

EVALUATION FORM

Name of employee: Melanie Raible-Tocci

Date of evaluation: February 2024

TO BE COMPLETED BY THE SUPERVISOR: Caroline Broder

1. How has the employee performed in relation to the specific responsibilities identified in his/her/their job description since the last performance appraisal meeting?

Melanie had a good year overall with respect to her duties, which include:

- Media monitoring and creating daily news clips for the staff;
- Taking over the subscription management duties for MACPAC;
- Managing MACPAC's substantial mailing list, cutting the email bounce rate from 9 percent to 3 percent, and continuing her duties as the mail house liaison;
- Updating the web site;
- Creating e-blasts;
- Some writing and editing duties; and
- Creating and implementing social media content.

One area that particularly stood out was the launch of MACPAC's YouTube channel, which was a task Melanie took on with minimal guidance. She is taking part in the redesign of MACPAC's web site and participating in contractor meetings. On the web front, Melanie also participated in uploading content for *MACStats* for the first time this year, which is a substantial amount of work.

Melanie also proactively suggests social media content, which is much appreciated. Other areas where she has been proactive involve the creation of a cheat sheet for preparing Powerpoint files for web posting. She did this of her own volition without being asked. She has also created process documents without prompt, which is much appreciated. In addition, her writing skills are continuing to improve, with fewer edits to her work than her initial year at MACPAC.

What specific areas warrant attention for improved performance by the employee at this time?

One area for continuous improvement is attention to detail. We are all bound to make mistakes, but slowing down and re-reading or re-checking your work will help avoid typos and small errors. Creating checklists for yourself is a start, but also remember to check your work a few times before submission.

Areas for growth and to potentially advance to the next level include:

- Taking on more writing and editing duties, particularly with respecting to drafting e-blast content;
- Implementing many of the design changes and learning how the new web site will function;
- Becoming involved with press outreach;
- Serving as a backup to Carolyn on some design duties; and
- Advancing our presence on LinkedIn by taking one of the many free classes the service offers on content marketing and audience growth.

2. Any additional comments on activities carried out by the employee outside of his/her/their job description?

As stated above, the launch of the YouTube channel in 2023 was an area outside of Melanie's job description that she took on. She is also proactive when it comes to collaborating with Carolyn on social media graphics. She has helped the executive assistant and provided instructions to ensure Powerpoint presentations are ready for posting. In addition, she is a delight to work with, and is always receptive to feedback. We appreciate the spirit of collegiality that she brings to MACPAC.

3. Check the rating for this evaluation:

- Exceeds job expectations
- Meets job expectations
- Does not meet job expectations

Supervisor's signature: Caroline

Date: 2-21-24 Broder _____

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