



2017 Annual Evaluation Form - Senior Administrators

Review Period 1/1/2017 - 12/31/2017



REVIEWER

Bryan Maggard (Manager), Ernest Savoie (Indirect Manager)

Nicholas Yantko

998333|Deputy Director, Extern Affairs
Position

Overview

Task Instructions

Your annual performance evaluation is an important tool to support your professional development as an employee of the University of Louisiana at Lafayette. This provides an opportunity to be recognized for your contributions and to collaborate with your supervisor in aligning your goals and performance with the mission and values of the University.

Executive Goals 2017

Directions

Please provide a rating for each goal.

Rating Scale

Rating	Description
Not Evaluated	
Not Met	No dimensions of the goal (i.e. on time, on budget, etc.) were achieved.
Needs Improvement	Most dimensions of the goal (i.e. on time, on budget, etc.) were not achieved.
Partially Met	One or more dimensions of the goal (i.e. on time, on budget, etc.) were not achieved.
Met	Goal was fully achieved (i.e. on time, on budget).
Exceeded	Goal was achieved ahead of schedule and/or under budget

Describe your accomplishments for Calendar year 2017 and provide an overall rating.

Reviewer	Rating
Nicholas Yantko (Self)	██████
Bryan Maggard (Manager)	████

Comments

Nicholas Yantko (Self):

In the 2017/18 FY, there were many efforts to listen, learn and lead. Several areas of impact from my position were can be consolidated into three (3) main objectives: **Broaden the Base** of Supporters; **Enhance the Brand** (Regionally & Nationally); **Surpass Numerical Goals & Resource Acquisition**.

Broaden the Base:

- Implemented new ticket service force for ticket operation
- Created a weekly communications plan to promote and inform our fans on our programs and events
- Started former student-athlete reunions and letter jacket ceremonies



- Develop first ever MMR agreement with Learfield
- Implemented new game-day experience to improve and embrace family entertainment

Enhance Brand

- Restructured Communications and Marketing Team
- Develop first ever TV contract with Cox Sports Television
- Implemented no re-entry policy
- implemented clear bag policy
- Aesthetically cleaned up sports park and game venues (graphics packages) and saved institution roughly \$750,000 in the process

Surpass Numerical Goals

- Developed first ever marketing and sales plan for season tickets
- New MMR relationship
- Stared process to create new parking model

Bryan Maggard (Manager):
Goals were met.

Executive Competencies

Directions

Please provide a rating for each of the core competencies.

Click the down arrow and then Details to view the items associated with each competency.

Click the conversation icon to view a list of behaviors by rating associated with each competency.

Details and Comment Assistant

Rating Scale

Rating	Description
Not Evaluated	
Does Not Demonstrate	Does not demonstrate this competency at the expected level, even with available assistance or direction from others.
Developing	Newly developing in this area; has a general understanding of key principles but limited or no applied experience with this competency. Is capable of using this competency with coaching and support, in simple situations.
Proficient	Has sufficient understanding and experience to operate at a fully professional level with this broad range of moderately complex situations. Can generalize basic principles to effectively function in both predictable and new situations.
Advanced	Has broad and deep understanding and skills, with substantial expertise and experience in this area. Can apply this competency regularly and independently and display this competency in complex, varied situations. Role model for this competency.
Expert	You are known as an expert in this area. You can provide guidance, troubleshoot and answer questions related to this area of expertise and the field where the skill is used.

Builds Relationships and Fosters Collaboration

Cultivates an active network of relationships inside and outside functional area; fosters collaboration and teamwork by inclusive, supportive, cooperative, and sharing power.

Reviewer	Rating
Nicholas Yantko (Self)	██████
Bryan Maggard (Manager)	██████

Builds Talent

Attracts and retains high caliber people; develops a leadership team with diverse capabilities; accurately assesses the strengths and weaknesses of staff; develops successors.

Reviewer	Rating
Nicholas Yantko (Self)	██████
Bryan Maggard (Manager)	██████

Communicates Openly and Listens

Presents ideas effectively gauging the needs of the audience; actively listens and incorporates input from others.

Reviewer	Rating
Nicholas Yantko (Self)	██████
Bryan Maggard (Manager)	██████

Cultivates Diversity, Equity and Inclusion

Intentionally attracts a team with diverse perspectives; Champions the development of equitable and inclusive policies and procedures inside the functional area; Develops and employs equitable practices in the hiring, evaluation, and promotion of talent; Recognizes and promotes the shared responsibility for diversity, equity and inclusion.

Reviewer	Rating
Nicholas Yantko (Self)	██████
Bryan Maggard (Manager)	██████

Demonstrates Emotional Acuity

Considers and responds appropriately to the needs and feelings of others; understands impact of own behavior; has a realistic understanding of own strengths and development needs; is committed to continuous learning.

