

PERFORMANCE GOALS AND QUARTERLY RECAP	EMPLOYEE: Marla Norton
PERFORMANCE PERIOD (YR) 2015	QUARTER ENDED:
	SUPERVISOR: Patrick Wirth
Media Services Team Goals	
Document URL: https://docs.google.com/document/d/1VIMh_Je9jt7INPyMqakH0hcts8j5L1AcQNTL-uvU4AQ/edit?usp=sharing	
2015 Goals / Objectives (3 – 5)	2015 Results
Develop cohesive style guide for CEOEL, Flex and the collaborative degree programs	<ul style="list-style-type: none"> • Guide was completed, implemented, and has been successfully used by our team.
Design client facing website for campus partners to access and download branding components for our degree programs	<ul style="list-style-type: none"> • Website is complete with only minor additions to be made. I'm hoping the online version can replace the style guide mentioned above to keep all guidelines in one central location for more consistent information and ease of updating. I created new Adobe CC libraries for the internal sharing of common assets and have shared with the team.
Develop brand identity for Data Science degree program	<ul style="list-style-type: none"> • Brand identity was developed along with a website, recruitment materials and other collateral. The Data Science website and email design both won gold awards at the UPCEA marketing awards.
Conceptual and graphic design for Flex and CEOEL annual reports	<ul style="list-style-type: none"> • Both the Flexible Option and CEOEL annual reports were completed and printed. I have worked and presented a new concept prototype for future annual reports which focuses on a web accessible annual report, and I completed the 2014-2015 annual report.
Provide art direction for various design projects	<ul style="list-style-type: none"> • Art direction provided for all collaborative programs, Flexible Option, University Learning Store, and additional projects. Creating a consistent and effective visual message and supporting all brands.
Lead in the conceptual design for the new HWM website	<ul style="list-style-type: none"> • I helped design and lead design for the HWM website, directed a photo shoot, creating in-house photography for the website and other program collateral. The HWM website won a gold award for interactive media website and a silver award for most improved at the UPCEA marketing awards.
Increase communication efforts with marketing group	<ul style="list-style-type: none"> • I have continually worked to increase communication with the marketing group. We have

	opened up communication and collaboration between our two teams.
Support Flexible Option initiatives through design	<ul style="list-style-type: none"> Continued to support the Flexible Option initiatives through design by designing and completing the UW Flexible Option first year report, updating existing brochures with new content, creating pace and prodding visuals for Instructional Design, continually updating Instructional Design infographics to show the process behind the Flexible Option, and helping to guide other team members with any Flexible Option projects. The Flexible Option video ad won a silver award in the streaming video category.
Lead reoccurring design team collaboration sessions	<ul style="list-style-type: none"> Led reoccurring design team collaboration sessions, but then discontinued the sessions for a more as needed approach. We hope to get the team collaboration working better when we move into the new workspace. I always try to pull collaboration into projects.
Support leadership with any visual communications needed	<ul style="list-style-type: none"> Completed graphics for UPCEA presentation, pace and prodding visuals, ID presentation graphics.
Redesign for SMGT website	<ul style="list-style-type: none"> Completed design for the SMGT website, assisted development in the upcoming launch of the revised site. Provided art direction on website design and development, collateral and program guide design.
Presentations for recruitment webinars	<ul style="list-style-type: none"> I created presentations to visually communicate information about the Flexible Option and collaborative programs to prospective students. I worked closely with recruitment enrollment advisers, program managers, and marketing to complete these presentations. Image composites, and illustrations developed for the presentations were repurposed in other mediums such as program websites, and informational videos.
2016 Planned Goals / Objectives (4 – 8)	
<ul style="list-style-type: none"> Complete and launch University Learning Store brand identity Collaborate with marketing on future brand development Conceptual and graphic design for CEOEL and Flex annual reports Support leadership with any visual communications needed Provide art direction for various design projects Plan and produce an adult learner photo shoot, to build our in-house “stock” photography library to assist in marketing of all programs 	
Development Plans / Related Competency and Development or Competency Objective	
<ul style="list-style-type: none"> Current membership in Interactive Design Foundation; professional development through courses and community of interactive designers. 	

