

SCHOOL DISTRICT OF GADSDEN COUNTY

COMMUNITY AFFAIRS / PUBLIC RELATIONS COORDINATOR

PERFORMANCE APPRAISAL

Name _____ Position _____

School / Dept. _____ School Year _____

1. SERVICE DELIVERY

Category Definitions

1. Deliver Superintendent's news articles to proper media source.
2. Plan and implement the Teacher of the Year celebration.
3. Maintain the Superintendent's Scrapbook.
4. Track all student transfers, both inside and outside the District.
5. Serve as liaison for parents between the schools, community, District, and the Florida Department of Education.
6. Monitor and conduct periodic surveys of parent participation and involvement in the educational process at each school.
7. Assist school advisory councils with the development, implementation, and evaluation of parent services.
8. Coordinate resources and provide technical assistance to all parent committees of schools and special programs, ensuring that all due caution and procedures for due process have been afforded to parents of students as it relates to an individual program or situation.

Source Code (circle choices)

- | | | | | | |
|-------------------------------|-------------------------|---------------------------|---|-----------------------|--------------------------|
| A. Behavioral Event Interview | B. Direct Documentation | C. Indirect Documentation | D. Training Programs Competency Acquisition | E. Evaluatee Provided | F. Confirmed Observation |
|-------------------------------|-------------------------|---------------------------|---|-----------------------|--------------------------|

Rating Code (circle one)

- | | | | | |
|----------------|-------------------|-----------|----------------|-------------|
| Unsatisfactory | Needs Improvement | Effective | Very Effective | Outstanding |
|----------------|-------------------|-----------|----------------|-------------|

COMMUNITY AFFAIRS / PUBLIC RELATIONS COORDINATOR (Continued)

2. INTERAGENCY COMMUNICATION AND DELIVERY

Category Definitions

- 9. Distribute newsletter to schools, community and agencies.
- 10. Serve on boards of agencies such as March of Dimes and Gadsden Education Foundation.
- 11. Serve as community contact for interpreting FCAT, Florida Writes, and other test results to parents.
- 12. Assist schools in communicating with parents through home visits.
- 13. Provide assistance in channeling information throughout the District as it pertains to parents and the community.
- 14. Expand the Pre-Kindergarten Parent Resource Center located at QEA to include resource materials for all parents of Pre-Kindergarten students.
- 15. Assist school principals in developing, improving and implementing parent services.
- 16. Maintain contact and a working relationship with outside agencies.
- 17. Develop partnerships with local business and service groups to advance student learning by involving community members in school volunteer programs.
- 18. Collaborate with community agencies to provide family support services and adult learning opportunities, enabling parents to more fully participate in activities that support education (literacy).

Source Code (circle choices)

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COMMUNITY AFFAIRS / PUBLIC RELATIONS COORDINATOR (Continued)

3. PROFESSIONAL GROWTH AND IMPROVEMENT

Category Definitions

- 19. Attend conferences to keep abreast of changes.
- 20. Keep well informed of current trends in curriculum areas.
- 21. Provide inservice training opportunities for school personnel to increase school/parent communication and involvement.
- 22. Set high standards for self and others.

Source Code (circle choices)

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4. SYSTEMIC FUNCTIONS

Category Definitions

- 23. Recruit mentors for schools' volunteer programs.
- 24. Write, duplicate and distribute Superintendent's monthly newsletter.
- 25. Coordinate the District-wide Parent/Volunteer Appreciation and Information Seminar (Title I, ESE, Pre-Kindergarten).
- 26. Set up awards programs for CTBS, FCAT, Florida Writes, and HSCT.
- 27. Provide schools with written communication for parents (Spanish and English versions of a District-wide parent newsletter from the Superintendent).
- 28. Schedule the "Superintendent's Community Chats" with parents, communities, and civic groups.
- 29. Hold group meetings with parents to help them deal with developmental problems and individual needs of their children.
- 30. Prepare or oversee the preparation of all required reports and maintain appropriate records.
- 31. Perform other duties as assigned.

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COMMUNITY AFFAIRS / PUBLIC RELATIONS COORDINATOR (Continued)

5. LEADERSHIP AND STRATEGIC ORIENTATION

Category Definitions

- 32. Provide workshops/training for school advisory councils.
- 33. Set up and coordinate parent involvement activities.
- 34. Develop a parent guide/handbook for schools that will contain pertinent telephone numbers, contact persons, and other resources.
- 35. Assist school advisory councils, improvement teams, special programs, and parent-teacher organizations in the planning and co-sponsoring of meetings for the parents to provide support, and help parents gain knowledge about educational issues, policies, materials, and resources.
- 36. Form a District parent advisory council to include parent representation from each school/community and/or special program.
- 37. Assist teachers in developing family kits built around relevant themes with games, videos, conversation starters, or other tools for parents to interact with their children on a specific topic. For example, a kit could be built around the theme of setting family goals or developing house rules, Peer Assisted Learning Strategies (PALS) reading kits, and research paper writing tips, and ACT/SAT preparation for the older child.
- 38. Promote District goals and priorities.

Source Code (circle choices)

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COMMUNITY AFFAIRS / PUBLIC RELATIONS COORDINATOR (Continued)

6. WORKSITE SERVICE STANDARDS

Control Dimension

Student growth and achievement, the work ethic, fostering and developing professional image, collaboration and affirmative networking, systemic and systematic preparation for function delivery, interpersonal interaction, teammanship and communication skills, translating organizational purpose into observable behavior and others.

(Special Note)

An effective or higher rating is required in this job context category in order to be eligible for an overall effective or higher rating.

Source Code (circle choices)

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7. ASSESSMENT AND OTHER SERVICES

Control Dimension

The use of the adopted performance appraisal system for instructional and other employees.
The accurate and timely filing of all school reports.
The completion of required professional development services.

(Special Note)

An effective or higher rating is required in this job context category in order to be eligible for an overall Effective or higher rating.

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COMMUNITY AFFAIRS / PUBLIC RELATIONS COORDINATOR (Continued)

OVERALL RATING: (enter total scores)

Input from parents and teachers was collected and analyzed in preparation of this report.

Unsatisfactory _____ Needs Improvement _____ Effective _____ Very Effective _____ Outstanding _____

Comments of the Evaluatee:

This evaluation has been discussed with me: Yes ____ No ____

Signature of Evaluatee

Date

Comments of the Evaluator:

Signature of Evaluator

Date