Reviewer	Rating
Nicholas Yantko (Self)	██████
Bryan Maggard (Manager)	██████

Demonstrates Financial Acumen

Understands the meaning and implications of key financial indicators; manages overall financial performance; uses financial analysis to evaluate strategic options and opportunities.

Reviewer	Rating
Nicholas Yantko (Self)	██████
Bryan Maggard (Manager)	██████

Ensures Alignment

Ensures that University strategies and plans are integrated and aligned for success; supports the President and Board of Regents by providing timely, direct, and critical insights on initiatives, political positioning, and public perception.

Reviewer	Rating
Nicholas Yantko (Self)	████
Bryan Maggard (Manager)	██████

Ensures Execution

Anticipates change, conveys clear priorities, and aligns efforts across functions; addresses barriers, takes action, and holds self and others accountable for results.

Reviewer	Rating
Nicholas Yantko (Self)	██████
Bryan Maggard (Manager)	██████

Establishes Trust

Respects all individuals and treats them fairly; honors commitments to others; models high ethical standards and integrity.

Reviewer	Rating
Nicholas Yantko (Self)	████
Bryan Maggard (Manager)	████

Influences and Inspires

Promotes ideas and proposals persuasively to shape stakeholder opinion; creates a climate that fosters personal investment and nurtures commitment to a common vision and shared values; inspires action without relying solely on authority.

Reviewer	Rating
Nicholas Yantko (Self)	██████
Bryan Maggard (Manager)	██████

Leads Change

Uses data-driven decision-making to generate insights, alternatives, and opportunities for success; fosters a continuous improvement environment; makes novel use of existing ideas, approaches, technologies, or products.

Reviewer	Rating
Nicholas Yantko (Self)	██████
Bryan Maggard (Manager)	██████

Shapes Strategic Focus

Formulates effective and progressive strategies aligned with University mission and values; determines objectives and priorities and acts as a catalyst for institutional innovation and growth.

Reviewer	Rating
Nicholas Yantko (Self)	██████
Bryan Maggard (Manager)	██████

Goal Planning

Directions

Please enter goals for the coming year.

Deputy Athletics Director

Staying consistent with the three (3) main objectives for our external team implemented in July 2017, I have listed Surpass All Numerical Goals; Enhance the Brand; Broaden the Base as goals/categories along with other deliverable (SMART) goals, along with a few personal goals for the upcoming year.

1. Surpass All Numerical Goals (Technically my top 5 priorities for this exercise)

1. Improve season ticket sales to exceed last year's revenues
2. Sell 100% of premium seating (and begin intent form process for new premium options)
3. Finalize GA Parking Model to grow new resources
4. Exceed all other fiscal and revenue generation goals – additionally finding new revenue streams
5. Exceed all engagement goals (currently being defined)

1. Enhance the Brand

1. Define and implement our external staff's culture of hospitality and service... and championing common purpose
2. Finalize details for CST contract for four (4) new coaches shows (FB, MBB, BASE, SOFT)

1. Broaden the Base

1. Finalize Broadcast Services Team hires and execute plans to produce 90% or more of our home competitions. Additionally, finalizing plans for future control room and studio.
2. Continue to make impactful monthly "AD" Outreaches in concert with our Parish Representative program (engagement goals)
3. Create a "scoreboard" (measurables) for all areas...
 1. Event evaluation format will allow us to properly measure our event success in the future... Execute this game plan to 110% satisfaction.
 2. Social Media engagements/impact

1. Integrate more with Football and Men's Basketball to provide support and guidance in "SPA" role under Bryan Maggard purview.

1. Continue to grow my professional network... engage with national leadership and develop stronger professional development plans for our employees...

1. Visiting AD's to speak to staff (football home games (Friday?))
2. Engage Search Firms (Daniel Parker & Todd Turner)
3. My counterparts and AD's nationally
4. Current Provosts and Presidents (Joan Gabel; Garnett Stocks; Randy Woodson; etc.)

1. Strengthen Relationship & Confidence with Campus Leadership (Partnerships and Alignment)

1. Assist Ramesh as the Campaign Chair for the United Way... Exceeding membership and raising more than \$25,000 for the United Way.
2. Develop new student engagement programs/student engagement



Start Date
7/1/2019

Due Date
6/30/2020

Progress



0%

Weight
0%

Development Planning

Summary

Overall Rating

2017 Annual Evaluation Form - Senior Administrators
Nicholas Yantko



Signatures

X Nicholas Yantko
Employee

2/13/2019
Date

X

Second Level Evaluator

Date

X Bryan Maggard
Evaluating Supervisor

2/8/2019
Date