

PERFORMANCE MANAGEMENT RECORD

| Coverage | Bureau Appraisal Cycle | Appraisal Year |
|--|--|--|
| <input checked="" type="checkbox"/> General Schedule <input type="checkbox"/> Federal Wage System <input type="checkbox"/> Wage Marine | <input checked="" type="checkbox"/> October 1 - September 30 <input type="checkbox"/> June 1 - May 31 <input type="checkbox"/> November 1 - October 31 | From: <u>10/01/06</u> To: <u>09/30/07</u> |

Employee's Name: _____ SSN: _____

Position Title: Marketing Specialist Pay Plan, Series, Grade/Step: GS-1101-12

Organization: 1. National Technical Information Service 3. Office of Business Development
2. Office of the Director 4. Office of Marketing & Communications

PERFORMANCE PLAN CERTIFICATION

This plan is an accurate statement of the work that will be the basis for the employee's performance appraisal.

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Privacy Act Statement - Disclosure of your social security number is voluntary. The number is linked with your name in the official personnel records to ensure unique identification of your records. The social security number will be used solely to ensure accurate entry of your performance rating into the automated record system.

PERFORMANCE PLAN AND APPRAISAL RECORD

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|-----------------------------|-------------------------|------------------------------|
| Employee Name: _____ | Date 12/21/06 | Element No. 1 of 4 |
|-----------------------------|-------------------------|------------------------------|

Cascaded Organizational Goals

Each element must be cascaded from the DOC Strategic Goals. All Goals must be identified for each element. First, select the appropriate DOC Strategic Goal, then list the Bureau Goal, and the SES Manager Goal to complete the cascade.

DOC Strategic Goals:

- Strategic Goal 1: Provide the information and tools to maximize U.S. competitiveness and enable economic growth for American industries, workers and consumers
- Strategic Goal 2: Foster science and technology leadership by protecting intellectual-property, enhancing technical standards and advancing measurement science
- Strategic Goal 3: Observe, protect and manage the Earth's resources to promote environmental stewardship
- Management Integration Goal: Achieve Organizational and Management Excellence
- Bureau Goal:** Promote progress by serving as the Federal Government's central means of making STEI perpetually and widely available
- SES/Organizational Goal:** Planning, implementing and evaluating business strategies for all NTIS Clearinghouse products and information dissemination services; developing new products and services; coordinating the production and sale of products and information dissemination services; and identifying and acquiring scientific and technical and business related information.

Critical Element and Objective

Production Management

To optimize planning, scheduling, and delivery of printed materials in support of NTIS' mission to be self-sustaining and Strategic Initiative #1 & #2

Weighting Factor: (The weight for each element should reflect the significance within the framework of the Department's or bureau's organization goals. Weights should not be assigned based on the percentage of time an employee spends working on that element.)

Enter the weight for this element in the adjacent box. →

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|-----------------------|
| Element Weight |
| 30 |

Results of Major Activities: Identify results that need to be accomplished in support of the performance element. A minimum of 3 and a maximum of 6 measurable results must be listed.

1. Internal production schedule for all NTIS promotional materials are developed and monitored;
2. Marketing budget, is developed, executed and monitored and project cost estimates are prepared;
3. Graphics and copy are proofed and prepared in the proper format;
4. Printers and outside production organizations are contacted to assure final products meet specifications;
5. OBD progress report is prepared

Criteria for Evaluation: Supplemental Standards are required for each element and must be defined at Level 3 performance in terms of quality, quantity, timeliness, and/or cost-effectiveness. Attached Generic Performance standards also apply.

1. Marketing materials are produced by the requested due date;
2. Forms, bids, and procurement requests are prepared accurately and by the due date;
3. Specifications are correctly prepared to ensure a finished product as specified by the client;
4. Generally, all marketing materials are of a high quality from a physical standpoint or as specified by the client;
5. OBD report is prepared and distributed to the immediate supervisor on a bi-weekly basis.

PERFORMANCE PLAN AND APPRAISAL RECORD

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|-----------------------------|-------------------------|------------------------------|
| Employee Name: _____ | Date 12/21/06 | Element No. 2 of 4 |
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Critical Element and Objective

Writing and Editing

Develop copy and ensure quality in order to maximize the response to marketing communications in support of NTIS' mission to be self-sustaining.

Weighting Factor: (The weight for each element should reflect the significance within the framework of the Department's or bureau's organization goals. Weights should not be assigned based on the percentage of time an employee spends working on that element.)
Enter the weight for this element in the adjacent box: →

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| Element Weight |
| 25 |

Results of Major Activities: Identify results that need to be accomplished in support of the performance element. A minimum of 3 and a maximum of 6 measurable results must be listed.

1. Written material, including product announcements, direct mail, brochures, catalogs for corporate and non-corporate purposes, e-mail messages and the NTIS Web sites, is created and developed.
2. Other business units are assisted with accomplishing their graphics and marketing needs, including announcements, direct mailings, flyers, catalogs, document covers, and forms.
3. Copy strategy recommendations are made.

Criteria for Evaluation: Supplemental Standards are required for each element and must be defined at Level 3 performance in terms of quality, quantity, timeliness, and/or cost-effectiveness. Attached Generic Performance standards also apply.

1. Generally, copy for assigned projects is accurate and meets the requested deadline;
2. Typically, NTIS style guides are followed;
3. Marketing material is reviewed to ensure that message being conveyed is clear and concise.
4. Typically, recommendations made assist in improved communication and increased revenue.

