

**DIRECTOR OF COMMUNICATION AND PUBLIC RELATIONS  
Summative Appraisal Form**

Name \_\_\_\_\_

Location \_\_\_\_\_

Appraisal Period: From \_\_\_\_\_ to \_\_\_\_\_

Date of Review \_\_\_\_\_

**Directions**

The following statements describe the employee who achieves success. Based on cumulative performance information, the evaluator estimates the employee's effectiveness in meeting each criterion. Rate each criterion using the scale below that most closely describes the employee's attainment of that criterion. For each domain, a comment area is provided for general statements and/or recommendations.

**Rating Scale**

- 5 Clearly Outstanding:** Performance is consistently far superior to what is normally expected.
- 4 Exceeds Expectations:** Performance demonstrates increased proficiency and is consistently above expectations.
- 3 Meets Expectations:** Performance meets expectations and presents no significant problems.
- 2 Below Expectations:** Performance is consistently below expectations and significant problems exist.
- 1 Unsatisfactory:** Performance is consistently unacceptable.
- 0 Not Applicable**

**JOB PERFORMANCE STATEMENTS**

**Maintenance and Repairs**

- \_\_\_\_ 1. Oversees the development and implementation of communication campaigns and action plans, department procedures, and other initiatives.
- \_\_\_\_ 2. Serves as the "eyes" for all things print and electronic, looking for clear communication, error free messaging, brand presence, and consistency.
- \_\_\_\_ 3. Assists administration in communicating through media releases.
- \_\_\_\_ 4. Coordinates and oversees the weekly support provided to campuses and the district in managing crisis communications — keeping the Superintendent and Chief Administrative Officer informed of all potential crisis or media related situations, and/or media inquiries.
- \_\_\_\_ 5. Executes communications campaigns from identification and researches on initiatives and story ideas, to managing weekly departmental editorial calendars.
- \_\_\_\_ 6. Reviews and refines core messaging and branding for communications campaigns on a weekly basis.
- \_\_\_\_ 7. Coordinates the writing, editing, branding, and publication of district publications (i.e. press releases, parent/community/staff email notifications, website pages, etc.).

- \_\_\_\_ 8. Promotes the achievements of students and staff through social media, events, media and other appropriate avenues.
- \_\_\_\_ 9. Drives day-to-day media outreach strategies and tactics.
- \_\_\_\_ 10. Responds in crisis situations, both during regular work hours, and outside of regular hours.
- \_\_\_\_ 11. Advocates on behalf of the District brand with external stakeholders across all communications channels — including television, newspapers, social media, video, events and meetings.
- \_\_\_\_ 12. Attends school, community, and civic meetings on behalf of SFDRCSID to better understand community concerns and provides information, during regular work hours and outside of regular hours.
- \_\_\_\_ 13. Develops a model for sustaining employee and student communications liaisons on each campus — ensuring information about campus outcomes, achievements and programs are shared with the Communications Department and distributed/promoted on a timely basis.
- \_\_\_\_ 14. Builds and sustains online communities by overseeing the strategy, development and production of social media campaigns and the online supporter base.
- \_\_\_\_ 15. Attends meetings of the Board and prepare for live production and recording as directed.
- \_\_\_\_ 16. Oversees the maintenance of a complete electronic file and record of all educational news of the school district as published by the District or media.
- \_\_\_\_ 17. Participates and leads internal committees and meetings as directed.
- \_\_\_\_ 18. Attends professional meetings and conferences to continue to develop personal skills related to the field of school public relations and community relations.
- \_\_\_\_ 19. Assigns, supervises and evaluates the activities of Communications Department staff.
- \_\_\_\_ 20. Prior to the start of the school year, oversees and ensures the development of an annual Master editorial calendar which includes key deadlines for listing annual articles, special reminders/notifications and an annual video production schedule.

**COMMENTS:** \_\_\_\_\_

\_\_\_\_\_

**BUDGET PREPERATION**

- \_\_\_\_ 21. Monitors budget allocations, expenditures and related financial activities for the purpose of ensuring that department functions are maintained while complying with all sound accounting practices and District policy.

**COMMENTS:** \_\_\_\_\_

\_\_\_\_\_

**OTHER DUTIES**

\_\_\_\_22. Performs other duties as assigned.

\_\_\_\_23. Maintains confidentiality of information.

**COMMENTS:** \_\_\_\_\_  
\_\_\_\_\_

What strengths do \_\_\_\_\_ possess?  
\_\_\_\_\_  
\_\_\_\_\_

What are some improvements \_\_\_\_\_ can make to ensure a higher degree of success for students on this campus/department?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Summative Conference Comments:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Recommendation of Evaluator:** I have read and received a copy of this evaluation. I have reviewed this instrument.

\_\_\_\_ Renewal and/or Extension of Assignment

\_\_\_\_ Non-renewal of Assignment

\_\_\_\_ Termination of Assignment

\_\_\_\_ Non-extension of Assignment

\_\_\_\_\_  
Administrator (Print Name) Date

\_\_\_\_\_  
Administrator (Signature) Date

\_\_\_\_\_  
Employee's Signature Date