# EVALUATION FORM

## Name of employee: Caroline Broder

## Date of evaluation: October 13, 2023

## TO BE COMPLETED BY THE SUPERVISOR:

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

Over the past year, Caroline took on several additional projects that helped to strengthen and advance MACPAC’s reach and reputation. For example, Caroline led an effort to develop customized training for MACPAC team members to improve their writing skills. She researched potential contractors, worked with the executive team to identify training needs, and served as the liaison with the eventual awardee to create a tailored curriculum. Based on staff feedback, the training was relevant to our work and engaging for analysts. The training will be presented again to senior team members in the coming fiscal year.

In addition, Caroline led an effort to update the MACPAC website, including enhanced search functionality as well as a redesign of existing materials. She created the request for proposals (RFP), issued the RFP to potential vendors, evaluated the bids, and recommended an awardee. Now that we are in the process of finalizing the contract with the new vendor, I’m looking forward to seeing the project come to fruition. I consider Caroline’s management of the engagement integrally important to its success.

Caroline is consistently open to exploring new ways to communicate with the MACPAC audience. Whether spotlighting important panel discussions with the MACPAC distribution list or considering new types of communications briefs, Caroline will take ideas and run with them. This attitude is further evidenced by Caroline adapting the MACPAC website to YouTube videos that will serve as an educational resource for consumers of MACPAC information and developing a roll-out plan to ensure that these resources have reach throughout our audience.

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

As part of MACPAC’s executive team, Caroline has been supportive of recent efforts to develop a strategic plan for the organization. As we are nearly completion of the process, we will pivot to developing implementation plans to support our key strategic objectives. In that context, Caroline will have an opportunity to develop and lead a multi-year communications plan to increase MACPAC’s audience and expand the reach of our research collateral. Through this investment in fortifying MACPAC’s reputational work, Caroline can (and should) consider innovative approaches to approaching her work. Caroline should leverage her expertise in testing new approaches to our work and should feel comfortable including aspirational goals included in the communications plan.

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

Caroline is committed to MACPAC’s organizational culture and growth. She effectively serves as the executive sponsor of the Creating Connections team, and I appreciate her leadership and volunteerism. Caroline comes to her position with a productive, constructive, can-do attitude. She’s a collaborative team player and I value her contributions.

1. Check the rating for this evaluation:

√ Exceeds job expectations

* Meets job expectations
* Does not meet job expectations

Supervisor’s signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_