Joomla. I am working on developing more skills in these CMS and additional options that are out there. I successfully

put the call out to “my network” to access a great pool of student help within the Design and Development team.

I continued to assist the Design and Development team around the design and consistency of the divisional brand.

I presented on green marketing (Marketing in a Green Economy) for the UCEA Regional Conference. I continued to follow up with attendees by offering green marketing resources and answering any questions. I also attended a marketing seminar on Marketing in a green economy.

I successfully designed and organized all Sustainable Management Print Collateral to be done to Forest Stewardship Council (FSC) standards for paper and printing, which carries through on the message that the Sustainable Management program is focused on the triple bottom line of people, planet and profit.

I designed websites and elements for both internal and external client partners. Websites included the Online Learning Lab (OWL), International Students website, Access panel, UW HELP, UW-Stout Distance Education and completed the Sustainable Management Website.

I received a silver award for Sustainable Management logo design from UCEA for the 2009 Marketing and Publications Awards, a gold award for the Sustainable Management summer postcard from UCEA for the 2010 Marketing and Publications Awards, a gold award for the Sustainable Management note cards from UCEA for the 2010 Marketing and Publications Awards, and a bronze award for the Sustainable Management mixed media from UCEA for the 2010 Marketing and Publications Awards.

Future Goals

Review and document goals for the next year. List three to five goals that have been agreed upon for the next appraisal period. Discuss and indicate how the individual goal or activity contributes to the organization’s strategic priorities, operational effectiveness, or operating principles. (May attach as a separate document.)

A personal goal that I have set for myself which will apply to my work, is in planning to up my creativity. I have taken steps to think a little differently and to take more risks with my designs. I applied this with the Sustainable management note cards and postcards which both recently won gold awards from UCEA for the 2010 Marketing and Publications Awards.

I plan to work to make stronger social media marketing structures and to help to get more people involved in the social media marketing by teaching them the tricks and tools of social media. I plan to work with these people to better promote the other programs and initiatives.

I plan to continue to advance my skill set whether it be design, technology, project management, or anything else. Taking courses that are available will enhance my skills.

Additional Comments (Attach additional comments if desired.)

As this review indicates, Marla is an exceptional graphic designer and a true asset to this organization. Her work for the Sustainable Management degree has elevated CEOEL's credibility to the national level in terms of our capabilities as a marketing unit. She is delightful to work with also because of her dedicated work ethic and great sense of humor. She will be an excellent asset to the new team structure that is planned for the coming year.

Acknowledgments/Signatures

The appraisal must be signed by the employee and the supervisor within two weeks of the meeting, one copy going to employee and the original to the employee's personnel file.

This document has been reviewed and discussed with me.

Employee signature:



Date:

5/20/10

Supervisor signature:



Date:

5/20/10