

EVALUATION FORM

Name of employee: Melanie Raible

Date of evaluation: 2/8/23

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?

This is the first appraisal for Melanie Raible, who joined MACPAC in late February 2022 and quickly learned many of the key skills needed to succeed in the communications specialist role at MACPAC. She is a team player and a valuable contributor to the communications team. Her key accomplishments during this time include:

- Learning the report process for MACPAC, as well as becoming adept at using WordPress (our platform for posting web content), as well as systems such as Constant Contact, which are essential to our work in communicating with the public.
- Proactively creating a social media content calendar to keep a steady cadence of MACPAC content, which contributed to a growth in social media followers (more than 200 new followers on LinkedIn in the past 30 days alone).
- Contributing to a 50 percent reduction in MACPAC's mailing costs by cutting down on our hard-copy mailing lists.
- Beginning to build an understanding of health policy through participating in Commission meetings, reading our material, as well as health policy stories in the clips.

Melanie is a delight to work with, and has a willingness to learn and a growth mindset that will serve her well in this role. She brings creative ideas for the team, and is enthusiastic to learn.

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

There are many opportunities to continue growing at MACPAC. A few areas where Melanie has an opportunity for growth include:

- **Learning more about Medicaid policy, health policy and the legislative process.** To that end, she is interested in taking a Congress 101 course that is offered through CQ. I would also encourage her to read and ask questions about our work and the material discussed in Commission meetings.
- **Writing.** Melanie should continue working on producing concise copy for social media, the web site, and other MACPAC products. There are opportunities to improve her writing, but I think a bigger opportunity

exists to improve her understanding of health policy and Medicaid so she can know how to identify what's important in a presentation, statement, etc. and identify key points.

- **Attention to detail.** This is an area for continued growth and improvement. Examples would include making sure that hashtags that are suggested on social media are ones that are in use, or going back through an assignment once it is completed, slowing down, and making sure what you are turning in is as close to perfect as you can make it.

In addition to these areas, Melanie has self-identified becoming more proficient in 508 compliance, learning graphic design, and media outreach as areas for growth.

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

N/A

4. Check the rating for this evaluation:

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

Supervisor's signature: Carline Broder

Date: 2//22/23

