

## NOTIFICATION OF PERSONNEL ACTION

1. Name (Last, First, Middle) <b>BROWN, MARK</b>				2. Social Security Number (b)(6)		3. Date of Birth (b)(6)		4. Effective Date <b>06/07/2020</b>				
<b>FIRST ACTION</b>					<b>SECOND ACTION</b>							
5-A. Code <b>840</b>		5-B. Nature of Action <b>INDIVIDUAL CASH AWARD RB</b>			6-A. Code		6-B. Nature of Action					
5-C. Code		5-D. Legal Authority			6-C. Code		6-D. Legal Authority					
5-E. Code		5-F. Legal Authority			6-E. Code		6-F. Legal Authority					
7. FROM: Position Title and Number					15. TO: Position Title and Number <b>CHIEF OPERATING OFFICER</b>							
					<b>EN1 N90078N</b>							
8. Pay Plan		9. Occ. Code	10. Grade or Level	11. Step or Rate	12. Total Salary	13. Pay Basis	16. Pay Plan	17. Occ. Code	18. Grade or Level	19. Step or Rate	20. Total Salary/Award <b>\$48075.00</b>	21. Pay Basis
12A. Basic Pay		12B. Locality Adj.	12C. Adj. Basic Pay	12D. Other Pay	20A. Basic Pay		20B. Locality Adj.	20C. Adj. Basic Pay	20D. Other Pay			
14. Name and Location of Position's Organization					22. Name and Location of Position's Organization <b>EDEN FEDERAL STUDENT AID IMMEDIATE OFFICE OF THE COO</b>							
					<b>WASHINGTON,DC</b>							
<b>EMPLOYEE DATA</b>												
23. Veterans Preference <b>1</b> 1 - None    2 - 5-Point    3 - 10-Point/Disability    4 - 10-Point/Compensable    5 - 10-Point/Other    6 - 10-Point/Compensable/30%						24. Tenure <b>2</b> 0 - None    1 - Permanent    2 - Conditional    3 - Indefinite			25. Agency Use		26. Veterans Preference for RIF <b>X</b> YES <input checked="" type="checkbox"/> NO	
27. FEGLI <b>C0 BASIC ONLY</b>						28. Annuitant Indicator <b>9 NOT APPLICABLE</b>			29. Pay Rate Determinant <b>0</b>			
30. Retirement Plan <b>KF FERS-FRAE &amp; FICA</b>				31. Service Comp. Date (Leave) <b>10/09/2018</b>		32. Work Schedule <b>F FULL-TIME</b>			33. Part-Time Hours Per Biweekly Pay Period			
<b>POSITION DATA</b>												
34. Position Occupied <b>2</b> 1 - Competitive Service    2 - Excepted Service    3 - SES General    4 - SES Career Reserved				35. FLSA Category <b>E</b> E - Exempt    N - Nonexempt		36. Appropriation Code			37. Bargaining Unit Status <b>8888</b>			
38. Duty Station Code <b>11-0010-001</b>				39. Duty Station (City - County - State or Overseas Location) <b>WASHINGTON, DISTRICT OF COLUMBIA</b>								
40. Agency Data <b>FUNC CLS 00</b>		41. <b>VET STAT P</b>		42. <b>EDUC LVL 17</b>		43. <b>SUPV STAT 2</b>		44. <b>POSITION SENSITIVITY MODERATE RISK</b>				
45. Remarks												
46. Employing Department or Agency <b>ED - STUDENT FINANCIAL AID</b>						50. Signature/Authentication and Title of Approving Official <b>201221926 / ELECTRONICALLY SIGNED BY:</b>						
47. Agency Code <b>EDEN</b>		48. Personnel Office ID <b>1307</b>		49. Approval Date <b>06/03/2020</b>		<b>MIRYAM BRUNSON</b>						

**REACH Appraisal**

Employee Name: Mark Brown		Title: Chief Operating Officer	
Pay Plan/Series/Grade:	Organization Code:	Appraisal Period:	
AD-340-00	FSA	From: 3/31/2019	To: 09/30/2019

**Scale to Rate Elements**

- 3 points for “Exceptional Results Achieved”;
- 2 points for “High Results Achieved”;
- 1 point for “Results Achieved”; and
- 0 points for “Unsatisfactory Results”.
- Not Applicable (N/A)

**Critical Element Rating:** (b)(6)

**Rating Justification:** (b)(6)

(b)(6)

(b)(6)

**Critical Element:** Innovation - Leading Measurable Change

**Weight:** 40%

**Performance Standard:** : Executive designs and implements an organizational structure and culture that accepts innovation to increase efficiency, productivity, and stewardship. The culture and structure must allow the executive to assess and adjust to changing situations, implementing innovative solutions to make organizational improvements, ranging from incremental improvements to major shifts in direction or approach, as appropriate. As the leader of a Performance Based Organization (PBO), the Executive must maintain an appropriate balance of industry and governmental expertise. In doing so, the executive must balance change and continuity; with continuous program performance specifically as it relates to student customer service, partnership with institutions of higher learning, and legal compliance.

