**Anna Rhoads – Self-Evaluation Review, June 2019**

Since my last performance review, I have become more confident and comfortable in my position as Assistant Director of the MPA PNAPP Olympia program. I believe that I have demonstrated significant leadership and growth throughout the past year. Below I have highlighted leadership and professional development opportunities that I have taken advantage of.

**Leadership and Professional Development**

* Attended the Fundraising for the College’s Future institute July 2018.
* Launched MPA’s first student ambassador program and supervised two student staff throughout the academic year.
* Planned and facilitated four graduate program check-in meetings throughout the academic year.
* Member of the MPA Director Search committee. Significant time spent reviewing 14 applications, conducting phone and in-person interviews, attending candidate dinners and presentations, and a lengthy debrief and decision process.
* Currently chairing the MPA Office Assistant 2 search committee.
* Attended two Winter Webinars for Success hosted by Evergreen SAL.
* Attended the YWCA Pierce Counting Managing Employees for Success.

**2018 – 2019 Recruitment Highlights**

The 2018 – 2019 recruitment and admission cycle was an exciting challenge because we began recruiting for the new MPA Tacoma program. While I did not reach my target number of complete applications, I was impressed by the enthusiasm of our applicants this year. Many had heard of the program from information sessions and outreach events that MPA staff attended. I believe that many of the highlights below should reoccur during the 2019-2020 recruitment cycle, along with other opportunities that present themselves.

* Planned, advertised, and presented at nine information sessions since July 2018.
* Partnered with Evergreen’s Evening and Weekend Studies Department to organize a lunchtime info session for DSHS employees.
* Attended new outreach events and formed new partnerships. This includes: University of Puget Sound campus visit, University of Washington Graduate Fair, Pacific Lutheran University campus visit, ICSEW Conference, Evergreen Undergraduate Preview Days for freshman and transfer students, WCWB Inspire Conference, and Thurston Young Professional networking events.

**Communications and Marketing**

I continued to lead MPA’s digital presence this year with email and social marketing campaigns. We have maintained steady growth on our two social media platforms, Facebook and LinkedIn. With the help and motivation from the MPA Student Ambassadors, we have created over 15 new pieces of original content (e.g. alumni spotlight blogs) that the program can reuse for marketing purposes. I learned this year that our biggest fans and supporters are alumni. A goal of mine for the future is to utilize our enthusiastic alumni in our recruiting and marketing strategy.

In August 2018, I led the general brochure update to include programmatic changes, the new Tacoma location, and the college’s new branding. It is best practice to maintain branding and language that the college is using. I am currently working with Marketing to create an MPA logo/sticker for the program as a fun giveaway for prospective and current students. I hope to complete this project before summer begins.