PERFORMANCE PLAN AND APPRAISAL RECORD

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| Employee Name: _____ | Date 12/21/06 | Element No. 3 of 4 |
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Critical Element and Objective

Marketing Support

To effectively utilize internal and external resources in support of NTIS' sales and marketing initiatives and of NTIS' mission to be self-sustaining.

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| Weighting Factor: (The weight for each element should reflect the significance within the framework of the Department's or bureau's organization goals. Weights should not be assigned based on the percentage of time an employee spends working on that element.) Enter the weight for this element in the adjacent box. → | Element Weight 30 |
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Results of Major Activities: Identify results that need to be accomplished in support of the performance element. A minimum of 3 and a maximum of 6 measurable results must be listed.

1. Interface and marketing assistance is provided to internal and external customers.
2. Project/Product Manager are met with to advise and assist with marketing and business plan development and implementation;
3. Marketing research is conducted to analyze market segments and for developing marketing and sales;
5. Web marketing activities are coordinated with other marketing activities;
6. Comprehensive NTIS marketing plan, with input from product management and other NTIS staff, is prepared and implemented .

Criteria for Evaluation: Supplemental Standards are required for each element and must be defined at Level 3 performance in terms of quality, quantity, timeliness, and/or cost-effectiveness. Attached Generic Performance standards also apply.

1. Performs follow-up studies with project/product managers to determine if selected marketing campaigns accomplished desired results;
2. Promotion campaigns are evaluated according to customer specifications; - NEED TO REWRITE - WHAT ARE YOU TRYING TO CAPTURE?
3. Typically, projects are completed by requested deadlines;
4. Reports on the status of all marketing & web activities/projects and completion schedule, by requested deadline.

PERFORMANCE PLAN AND APPRAISAL RECORD

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|-----------------------------|-------------------------|------------------------------|
| Employee Name: _____ | Date 12/21/06 | Element No. 4 of 4 |
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Critical Element and Objective

Customer Service
To respond to internal and external customers, stakeholders, and the public.

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| Weighting Factor (The weight for each element should reflect the significance within the framework of the Department's or bureau's organization goals. Weights should not be assigned based on the percentage of time an employee spends working on that element.) Enter the weight for this element in the adjacent box. → | Element Weight 15 |
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Results of Major Activities: Identify results that need to be accomplished in support of the performance element. A minimum of 3 and a maximum of 6 measurable results must be listed.

- Responses to customer inquiries for information or services comply with NTIS standards.
- Customer inquiries are acknowledged, and customers are apprised of the status of the inquiry and when to expect resolution.
- Customer needs are identified, and issues are clarified in communications with the customer.
- Customer expectations are managed to ensure that customers understand the type and level of service available and expected time frames.
- Customer service is provided in collaboration, consultation, and partnership with customers, other agencies, and stakeholders.

Criteria for Evaluation: Supplemental Standards are required for each element and must be defined at Level 3 performance in terms of quality, quantity, timeliness, and/or cost-effectiveness. Attached Generic Performance standards also apply.

Routinely responds to each customer request with factually accurate information that is consistent with NTIS and departmental guidance and policies, as well as other relevant program or technical documents.

Work products reflect consideration of customer issues and concerns.

Routinely responds to e-mail and telephone inquiries within 16 business hours. If information is not readily available, usually responds to requests within 24-48 hours.

Oral responses to customers are usually clear, courteous and directly address issues and questions.

If on approved absence, an automated notification e-mail will normally be sent in response to in-coming messages that indicates your absence, the period of absence and identifies an alternate contact. Voice mail messages must also provide the caller with the same information.

Information is provided to customers on or before established deadlines.

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| Employee Name: _____ | | | |
| PERFORMANCE SUMMARY RATING | | | |
| <ul style="list-style-type: none"> • List each element in the performance plan. • All elements are critical. • Assign a rating level for each element: <ul style="list-style-type: none"> (5) Level 5 (highest level of performance); (4) Level 4; (3) Level 3; (2) Level 2; (1) Level 1 (unacceptable performance) • Score each element by multiplying the weight by the rating level. • Interim ratings should be considered when you prepare the final summary rating. • After each element has been scored, compute the total point score by adding the individual scores. • Rating officials must provide either an overall narrative justification of the summary rating or a written justification for each element rating. • A written justification is required for any element rated below Level 3. | | | |
| Performance Element | Individual Weights (Total must equal 100) | Element Rating (5, 4, 3, 2, 1) | Score |
| Production Management | 30% | | 0 |
| Writing and Editing | 25% | | 0 |
| Marketing Support | 30% | | 0 |
| Customer Service | 15% | | 0 |
| TOTAL SCORE | | | 0 |
| PERFORMANCE RATING | | | |
| <input checked="" type="checkbox"/> Level 5 (470 – 500) | <input type="checkbox"/> Level 4 (380 – 469) | <input type="checkbox"/> Level 3 (290 – 379) | <input type="checkbox"/> Level 2 (200 – 289) |
| | | | |
| Rating Official's Signature/Title | | | Date |
| Bruce Borzino, Acting Associate Director, OBD | | | |
| Approving Official's Signature/Title | | | Date |
| Ellen Herbst, Director, NTIS | | | |
| Employee's Signature (indicates appraisal meeting held) | Employee comments attached? | Date | |
| | | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| PERFORMANCE RECOGNITION | | | |
| <input type="checkbox"/> Performance Award \$ _____ (%) Appropriation Code _____ <input type="checkbox"/> QSI (Level 5 Required) | | | |
| Rating Official's Signature/Title | | | Date |
| Approving Official's Signature/Title | | | Date |