



# Annual Evaluation for Felicia Ford

<b>Employee Information</b>			
	Last Name: Ford		
	First Name: Felicia		
	Title: Director Sales West		
	Department: N/A		
	Supervisor: Brooke Brown		
<b>Evaluation Information</b>			
	Originator: Brooke Brown		
	Review Period: 07/01/2009 - 06/30/2010		
	Due Date: 06/30/2010		
<b>Performance Goals</b>			
<p>This section should have a <b>minimum of 3 goals and a maximum of 12 goals</b> (to include any goals cascaded by your supervisor). All goals must be placed into 1 of 4 categories: <b>financial, customer, business process, learning/growth</b>. Not every category has to have a goal tied to it. Every goal will be required to have a 'metric' assigned to it; in other words, how will you know when the goal is completed?</p>			
<p><b>1.1 Grow with Intelligence, Creativity: Provide services and coordination to increase village concept connectivity</b></p>			
<b>Category: Customer</b>			
<b>Goal:</b>		<b>Metric:</b>	
Grow with Intelligence, Creativity: Provide services and coordination to increase village concept connectivity		Reach out to the City's 50 HOAs by sending the block party trailer services to each of the neighborhoods.	
<b>Start:</b> 07/01/2009	<b>Due:</b> 06/30/2010	<b>Status:</b> Completed	<b>% Complete:</b> 100.0%
<b>Tasks</b>			
<b>Target Date</b>	<b>Task</b>		
11/15/2009	Have sent block party trailer to 25 neighborhood communities.		
<b>Rating by Brooke Brown:</b>		<b>Rating by Felicia Ford:</b>	
<b>Rating:</b> Meets		<b>Rating:</b> Meets	
<b>Comments by Brooke Brown:</b>			
Need to contact 25 of the required 50 HOAs by 2/1. Excellent job contacting all 50 HOAs.			
<p><b>2.1 Deliver sensible transportation: Increase transportation plan funding</b></p>			
<b>Category: Business Process</b>			
<b>Goal:</b>		<b>Metric:</b>	
Deliver sensible transportation: Increase transportation plan funding		Increase transportation funding program by 10%	
<b>Start:</b> 07/01/2009	<b>Due:</b> 06/30/2010	<b>Status:</b> Completed	<b>% Complete:</b> 100.0%
<b>Tasks</b>			
<b>Rating by Brooke Brown:</b>		<b>Rating by Felicia Ford:</b>	
<b>Rating:</b> Meets		<b>Rating:</b> Meets	

**3.1 Achieve educational excellence: establish an education partnership with Rio Salado**

**Category: Learning and Growth**

**Goal:** Achieve educational excellence: establish an education partnership with Rio Salado  
**Metric:** Link Rio Salado home page and class schedule to www.surpriseaz.com

**Start:** 07/01/2009      **Due:** 06/30/2010      **Status:** Completed      **% Complete:** 100.0%

**Tasks**

**Rating by Brooke Brown:** **Rating by Felicia Ford:**  
**Rating:** Meets      **Rating:** Meets with commendation

**4.1 Commit to Financial Stability: Capital Improvement Plan Implementation**

**Category: Financial**

**Goal:** Commit to Financial Stability: Capital Improvement Plan Implementation  
**Metric:** Send at least 30 recruitment proposals to businesses in the following industries: medical, new technology, retail, hospitality, and tourism.

**Start:** 07/01/2009      **Due:** 06/30/2010      **Status:** Completed      **% Complete:** 100.0%

**Tasks**

Target Date	Task
11/15/2009	Send no less than 15 new recruitment proposals targeting medical, retail, and hospitality.
04/30/2009	Send no less than 15 new recruitment proposals targeting new technology and tourism

**Rating by Brooke Brown:** **Rating by Felicia Ford:**  
**Rating:** Meets      **Rating:** Meets

**Core Competencies**

This section defines core competencies that are essential to the achievement of the City's strategic goals. Use the 'writing assistant' to create comments about your employee's performance.

**Customer Focus**

Builds customer confidence, is committed to increasing customer satisfaction, sets achievable customer expectations, assumes responsibility for solving customer problems, ensures commitments to customers are met, solicits opinions and ideas from customers, responds to both internal and external customers with equal priority.

**Rating by Brooke Brown:** **Rating by Felicia Ford:**  
**Rating:** Meets      **Rating:** Meets

**Comments by Brooke Brown:**

In meetings, ask yourself what the customer wants. Approach group discussion of issues by looking through the customer's eyes. Put yourself and the group in their position.

**Comments by Felicia Ford:**

I include the customer's perspective in projects and meetings. I make a conscious effort to ask myself and others what the customer wants.

**Ethics**

Is accountable for actions, deals with others in a straightforward and honest manner, maintains confidentiality, conveys good news and bad.

**Rating by Brooke Brown:** **Rating by Felicia Ford:**  
**Rating:** Meets      **Rating:** Meets

**Comments by Brooke Brown:**

Communicate accurate information. Always communicate accurate information even if the truth may cause embarrassment. Adopt a philosophy of never surprising others by withholding information that is needed.

**Comments by Felicia Ford:**

I stand by my decisions and make the best out of situations where I encounter opposition or negative results.

**Results**

Targets and achieves results, sets challenging and productive goals, prioritizes tasks, overcomes obstacles, accepts accountability.

**Rating by Brooke Brown:**

**Rating:** Meets

**Rating by Felicia Ford:**

**Rating:** Meets

**Comments by Felicia Ford:**

I am generally clear in defining roles and responsibilities with my team. I make sure team members know what is expected of them and I clarify tasks and job requirements when necessary.

