

EXPANSION OF CRITERIA AND EXAMPLES FOR TENURE AND PROMOTION

Department of Journalism and Mass Communication

Final Version

June 4, 2003

II.B. General Criteria for Tenure and Promotion

No additional

II.C. Specific Criteria for Tenure

Teaching Effectiveness

1. Creation of original PowerPoint, HyperCard, video, CD, Web, etc., presentations to enhance classroom instruction
2. Creation of comprehensive course study guides.
3. Creation of self-paced, interactive tutorials, e.g. *Word Working*.

Scholarship, Creativity and Their Equivalents In addition to the criteria and examples provided in the “guidelines and Procedures,” the department adds the following:

In Journalism and Mass Communication, consulting and creative production for either corporate or non-profit clients, whether on a paid or pro bono basis, should be considered a creative equivalent to scholarship. The responsibility for demonstrating that some form of peer review or competitive selection has taken place lies with the faculty member but logically may include:

1. JMC-related consulting that results from selection by an organization based on expertise of a faculty member from a market where others with similar expertise were available for consideration, but were not chosen.
2. Publication, broadcast, performance or presentation of works created that required professional expertise in a JMC field and where selection of the faculty member’s work was the result of a competitive environment or process among other professionals.
3. Awards from regional or national organizations, e.g. American Advertising Federation, National Association of Broadcasters, Council for the Advancement and Support of Education, Public Relations Society of America.

The faculty member and the department must recognize that creative projects and professional consulting vary in significance, impact, originality, and in the amount of expertise required. For example, a 30-minute presentation about media relations to a non-profit organization logically should be considered service. However, a workshop of several hours for a corporate client or at a non-profit association conference concerning

media relations demonstrates a higher level of professionalism, expertise and contribution to the field that should be considered scholarship.

Similarly, a video production about ACU retirees presented at the Faculty Staff Recognition Dinner qualifies as service. But a documentary, produced in collaboration with a faculty member from JMC or another field is scholarship, once presented or broadcast should be considered scholarship.

In new media, a website developed for a local congregation should be considered service. If, however, the level of professionalism, quality of design and content results in a regional or national award from a professional organization, a faculty member could rightfully submit the same site as scholarship because peer review has attested to its professional quality.

- a. National and regional awards for juried professional work, e.g. Council for Advancement and Support of Education, American Advertising Federation, National Broadcast Society, etc.
- b. Major reportorial works published or broadcast in mid-and large markets.
- c. Major research studies published for large, regional or national companies or non-profit organizations.
- d. Juried JMC relevant material published on Websites.
- e. Serving as juror for journal articles or convention papers.
- f. Pre-publication review of manuscripts of books relevant to JMC.

Note: In the JMC field, being selected to do a pre-publication review is the result of earned respect in the field for editorial ability and should not be viewed differently than "serving as a juror for journal articles or convention papers."

- g. International recognition via production of creative work in other countries.
- h. Design, creation and maintenance of Websites and interactive CDs
- i. Video documentaries for special events and broadcast. Radio documentaries and major stories for major outlets, e.g. PBS
- j. Radio documentaries and major stories for major outlets, e.g. PBS
- k. Advertising, public relations and integrated marketing communication campaigns for external clients
- l. Design of publication prototypes for external clients

- m. Writing and design mentoring, coaching and critical service for commercial and non-profit media.
 - n. Workshops and seminars for non-profit organizations, cities and state organizations.
 - o. General consulting with ad agencies, PR agencies, IMC firms and corporations regarding messages creation and distribution, marketing plans, sales promotions and PR activities
 - p. Certification by professional organizations, e.g. aAPR by Public Relations Society of America.
 - q. Creation of advertising or public relations handbooks, media guides or crisis plans for large regional or national clients.
- Creation of original PowerPoint, HyperCard, video, CD, Web, etc., presentations to enhance classroom instruction
 - Creation of comprehensive course study guides
 - Creation of self-paced, interactive tutorials, e.g. *Word Working*

Service (In addition to the criteria and examples provided in the “Guidelines and Procedures,” the department adds the following)

- a. • Advertising, feature writing, videography, photography, Website creation for ACU clients
- Pro bono advertising, public relations and integrated marketing communications campaigns for external clients
- Newsletters for non-profits
- Officer service in JMC academic and professional organizations at state, regional and national level
- Maintenance of list serves or Websites for JMC groups, e.g., AEJMC Religion and Media Interest Group, Southwestern Journalism Congress
- Critical services rendered to high school journalism through UIL competition judging and the Texas High School Press Association
- Workshops and speeches for non-profit organizations

Collegiality (In addition to the criteria and examples provided in the “Guidelines and Procedures,” the department adds the following)

- a.

b.

