



PERFORMANCE GOALS AND QUARTERLY RECAP	EMPLOYEE: Marla Norton
PERFORMANCE PERIOD (YR) 2012	QUARTER ENDED:
	SUPERVISOR: Patrick Wirth
2012 Goals / Objectives (3 – 5)	
2012 Results (Using goals defined above; may include unplanned activities and results)	
<ul style="list-style-type: none">• Designed and developed creative briefs that layout project goals and purpose, and timelines for all marketing initiatives• Collaborated with instructional design and marketing on the design of infographics• Developed wireframes for the Flexible Option Student Portal• Developed HIMT branding including logos, collateral materials, website graphics and online ads• Designed the Flexible Option Pilot Program website• Worked with external vendors to get bids on print materials	
2013 Planned Goals / Objectives (3 – 5)	
<ul style="list-style-type: none">• Finalize wireframes for the Flex Option Student Portal• Design and brand Flex Option Student Portal• Collaborate with IT and marketing on web development projects• Develop brand standards document and style guides for all CEOEL programs• Continue HIMT collateral design• Lead professional development activities and opportunities for graphic design team• Design pop-up booth for the Flexible Degree Option• Continue to support ID with their graphic needs	
Development Plans / Related Competency and Development or Competency Objective:	
<ul style="list-style-type: none">• Continued interaction and engagement with the design community in Madison• Develop workshops for Design Madison events• Organize and run lunch and learn events at CEOEL• Present designs to marketing, ID and other business units within CEOEL	
Additional Comments Supervisor: Marla is an extremely creative and energetic designer. Her designs are student-centric, modern and outside the box of traditional higher education print design. Her designs help draw positive attention to our programs and elevate our brand recognition.	

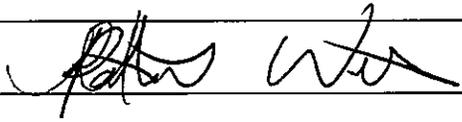
Marla is also supremely talented at brand development and as a result was assigned the lead on many of CEOEL's programs in 2012 including HIMT and the Flex Option Pilot Program.

Marla has shown tremendous improvement communicating and collaborating in small teams over the last quarter of 2012. She has played a pivotal role in translating verbal ideas into tangible design for the Flex Option Student Portal. I have received many compliments about her performance from other team members.

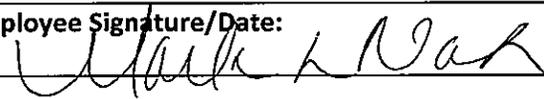
I look for Marla to continue pushing the boundaries of design and to lead the graphic design team in developing brand standards and style guides.

Additional Comments Employee:

Supervisor Signature/Date:



Employee Signature/Date:

 12/21/12