

{ central|focus }

STAFF EVALUATION FOR _____ ISSUE _____

Mark the following statements based on how closely it describes you. Consider 5 through 1 as a continuum; 5 means the statement very much describes you and 1 means the statement does not describe you.

Area One: serves as a valuable member of the team

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|---|---|---|---|---|---|
| 5 | 4 | 3 | 2 | 1 | A. The Central Focus staff member takes his or her fair share of assignments. |
| 5 | 4 | 3 | 2 | 1 | B. The staff member comes to class regularly and promptly, observes class rules, organizes personal schedule to participate in work sessions and work nights, keeps personal materials organized and cleans up after working. |
| 5 | 4 | 3 | 2 | 1 | C. The staff member takes leadership responsibility and fulfills those responsibilities independently. |

Area Two: produces quality work in his/her role

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|---|---|---|---|---|---|
| 5 | 4 | 3 | 2 | 1 | Writers
D. Writers conduct thorough background research to understand the story prior to conducting interviews. |
| 5 | 4 | 3 | 2 | 1 | E. Writers gather from the best (and varied) sources available and use multiple sources to produce depth and quality. |
| 5 | 4 | 3 | 2 | 1 | F. Writers listen carefully, take accurate notes, take special care to be sure direct quotes are accurate and confirm information with sources prior to writing the story (all notes are signed). |
| 5 | 4 | 3 | 2 | 1 | G. Writers accurately edit copy and respond to comments from the copy editors, section and executive editors, as well as the adviser, in a timely manner. |
| 5 | 4 | 3 | 2 | 1 | Editors (hint: you should only fill this part out if you're an editor)
H. Editors plan for success by planning content carefully by assigning the correct writer to stories, assigning the story to the proper medium (web, print, broadcast), providing needed background for each assignment, communicating their expectations for the assignment and putting the assignments in writing with clear due dates. |
| 5 | 4 | 3 | 2 | 1 | I. Editors communicate regularly with other staff members about assignments, spending most of class time attending to others needs and concerns. |
| 5 | 4 | 3 | 2 | 1 | J. Editors work efficiently to meet all deadlines - including story and photo assignments, page assignments - allowing time for creating exciting and effective page designs, and for reworking and editing the page. |

Area Two: produces quality work in their role

5	4	3	2	1	Photographers K. Photographers understand how to use our equipment, including DSLR cameras for still and video, video cameras, tripods, flashes.
5	4	3	2	1	L. Photographers work the photo assignment to produce a variety of quality photos for pages designers to choose from.
5	4	3	2	1	M. Photographers know the proper image processing procedures and follow them consistently and without error.
5	4	3	2	1	N. Photographers write or provide information for compelling captions to be written.
5	4	3	2	1	O. Each photographer submits 2 web galleries per month (20 photo minimum) of varied subject matter, in addition to any assignments for the newspaper.
5	4	3	2	1	Designers P. Designers understand the principles of good design and composition and apply them to their work.
5	4	3	2	1	Q. Artists understand the capabilities and limitations of Adobe Photoshop, InDesign and Illustrator and know how to use these programs effectively.
5	4	3	2	1	R. Designers work and communicate with section editors, reporters and photographers - as well as executive editors - to produce pages in a timely manner.

Area Three: keeps production moving smoothly

5	4	3	2	1	S. The staff member completes each assignment under deadline, communicates honestly with editors and the adviser about assignments and arranges for a substitute when unable to complete an assignment.
5	4	3	2	1	T. The staff member completes the assignments in the correct format (GDocs, photo, InDesign, etc.) and files them accurately for use.

Area Four: strives to continually improve

5	4	3	2	1	U. The staff member keeps up to date with current events and shares knowledge with the class.
5	4	3	2	1	V. The staff member engages in regular, detailed, thoughtful reflection and evaluation of his/her work.
5	4	3	2	1	W. The staff member works to improve his or her skills and gives excellent effort on every assignment.

What do the
numbers
mean?

5 - Excellent work! You live this statement.
4 - Very good work. You're a valuable team player and the statement applies to you most of the time.
3 - Good to fair. Although the statement applies some of the time, it's not consistent.
2 - Fair. You need improvement before we could say the statement is you.
1 - Poor performance on this standard. Lots of work is needed.