

**PUBLIC RELATIONS COORDINATOR SELF-APPRAISAL** Check (✓) one: \_\_\_\_\_ New \_\_\_\_\_ Experienced

Name: \_\_\_\_\_

Service Unit \_\_\_\_\_

**RATINGS**

The service team implements and evaluates ways to provide and maintain Girl Scouting within a designated community. The service team is appointed by and is accountable to the service unit manager and the field director.

Please circle the appropriate category.  
**Explain ratings below 2.**  
1 = needs improvement  
2 = meets expectations  
3 = exceeds expectations

**Return this appraisal to SUM or Field Director by June 30. Thank You**

**ACCOUNTABILITIES**

**RATINGS**

- |  |   |   |   |
|--|---|---|---|
| 1. Took appropriate training for the position and kept my knowledge current at all times.  | 1 | 2 | 3 |
| 2. Built a relationship with and kept in contact with and submitted releases on a regular basis to all local newspapers.   | 1 | 2 | 3 |
| 3. Assisted the service unit manager in arranging service projects. (Service is a valuable way to establish good public relations).  | 1 | 2 | 3 |
| 4. Arranged for visibility on local radio and cable TV stations, if appropriate.   | 1 | 2 | 3 |
| 5. Kept a scrapbook of highlights of the troop year in the local Community including news reports, invitations, printed programs and photographs of events. Sent copy of news releases to Communications Director. | 1 | 2 | 3 |
| 6. Attended service team and service unit leader meetings as needed.   | 1 | 2 | 3 |
| 7. Ability to effectively relate to, and communicate with girls and adults of diverse backgrounds.   | 1 | 2 | 3 |
| 8. Adheres to and promotes National and council policies, standards and procedures.  | 1 | 2 | 3 |

Please circle your satisfaction in the job: greatest 5 4 3 2 1 least

9. My strengths as a service team member are:

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10. In order to accomplish the responsibilities of this position and help the service unit, I need the following help:

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Please check (✓) one of the following:

- Recommended for reappointment to current position
- Recommended for the following position: \_\_\_\_\_
- Not recommended for reappointment
- Will not continue

COMMENTS: \_\_\_\_\_

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Service Team Member

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Service Unit Manager

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Field Director