

LW Extension

University of Wisconsin-Extension

EMPLOYEE PERFORMANCE EVALUATION COVER SHEET (PLEASE TYPE OR PRINT)

INSTRUCTIONS: This form must be completed, signed and attached to all performance evaluations for Classified Staff. The Office of Human Resources will place this form and the completed evaluation in the employee's personnel folder. To be considered for the FY 2013-2014 pay plan, employees must receive a performance evaluation and receive an overall evaluation rating. Evaluations must be received by 5:00pm on July 15, 2013.

Employee: Mauna Norton Classification: Unclassified
 Supervisor: Patrick Wirth Division/Department: LEOEL Medical Services

Type of Review: Probationary Permanent Review Period From: _____ To: _____

Date of Latest Position Description: Position Description Reviewed – No Changes
 Revised Position Description Attached
 Working on a Revision

OVERALL EVALUATION RATING (select one):		
<input checked="" type="checkbox"/>	(E) Exceptional	This rating occurs infrequently and acknowledges one or more of the following achievements: completion of a major goal, work performance that far exceeded expectations this year due to exceptional quality in all essential areas of responsibility, and /or an exceptional or unique contribution in support of unit, department, or University objectives.
<input type="checkbox"/>	(S) Satisfactory	Solid performance that consistently fulfills expectations and at times may exceed expectations.
<input type="checkbox"/>	(N) Needs Improvement	Performance is routinely below expectations, and/or has failed to make reasonable progress toward agreed upon goals. Significant improvement is needed in many aspects of this position.

Employee's Signature: <u><i>Mauna Norton</i></u>	Date: <u>7/15/13</u>
Supervisor's Signature: <u><i>Patrick Wirth</i></u>	Date: <u>7/15/13</u>

The employee's signature does not necessarily indicate agreement, but attests that the employee has had an opportunity to read and discuss the review.

Human Resources Review: _____

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 • Collaborate with instructional design on graphics that help support and enhance student learning • 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 in 2013.

Additional Comments Employee:

Supervisor Signature/Date:

Employee Signature/Date:

Mark L. [Signature] 7/15/2013