

Guadalupe-Coyote Resource Conservation District (GCRCO)

An independent special district of the State of California

Executive Director Performance Evaluation (Special)

Employee Name: Stephanie Moreno

Evaluation Period: January 2017 – December 2020

A: Achievement of Goals	Exceeded Expectations	Met Expectations	Needs Improvement
<i>Established in previous evaluation:</i>			
Goal 1: Achieve RCD Tier 1 certification through the California Department of Conservation to strengthen the District and enhance long-term viability.	<i>DOC suspended the certification program due to lack of resources.</i>		
Goal 2: Increase funding for additional staffing, programs and projects through grants, donations, MOUs, and/or by providing fee-for-services.			
Goal 3: Expand the District’s public outreach program to develop mutually-beneficial connections with the agricultural and business communities, local and regional government entities, and nonprofit organizations to achieve the District’s mission.			
Goal 4: Strengthen existing collaborative partnerships to maximize efficiency, increase range of services, and leverage available resources.			
<i>Set by additional Board direction, strategic planning efforts and/or District priorities:</i>			
Goal 5: Update the website to make it more relevant, attractive, and accessible.			
Goal 6: Update the Long-Range Plan in accordance with District goals and priorities.			
Goal 7: Build and maintain organizational capacity and financial viability to accommodate District mission and goals.			
Goal 8: Recruit applicants for Director and Associate Director positions to increase Board diversity and enhance District knowledge base.			
Goal 9: Implement changes to policies, procedures and operations to ensure diversity and environmental justice are key components of our administrative operations, strategic planning and programmatic work.			

B: Leadership	Exceeded Expectations	Met Expectations	Needs Improvement
1. Clearly articulates and models the District’s values and mission to the Board, staff consultants, collaborative partners, stakeholders, and the public.			
2. Shares their vision for the District, and inspires visionary thinking and action in others consistent with the mission.			
3. Seeks, evaluates and acts upon opportunities for innovation to change, grow and improve.			
4. Empowers the Board, staff consultants and collaborative partners through sharing information and authority.			
5. Identifies, develops, and maintains the key relationships in the community necessary to support an effective organization.			

C: Management Performance	Exceeded Expectations	Met Expectations	Needs Improvement
1. Works with the Board and financial consultants to prepare budgets, conduct audits, monitor progress, and initiate changes to operations and/or to budgets, as appropriate.			
2. Assures adequate control and accounting of funds, including maintaining sound financial practices and complying with applicable laws.			
3. With the Board, develops, implements and monitors compliance with District policies and procedures to ensure accountability, transparency, equal opportunities, and compliance with applicable laws.			
4. Recruits, develops and retains staff and consultants to provide additional technical assistance, and manages their performance effectively through clearly-defined scopes of services, periodic feedback, and monitoring.			
5. With the Board, develops, implements and monitors a realistic yet ambitious work plan that includes outside funding in addition to tax revenues.			
6. Establishes relationships with potential funders, including government agencies, foundations, and corporations.			
7. Manages the recruitment and development of Associate Directors and other volunteers necessary to achieve the District’s mission.			
8. Develops and implements programs and projects responsive to Board direction and priorities.			

C: Management Performance	Exceeded Expectations	Met Expectations	Needs Improvement
9. Works with the Board to develop strategies for achieving the mission, goals and financial viability of the organization.			
10. Provides suitable and timely information to the Board about key issues for discussion, analysis and decision making.			
11. Is able to pivot quickly in response to changing Board priorities and needs.			
12. Develops workshops and outreach events designed to capture the imagination and interest of participants, and to encourage ongoing public participation in natural resource and wildlife conservation issues.			
13. Actively participates and assumes leadership roles in local and regional stakeholder and association groups on behalf of the District.			
14. Designs and maintains a user-friendly website that promotes District transparency and improves public education regarding the District's mission.			
15. Maintains a social media presence to promote natural resource and wildlife conservation, and encourage interaction with diverse groups of stakeholders.			
16. Considers issues of diversity, equity and inclusion when developing new programs.			

D: Overall Rating	Exceeded Expectations	Met Expectations	Needs Improvement

E: Comments

F: Goals for the Next Annual Evaluation	
1.	Continue to build and maintain organizational capacity and financial viability to accommodate District mission and goals.
2.	Seek additional public engagement opportunities to enhance public awareness of the role watersheds play in maintaining a healthy and resilient community, and the personal importance of preserving agricultural lands and healthy ecosystems.
3.	Monitor administrative operations and implement changes as appropriate to maintain internal controls, enhance transparency and accountability, and ensure compliance with applicable laws.
4.	Review operations and implement changes as appropriate to ensure diversity and environmental justice are key components of District administrative operations, strategic planning and programmatic work.
5.	Continue implementation of the Long Range Plan.
6.	Continue advocacy for consolidation with a neighboring resource conservation district(s) to leverage resources and expand capacity.
7.	Develop and implement a fund development plan that includes outreach to local corporations and foundations.
8.	
9.	

Evaluator Name/Position: _____

Evaluation Date: _____