

PERFORMANCE GOALS AND QUARTERLY RECAP	EMPLOYEE: Marla Norton
<ul style="list-style-type: none"> PERFORMANCE PERIOD (YR) 2016 	QUARTER ENDED:
	SUPERVISOR: Patrick Wirth
Media Services Team Goals	
Document URL: https://docs.google.com/document/d/1VIMh_Je9jt7INPyMqakH0hcts8j5L1AcQntL-uvU4AQ/edit?usp=sharing	
2016 Goals / Objectives (4 – 8)	2016 Results
Complete and launch University Learning Store brand identity	<ul style="list-style-type: none"> Completed the branding for University Learning Store and developed an Identity guide for the program. Implemented the identity across program collateral. Designed website. Designed HOW IT WORKS infographics.
Facilities planning and consulting for new space	<ul style="list-style-type: none"> Assisted in planning of creative spaces in new office space.
Collaborate with marketing to improve and stabilize workflows between business units	<ul style="list-style-type: none"> Collaboration with marketing team improving communications and workflow. Created collaboration between the two units on projects. Brought members of the marketing team into discussions about projects. Currently working on improved workflow collaboration with InDesign and InCopy.
Collaborate with marketing on future brand development <ul style="list-style-type: none"> Provide art direction for various design projects CEOEL branding site 	<ul style="list-style-type: none"> Collaborated with marketing in the brand development of the University learning store. Completed phase 1 of the visual identity website for direction on all employees and partners on visual brand standards. Collaborating with marketing on the development of the brand identity for the Applied Science degree program. Planned and moderated a brainstorming session which developed ideas for marketing, student services, enrollment advising, and media/creative services for the program. Consulted with marketing communications to provide ideas for new campaigns.
Conceptual and graphic design for CEOEL and Flex annual reports (may	<ul style="list-style-type: none"> Concepted and am art directing the production of the latest CEOEL annual

change to be template for future reports)	report. Consulting with marketing communications on a future direction for the annual report.
Support leadership with any visual communications needed	<ul style="list-style-type: none"> Assisted leadership with visual communications projects, including infographics for the Chancellor’s office, templates of communications tools.
Support Flexible Option initiatives through design <ul style="list-style-type: none"> Recruitment presentation BSN presentation 	<ul style="list-style-type: none"> Supported Flexible Option initiatives with recruitment webinar designs for the Flexible Option, BSN, and BSBA programs. Designed Flexible Option program collateral.
Plan and produce an adult learner photo shoot, to build our in-house “stock” photography library to assist in marketing of all programs	<ul style="list-style-type: none"> Continually developing shots for an in-house photo library of real students, faculty, and others. Suggested we get photo stills of real students, faculty, and others while media team members shoot video.

2016 Unforeseen Activities and Results

Assisted with the preliminary design for the UW HELP Journey Design.
 Assisted with the brand development for the UW HELP rebrand.
 Designed and collaborated with marketing and IT on the new format of Landing Pages, using wordpress instead of UnBounce.
 Created a new format and design for collaborative program guides.
 Designed and collaborated with marketing on a white paper design for HWM program on LinkedIn.
 Deisgned supporting materials for collaborative programs including recruitment webinars, online learning sections of websites, brochures, collateral
 Worked on HIMT Blog redesign.
 Assisted in the planning of Media open house.

2017 Planned Goals / Objectives (4 – 8)

- Update online brand guide with new specifications, programs.
- Complete and launch Applied Computing brand identity
- Collaborate with marketing on future brand development
- Support leadership with any visual communications needed
- Support collaborative programs through design
- Support Flexible Option initiatives through design
- Provide art direction for various design projects

Development Plans / Related Competency and Development or Competency Objective

- Current membership in Interactive Design Foundation; professional development through courses and community of interactive designers.

- Currently enrolled in:
 - Information Visualization: Getting Dashboards Right
- Attend Word Camp Milwaukee
- Take additional courses from Lynda.com, HOW Design University, Aquent Gymnasium
- Attend leadership workshops to improve skills in art direction
- Take IDEO U courses.

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

Professional Development Completed in 2017:

- Wordcamp Milwaukee
- Lynda.com
 - Design Thinking: Lead Change in Your Organization
 - Learning Art Direction
 - Entrepreneurship Fundamentals
 - Running a Design Business: Freelancing
 - Running a Design Business: Starting Small
 - Creating a Business Plan
 - Running a Design Business: Creative Briefs
 - Running a Design Business: Pricing and Estimating
- HOW Design University
 - Managing and Leading Creative Teams
- Knight Center for Journalism in the Americas at The University of Texas at Austin
 - Introduction to News Design
- Interactive Design Foundation
 - Design Thinking: The Beginner's Guide

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.

Supervisor Signature/Date:

Patricia White

Employee Signature/Date:

Mark Nelson 9/1/2017

Marla Norton
2016 Performance Review Summary

Marla did an exemplary job of leading the Media Services team in various aspects of the design in 2016. She tackled an assortment of design projects and initiatives in 2016 including, but not limited to, creating a visual identity for the University Learning Store, and providing art direction on a variety of marketing projects.

In 2016, Marla created the visual identity for the University Learning Store (ULS) initiative. She ran ideation and conceptual design meetings to stimulate creative thinking and derive design themes. She also co-managed the project, and provided continued art direction for her colleagues throughout the design process.

Marla then went on to develop a pitch deck for ULS – taking materials from multiple designers and putting together a cohesive presentation to deliver to marketing and external partner universities. It included logo options, color palettes, photography, illustrations, iconography, and infographics. Her diligence and attention to detail helped expedite the approval process. Building the visual identity for ULS was truly a collaborative effort and Marla's leadership skills help cultivate the project.

In addition to creating a visual identity for ULS, Marla provided art direction on a variety of projects for our collaborative degree programs. She mentored and guided her colleagues in accomplishing a unified vision. In particular, Marla was in charge of the overall visual appearance and how it communicates visually, stimulates moods, highlights product benefits, and psychologically appeals to our target audience.

In 2017, I look for Marla to continue mentoring colleagues and managing design projects from conceptual design to implementation. I look for her to continue leveraging her creative thinking, project management, and collaboration skills to create effective design and help build a unified design team.

Sincerely,



Patrick Wirth
Director of Media Services
UW-Extension, Continuing Education