**Teamwork**

Meets all team deadlines and responsibilities, listens to others and values opinions, helps team leader to meet goals, welcomes newcomers and promotes a team atmosphere.

**Rating by Brooke Brown:**

**Rating:** Meets with commendation

**Rating by Felicia Ford:**

**Rating:** Meets

**Comments by Felicia Ford:**

I effectively communicate ideas and information in the team setting. I express myself diplomatically and distribute information in a timely manner.

**Comments by Brooke Brown:**

Felicia usually fulfills her commitments to the team effectively. Her work is thorough and timely.

**Vision**

Communicates the values of the Surprise vision and RESPECT model to others, supports values in daily actions and decisions, incorporates Surprise vision when planning.

**Rating by Brooke Brown:**

**Rating:** Meets with commendation

**Rating by Felicia Ford:**

**Rating:** Meets with commendation

**Comments by Felicia Ford:**

I can synthesize a set of opportunities and goals into a common vision that I communicate to others. I simplify complex issues so that others can understand and get behind what needs to be done.

**Role Specific Competencies**

This section defines role-specific competencies that are essential to the achievement of the City's strategic goals. Use the 'writing assistant' to create comments about your employee's performance.

**Budgets/Cost Control**

Plans for and uses resources efficiently, always looks for ways to reduce costs, creates accurate and realistic budgets, tracks and adjusts budgets, contributes to budget planning.

**Rating by Brooke Brown:**

**Rating:** Meets

**Rating by Felicia Ford:**

**Rating:** Meets

**Comments by Felicia Ford:**

I am aware of the need to keep spending aligned with overall goals and priorities. I put thought into my budget requests and review my costs throughout the year to identify appropriate adjustments. I am aware of the need to keep spending aligned with overall goals and priorities. I put thought into my budget requests and review my costs throughout the year to identify appropriate adjustments.

**Comments by Brooke Brown:**

Felicia is aware of the need to keep spending aligned with overall goals and priorities. She puts thought into her budget requests and reviews her costs throughout the year to identify appropriate adjustments.

**Managing for Results**

Sets challenging and productive goals for team, keeps team accountable for actions, provides leadership and motivation, provides resources and support, uses checkpoints and data to track progress, sets up systems and processes to measure results.

**Rating by Brooke Brown:**

**Rating by Felicia Ford:**

**Rating:** Meets

**Rating:** Meets

**People Development & Management**

Provides feedback and coaching, rewards hard work, contributions, and risk taking, takes mentoring role, challenges, motivates, and develops employees, accepts mistakes, defines roles and responsibilities, delegates effectively, manages collaboratively.

**Rating by Brooke Brown:**

**Rating by Felicia Ford:**

**Rating:** Meets

**Rating:** Meets

**Problem Prevention/Solving**

Anticipates, solves, and works to prevent problems, breaks down problems into smaller components, understands underlying issues, can simplify and process complex issues, understands the difference between critical details and unimportant facts.

**Rating by Brooke Brown:**

**Rating by Felicia Ford:**

**Rating:** Meets

**Rating:** Meets

**Comments by Felicia Ford:**

I am able to sort through the pieces of complicated problems and separate key issues from unimportant details.

**Comments by Brooke Brown:**

The group benefits from Felicia's input in problem solving and brainstorming sessions. She has good ideas and also encourages group discussion.

**Individual Development Goals**

Development goals are reserved for actions that may support how you perform your job better and can include career growth, job mastery, or corrective performance actions. These actions are not tied to the evaluation period and are not measured for performance.

**Mid-Year Evaluation**

**Instructions:**

Supervisor and employee meet to review employee progress on performance and development goals and document the date and results of this discussion in the 'Comments' section provided. The supervisor and employee should discuss any changes in goal priorities, potential barriers to goal accomplishment, strategies for overcoming those barriers, as well as any resource allocation changes that may be required.

**Mid-Year Evaluation Date:** 12/10/2009

**Overall Performance Summary**

Use this section to summarize the employee's overall performance during the evaluation period. As you finalize ratings be on the lookout for these common rating errors.

**Overall Form Rating: 3.13 / 5.0**

Performance Goals

Rating

**3.0 / 5.0**

Grow with Intelligence, Creativity: Provide services and coordination to increase village concept connectivity

Meets

Deliver sensible transportation: Increase transportation plan funding

Meets

<u>Achieve educational excellence: establish an education partnership with Rio Salado</u>	Meets
<u>Commit to Financial Stability: Capital Improvement Plan Implementation</u>	Meets
<u>Core Competencies</u>	<b>3.4 / 5.0</b>
<u>Customer Focus</u>	Meets
<u>Ethics</u>	Meets
<u>Results</u>	Meets
<u>Teamwork</u>	Meets with commendation
<u>Vision</u>	Meets with commendation
<u>Role Specific Competencies</u>	<b>3.0 / 5.0</b>
<u>Budgets/Cost Control</u>	Meets
<u>Managing for Results</u>	Meets
<u>People Development &amp; Management</u>	Meets
<u>Problem Prevention/Solving</u>	Meets
<b>Signatures</b>	
Employee signature does not imply agreement or disagreement, only the acknowledgement that the discussion occurred.	
Employee: <u>Felicia Ford</u>	<u>03/01/2009</u>
Felicia Ford	
Supervisor: <u>Brooke Brown</u>	<u>03/01/2009</u>
Brooke Brown	