

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. Oversee the development and implementation of communication campaigns and action plans, department procedures, and other initiatives.
- ___ 2. Serve as the "eyes" for all things print and electronic, looking for clear communication, error free messaging, brand presence, and consistency.
- ___ 3. Assist administration in communicating through media releases.
- ___ 4. Coordinate and oversee the weekly support provided to campuses and the district in managing crisis communications — keeping the Superintendent and Administrative Director informed of all potential crisis or media related situations, and/or media inquiries.
- ___ 5. Execute communications campaigns from identification and research on initiatives and story ideas, to managing weekly departmental editorial calendars.
- ___ 6. Review and refine core messaging and branding for communications campaigns on a weekly basis.
- ___ 7. Coordinate the writing, editing, branding, and publication of district publications (i.e. press releases, parent/community/staff email notifications, website pages, SFDR Highlights Magazine, etc.).

- ____ 8. Promote the achievements of students and staff through social media, events, media and other appropriate avenues.
- ____ 9. Drive day-to-day media outreach strategies and tactics.
- ____ 10. Respond in crisis situations, both during regular work hours, and outside of regular hours.
- ____ 11. Advocate on behalf of the District brand with external stakeholders across all communications channels — including television, newspapers, social media, video, events and meetings.
- ____ 12. Attend school, community, and civic meetings on behalf of SFDRCSID to better understand community concerns and provide information, during regular work hours and outside of regular hours.
- ____ 13. Develop 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. Build and sustain online communities by overseeing the strategy, development and production of social media campaigns and the online supporter base.
- ____ 15. Attend meetings of the Board and prepare for live production and recording as directed.
- ____ 16. Oversee 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. Participate and lead internal committees and meetings as directed.
- ____ 18. Attend professional meetings and conferences to continue to develop personal skills related to the field of school public relations and community relations.
- ____ 19. Assign, supervise and evaluate the activities of Communications Department staff.
- ____ 20. Prior to the start of the school year, oversee and ensure 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. Monitor 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. Perform other duties as assigned.

____ 23. Maintain 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