

Human Resource Services

Performance Management



Performance Management - Marco



It's time for our Supervisor to begin Marco's annual performance evaluation. Marco has been in his role as the University mascot since June 2022.

- Getting Started

- Supervisor set a re-occurring monthly meeting with Marco.
- During their 1st check-in, Supervisor and Marco discussed job expectations and Marco's performance goals.
- Together, they developed SMART goals to help Marco excel in his role and become the top mascot in the SunBelt Conference.
- Supervisor entered the goals in Employee Portal of PeopleAdmin



Marco's Annual Goals



1. Improve mascot interaction with fans
 - Engage with fans through photo opportunities, giveaways, and interactive play during university events.
 - Interact with at least 50 fans at each event and increase social media photo tags by 20% over the school year.
2. Enhance School Spirit on Social Media
 - Post at least 3 creative and engaging videos/pictures each week on social media platforms like Facebook, Instagram, and TikTok to engage students and the community
3. Develop a Signature Routine
 - Create a unique dance or set of actions that can be easily recognized and associated with Marco at games and events.
 - Debut the routine at the first home game of the season, then perform it at every game thereafter, tracking audience reactions via cheers, applause, and social media feedback.
4. Represent the University at Community Events
 - Attend at least 10 community events during the school year (i.e. Hotdog Festival, Fire Prevention Parade, Path to Cure run/walk, etc.)
5. Market Marshall apparel and merchandise
 - Promote the sale of university-branded merchandise at events and through social media. Increase Marco specific merchandise sales by 10%.

Mutual Agreement – Dialogue between Marco and his Supervisor



Supervisor: "Marco, let's review your goals. First, you'll engage with at least 50 fans per event and increase social media tags by 20%. How does that sound?"

Marco: "That is do-able! How will we track the social media tags?"

Supervisor: "We'll monitor tags through our platforms, but your reminders to fans will help too."

Marco: "Got it. For social media, we need three posts a week—any specific content ideas?"

Supervisor: "Fun videos, behind-the-scenes moments, maybe challenges. Keep it engaging."

Marco: "What about the signature routine? How will success be measured?"

Supervisor: "We'll track fan reactions—cheers, applause, and social media feedback."

Marco: "Sounds good! And for events and merchandise?"

Supervisor: "Attend 10 community events and promote merchandise subtly at events. Aim for a 10% sales boost."

Marco: "Perfect. Thanks for the clarity!"

Supervisor: "Anytime! We'll meet again next month but don't hesitate to reach out if you need something before then."

Resources of the Month



- [Performance Management - Human Resource Services \(marshall.edu\)](https://marshall.edu)
- [What Are SMART Goals? A Guide to Using SMART Goals - 2024 – MasterClass](#)
- Please email Performance-Evaluations@marshall.edu if you have questions regarding performance evaluations

“Don’t lower your expectations to meet your performance. Raise your level of performance to meet your expectations.” – Ralph Marston, Author.