- Currently enrolled in:
 - Design Thinking: The Beginner's Guide
 - Information Visualization: Getting Dashboards Right
 - User Experience: The Beginner's Guide
- Attend Word Camp Milwaukee
- Take additional courses from Lynda.com, HOW Design University, Aquent Gymnasium
- Attend leadership workshops to improve skills in art direction

Additional Comments Supervisor: See attached *Performance Review Summary*.

Professional Development Completed in 2015:

- Wordcamp Milwaukee
- Lynda.com
 - Web Design Fundamentals
 - Mobile Marketing Fundamentals
 - InDesign CC: Interactive Document Fundamentals
 - Foundations of UX: Accessibility
 - Foundations of UX: Information Architecture
- HOW Design University
 - How to Use Visual Language to Create Infographics – Workshop
- Knight Center for Journalism in the Americas at The University of Texas at Austin
 - Certificate of Completion in Data Visualization and Infographics with D3

Overall Evaluation Rating (select one):

<input 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 checked="" 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.

Supervisor Signature/Date: *Marla Norton*
Employee

Employee Signature/Date: *[Signature]*
Supervisor

Marla Norton
2015 Performance Review Summary

WORK PRODUCT – The quality of work produced by the employee.

Exceeds Requirements

- Has less than a 1% error rate on work product.
- Accuracy is excellent.
- Quantity of work produced is outstanding.

Marla provided art direction on the brand development for the Data Science degree program. She ran ideation and conceptual design meetings to stimulate creativity and produce design sketches. From these meetings, design tasks were generated and assigned to multiple designers. This was truly a collaborative effort and Marla's leadership help cultivate this experience.

Marla developed a brand pitch deck for Data Science – taking materials from multiple designers and putting together a cohesive document to present to marketing. It included logo options, color palettes, photography, illustrations, icons, and data visualizations dashboards. It helped expedite the approval process significantly across all of our campus partners and internal stakeholders.

DEPENDABILITY – Being where he/she should be doing what he/she is supposed to do.

Outstanding

- Always at work and on time.
- Never misses work without prior approval and appropriate notification.
- Had no unscheduled absences during the rating period.

Marla is permitted to work remotely when project deadlines are approaching. She has earned this right because she consistently meets project deadlines. I have developed a strong trust that she uses this flexibility effectively.

COOPERATIVENESS - Working with people.

Meets Requirements:

- Is usually able to answer customer questions.
- Maintains good working relationships with coworkers.

Marla does an effective job of getting her colleagues involved on design projects and initiatives. Her willingness to share her knowledge and expertise has helped

build a strong rapport amongst design team members. In addition, many of our videographers turn to her for guidance on typography usage. Her willingness to collaborate on these types of projects has helped improve our brand identity in our video content.

Marla has also built a strong rapport with many instructional designers as well. In 2015 she worked on various design projects for ID, ranging from course content graphics to infographics detailing process and workflow. I received positive feedback from multiple designers who expressed a desire to work with Marla more on future design projects.

COMMUNICATION - Giving and receiving information.

Meets Requirements

- Takes messages, writes correspondence, deals with customers and coworkers with sufficient attention to detail.
- Correspondence is accurate and well-written using proper grammar and punctuation.

Marla is an excellent communicator over email. She is thorough but concise in her correspondence with internal staff and external clients. For example, when working with external printing agencies, it's imperative that the communication is accurate and clear. She does an efficient job of providing project specifications and laying out expectations.

I'd like to see Marla improve her skills at presenting design ideas and concepts to stakeholders in a face-to-face setting. In some instances she lacked confidence and cohesiveness in her delivery. It is important that she forge a strong connection with the people she's presenting to. Doing so will get them excited and invested in the project.

PROJECT PLANNING AND IMPLEMENTATION

Meets Requirements

- Prepares project plans on time and in sufficient detail.
- Maintains and monitors progress of project plan in order to stay on target.

Marla does an excellent job of managing her projects using various web tools. In 2016 I look for her to manage large-scale projects with limited assistance from me. We will use our bi-weekly 1:1 meetings to discuss projects updates.