

Ty Rothman Co-op Evaluation

Question 1 - Communication

Demonstrates effective written and oral communication, and exhibits behaviors related to interpersonal communication, including listening, responding, and conveying ideas

5 - Superior 4 - **Very Good** 3 - Good 2 - Progressively Developing 1 - Developing

Ty demonstrates strong written and oral communication skills for someone in his first professional co-op experience. Throughout his time with our team, he was an attentive listener, receptive to feedback, and consistently followed through on assignments and requests. He was responsible for drafting social media content and, as he became more familiar with our expectations and brand voice, was able to produce quality copy with minimal revisions.

Ty communicates effectively with colleagues and is comfortable asking follow-up questions or seeking clarification when needed. He was also proactive in following up on outstanding items when responses were delayed, which helped keep projects moving forward.

As he continues to develop professionally, there are opportunities to strengthen his communication style in workplace settings. While he was highly responsive through Microsoft Teams, he would benefit from monitoring and responding to email communications more consistently throughout the workday. Additionally, he tended to share ideas and opinions when directly invited rather than volunteering them independently during meetings. Building confidence in contributing perspectives and participating more actively in discussions will help him further develop his professional presence. Continued attention to professional communication norms, including tailoring responses to different communication channels, will also support his growth in future roles.

Question 2 - Diversity & Cultural Agility

Understands and is sensitive to the differences of others. Effectively manages and recognizes the value of backgrounds and perspectives

5 - Superior 4 - **Very Good** 3 - Good 2 - Progressively Developing 1 - Developing

Question 3 - Ethical Behavior

Exhibits integrity and ethics in work, relationships, and making appropriate choices

5 - Superior 4 - **Very Good** 3 - Good 2 - Progressively Developing 1 - Developing

Question 4 - Problem-Solving & Critical Thinking

Identifies and analyzes complex problems, proposes alternatives, and selects a solution

5 - Superior 4 - **Very Good** 3 - Good 2 - Progressively Developing 1 - Developing

Ty's primary creative challenge in this role was translating highly complex university research into compelling 30-second videos - a task that requires not just technical production skill, but genuine critical thinking about how to distill and communicate sophisticated material for a broader audience. He rose to that challenge impressively. Despite being understandably unfamiliar with the subject matter early on, Ty produced videos that were crisp, clean, and visually clear, requiring very few edits - a testament to his ability to assess what works and self-correct along the way.

He applied the same thoughtful approach to promotional video production for the IP, Commercialization and Ventures Academy, working from provided scripts and delivering polished results consistently.

When broader marketing questions arose that called for creative alternatives or a fresh perspective, Ty proved to be a reliable sounding board with good instincts. His ability to propose thoughtful options gave me confidence in bringing him into those conversations.

As part of his professional development, I encouraged him to strengthen his understanding of typography and on-screen text presentation through additional training. While this remains an area where continued practice will

further refine his work, he was receptive to feedback and consistently incorporated suggestions to improve the quality of his projects.

Question 5 - Professionalism

Respects the culture of an organization relative to attire, reliability, time management, attendance, language, and boundaries

5 - Superior 4 - **Very Good** 3 - Good 2 - Progressively Developing 1 - Developing

Ty consistently presented himself professionally throughout his co-op. He dressed appropriately for all in-person and virtual settings, and notably demonstrated an awareness of professional optics when observing situations where others fell short - a sign of someone who understands organizational culture and takes it seriously.

From a reliability standpoint, Ty had an excellent record. He never missed a deadline, completed his weekly deliverables consistently, had perfect attendance over the full six months, and communicated well in advance when personal time was needed. These are foundational professional habits, and Ty demonstrated all of them reliably.

One area worth continued focus as Ty moves into future professional settings is written communication tone. Even in informal channels, casual responses don't always translate well in a professional environment, and developing an instinct for matching tone to context will strengthen his overall professional presence - something that will come naturally with experience.

Question 6 - Teamwork

Engages in group dynamics, collaborating successfully to achieve common goals and needs

5 - Superior 4 - **Very Good** 3 - Good 2 - Progressively Developing 1 - Developing

While our team operates as a small, close-knit group that doesn't offer frequent large-scale collaboration opportunities, the true test of Ty's teamwork came during our major annual event - one of the highest-visibility moments of the year for our department.

In the weeks leading up to the event, Ty stepped into the role of right-hand support, taking full ownership of logistics like printing materials and learning event setup procedures. He was asked to come prepared and self-sufficient on the day of the event, understanding that the pace would leave little room for on-the-spot instruction - and he delivered on that expectation.

The moment that best illustrated Ty's collaborative instincts came when an oversight was caught during the event itself - a missing membership certificate for a faculty honoree. Without hesitation, and with full composure under pressure, Ty returned to the office, printed the certificate, had it framed, and returned - all without the faculty member ever knowing there had been an issue. When I shared the story with our Executive Director afterward, her response was that she'd had no idea anything had gone wrong. That kind of calm, capable problem-solving in a high-stakes moment is a genuine reflection of someone who understands what it means to be a team player when it counts most.

Question 7 - Work Ethic & Initiative

Identifies work that needs to be completed, brainstorms and shares ideas, and demonstrates independence

5 - Superior 4 - **Very Good** 3 - Good 2 - Progressively Developing 1 - Developing

Ty consistently demonstrated a strong work ethic and a high level of reliability throughout his co-op experience. He managed his time effectively, met deadlines without exception, and took responsibility for completing assignments to a high standard. We met weekly to review priorities and expectations, and I cannot recall a single task that was not completed as requested. His consistency and dependability made him someone I could confidently rely on to follow through on responsibilities.