II.C. **Specific Criteria for Tenure** (In addition to the minimum requirements for tenure provided in “Guidelines and Procedures,” the department adds the following)

II.D. **Specific Criteria for Promotion** (In addition to the specific University criteria for each rank provided in the “Guidelines and Procedures,” the department adds the following)

Instructor

a.

b.

Assistant Professor

a.

Education:

- Normally the earned doctorate or MFA or bachelor’s and JD.
- Or a M.A. or M.S. plus 30 hours in the teaching field and three years of college teaching experience.
- Or a M.A. or M.S. relevant to digital media and three years of college teaching experience
- Or in rare cases, a bachelor’s degree with 15 or more years of professional experience marked by peer recognition.

Teaching

- Minimum three years of college teaching at instructor rank.
- Documentation of effective teaching.
- Documentation of effectiveness of digital media usage.
- Documentation of innovation in the classroom.
- Documentation of effective mentoring.

Scholarship, Creativity or Equivalency

- One major or two smaller scholarship activities from the JMC scholarship list.
- One creative activity from the JMC creativity list.
- One equivalency activity from the JMC equivalency list.
- One more creative or equivalency activities may be substituted for the scholarship activity required.

Service

- One external, academic service project relevant to JMC.
- One internal, university service project relevant to JMC, including

chair of department (counts as two), adviser of Optimist, adviser of Prickly Pear, adviser of KUF-TV7 and ACU Video, and general manager of KACU-FM.

- One pro bono, non-profit service project relevant to JMC

Associate Professor

a. Education:

- Normally the earned doctorate or MFA or bachelor's and JD.
- Or a M.A. or M.S. plus 30 hours in the teaching field and six years of college teaching experience where unusual excellence of professional development and productivity have been demonstrated.
- Or a M.A. or M.S. relevant to digital media and six years of college teaching experience where unusual excellence of professional development and productivity have been demonstrated.

Teaching

- Minimum six years of college teaching.
- Documentation of superior teaching.
- Documentation of superior use of digital media usage.
- Documentation of superior innovation in the classroom.
- Documentation of superior mentoring.

Scholarship, Creativity or Equivalency

- Two major or four smaller scholarship activities from the JMC scholarship list.
- Two creative activities from the JMC creativity list.
- Two equivalency activities from the JMC equivalency list.
- Two more creative or equivalency activities may be substituted for the two scholarship activities required.

Service

- Two external, academic service projects relevant to JMC,
- Two internal, university service projects relevant to JMC, including chair of department (counts as two), adviser of Optimist, adviser of Prickly Pear, adviser of KUF-TV7 and ACU Video, and general manager of KACU-FM.
- Two pro bono, non-profit service projects relevant to JMC

Professor

a. Education:

- Normally the earned doctorate or MFA or bachelor's and JD.
- Or a M.A. or M.S. plus 30 hours in the teaching field and 10 years of college teaching experience where unusual excellence of professional development and productivity have been demonstrated.
- Or a M.A. or M.S. relevant to digital media and 10 years of college teaching experience where unusual excellence of professional development and productivity have been demonstrated.

Teaching

- Minimum 10 years of college teaching.
- Documentation of unusually superior teaching.
- Documentation of unusually superior use of digital media usage.
- Documentation of unusually superior innovation in the classroom.
- Documentation of unusually superior mentoring.

Scholarship, Creativity or Equivalency, and Service

- Nine activities or projects of unusually superior quality from these three areas, including a minimum of one in each area – scholarship, creativity or equivalency, and service.