Outcome measures may include, but are not limited to:

- Analyze the effects of innovations and organizational structures as tools used to achieve FSA stated strategic objectives.
- Measure improvement to the customer and partner experience as documented through designed and fielded projects that improve the customer (partner) experience.
- Minimize documented findings of noncompliance with legislation and Department regulations as defined by external reviews. i.e.: Office of the Inspector General; General Accounting Office, etc.

**Critical Element Rating:** (b)  
(6)

(b)(6)

(b)(6)

(b)(6)

**Critical Element:** Strategic Alignment and Collaboration

**Weight:** 20%

**Performance Standard:** 1. Executive identifies clear, transparent alignment to agency strategic planning initiatives (e.g., relevant agency or organizational goals/objectives with cited page numbers from the Strategic Plan, Congressional Budget Justification/Annual Performance Plan, or other organizational planning document).

Outcome measures may include, but are not limited to:

- Achieve Strategic Plan objectives.
- Collaborate with the Under Secretary and other senior leaders through regular execution updates on the implementation of their policy decisions.
- Provide decision support to Secretary and Chief of Staff on the development of strategies that will meet the Departments goals and objectives.

**Critical Element Rating:** (b)(6)

**Rating Justification:** (b)(6)

(b)(6)



(b)(6)

**Critical Element:** Business Acumen

**Weight:** 20%

**Performance Standard:** Executive demonstrates stewardship through assessing, analyzing, and overall administration of the portfolio, human resources, congressional and other stakeholder engagement, and budgetary resources. Do so in a manner that instills public trust and accomplishes the organization's mission.

Outcome measures may include, but are not limited to:

- **Portfolio Management:** Routinely provides portfolio performance, metrics, and recommendation to the Secretary other department leaders.

**Human Resources** - Plan and implement capacity, workload balancing, hiring, promotion, workforce and succession plans in accordance with policy. As evidenced by quality of plan and its execution with full utilization of PBO authorities.

- **Congressional and other Stakeholder Engagement** - Provide timely response to congressional inquiries providing written and verbal input as necessary. Regularly engages with stakeholders to explain challenging policies other FSA challenges. Interface with media, vendors, congressional members, White House staff, and special interest groups to obtain buy-in, respond to questions and generally get momentum to move the NextGen project along as well as other FSA initiatives.

- **Budgetary Resources** - Executes budget authority within established limitations.

Advocates for resources as necessary to achieve Department goals. Reduces cost in order to achieve the efficiency required of a PBO including the cost of loan servicing.

**Critical Element Rating:** (b)(6)

**Rating Justification:** (b)(6)

(b)(6)

**Critical Element:** 20%

**Weight:** Accountability

**Performance Standard:** Executive develops, an actionable system of accountability vendors, employees, and institutions of higher learning. Where appropriate, Executive utilizes objective measures to determine performance and inform decision making.

Outcome measurements may include, but are not limited to:

- Objective measurements of vendor performance.
- Objective performance for employee performance.
- Repeatable process with evidence of actions taken based on institutions compliance with Title IV requirements.

**Critical Element Rating:** [Click here to select a rating](#)

**Rating Justification:**

**Critical Element:**

**Weight:**

**Performance Standard:**

**Summary Rating:** (b)(6)

**Check here if Interim Rating:**

**Scoring Scale for Summary Rating:**

Exceptional Results Achieved = 2.5 -3.0-point average  
High Results Achieved = 2.00 -2.49-point average  
Results Achieved = 1.00 -1.99-point average  
Unsatisfactory Results = Any element rated Unsatisfactory

Rating Official Signature:

(b)(6)

Date: 3/25/2020

Approving Official Signature: *Betsey DeVos*

Date: 5/1/2020

Employee Signature <i>Mark A. Brown</i>				
Date: April 23, 2020		(Signed prior to approving official signature)		
Employee wishes to respond	Yes	<input checked="" type="checkbox"/>	No	

Employee response may be attached. Response is attached.