Ty contributed effectively in a fast-paced environment and asked thoughtful questions when clarification was needed. He approached projects with a positive attitude and demonstrated a genuine commitment to producing quality work. Whether creating videos, managing social media content, or supporting departmental events, he consistently delivered on expectations.

Ty was also responsible for maintaining our content calendar and successfully managed this responsibility throughout the entire co-op without missing a deadline. This level of organization and accountability is particularly noteworthy for someone in their first professional work experience.

As Ty continues to develop professionally, I would encourage him to build on this strong foundation by becoming even more proactive in identifying opportunities and generating ideas independently. Rather than focusing solely on assigned tasks, the next stage of growth will be anticipating needs, identifying content opportunities, and proposing new ideas that support broader strategic goals and audience engagement.

Overall, Ty demonstrated an exceptional work ethic, strong initiative, and a level of reliability that exceeded expectations for a first co-op student.

Question 8 - Skills and Competencies Developed

Describe the skills and competencies the student developed while working with you

During his co-op, Ty significantly strengthened both his technical and professional skills. His most notable area of development was video production, which was the primary focus of his role. Over the course of the experience, he demonstrated the ability to independently produce high-quality video content that translated complex research and educational topics into clear, engaging stories for a variety of audiences. His work for InPart and CRI Academy consistently met or exceeded expectations, required minimal revisions, and received positive feedback from faculty and stakeholders.

Ty also developed a strong understanding of brand management and strategic communications. He quickly learned our department's voice, messaging, and visual standards, applying them consistently across videos, social media content, newsletters, and other marketing materials. As his confidence grew, he became more adept at identifying opportunities to strengthen messaging and improve audience engagement.

In addition, Ty gained experience managing recurring communications, including the monthly CRI newsletter and semi-monthly Spinout newsletter. Through these responsibilities, he developed skills in content planning, organization, deadline management, and coordinating multiple projects simultaneously. He also strengthened his understanding of professional workflows, including file management, version control, content calendars, and collaborative review processes.

As he continues to develop professionally, refining elements of visual design, such as typography and on-screen text presentation, will further enhance the quality of his creative work. Continued attention to thorough quality control and review prior to submission will also help him build on an already strong foundation.

Overall, Ty leaves this co-op with a well-developed skill set in video production, digital communications, content management, and professional project execution that will serve him well in future roles.

Question 9 - Performance Strengths and Improvements

Share your perspectives of the student's performance including observed areas of strength and areas of improvement

Ty's greatest strengths are his reliability, adaptability, and video production skills. Throughout his co-op, he consistently delivered high-quality work, met every deadline, and demonstrated a level of dependability that exceeded expectations for a first professional experience. He quickly learned the department's brand, messaging, and workflows, incorporated feedback effectively, and showed steady growth across all aspects of his role.

Video production is Ty's standout strength. He successfully translated complex research and innovation topics into clear, engaging visual content that required minimal revision and consistently met the needs of faculty and departmental stakeholders. He demonstrated strong technical ability, sound creative judgment, and the capacity to work independently on projects from concept to completion. In addition to his creative work, he effectively managed recurring responsibilities such as content scheduling, newsletters, and social media content while maintaining a high level of quality and organization.

Ty is a valued member of the team. He was dependable during high-pressure situations, receptive to feedback, willing to learn, and consistently approached his work with a positive attitude and strong work ethic.

The area with the greatest opportunity for continued growth is static content creation, including social media graphics, promotional materials, and other visual marketing assets. Ty has demonstrated genuine creativity and strong instincts, and the next step is developing the confidence to apply that creativity more boldly. As he gains experience, I encourage him to take more creative risks within established brand guidelines and continue developing his own visual voice rather than viewing brand standards as limitations.

Additionally, as marketing and communications increasingly leverage artificial intelligence tools, Ty would benefit from further developing his ability to use AI strategically for content creation and copy development. Learning how

to effectively guide, refine, and improve AI-generated content while maintaining authenticity, accuracy, and audience engagement will be an important skill as he advances in his career.

Overall, Ty exceeded first time co-op expectations in his role and demonstrated tremendous growth over the course of his co-op. He leaves with a strong foundation of technical, creative, and professional skills that position him well for future success.

Question 10 - Reviewed with Student

Did you review this performance assessment with the student?

Yes No

Question 11 - Hire Post-Graduation

If you were in a position to add talent to your organization, would this student be the type of candidate you would like to hire post-graduation?

Yes No

Absolutely. In fact, Ty's performance during his co-op has been strong enough that he will be continuing with our department in a part-time capacity after the completion of his co-op term. If circumstances allowed and Ty wished to continue working with us through graduation, I would welcome the opportunity to retain him.

Ty quickly came up to speed in a role that required him to learn complex subject matter, adapt to a professional work environment, and manage a variety of creative and operational responsibilities. He consistently demonstrated reliability, accountability, and a strong work ethic. He met every deadline, produced high-quality work, responded well to feedback, and became a trusted contributor to our team.

Beyond his technical skills, Ty is a pleasure to work with. While naturally quiet, he is attentive, thoughtful, and engaged, and these qualities are reflected in the quality and consistency of his work. He approaches challenges with a positive attitude, is willing to learn, and can be counted on to follow through on commitments.

What is most exciting about Ty's future potential is that many of his opportunities for growth are the result of inexperience rather than limitations in ability. As he gains additional professional experience and confidence, I expect him to become even more proactive, strategic, and influential in his contributions.

I would not hesitate to recommend Ty for future employment opportunities.