

Drake University
School of Journalism and Mass Communication

2.2 Promotion and Tenure

Promotion and the granting of continuing tenure to members of the faculty of the School of Journalism and Mass Communication shall be based on individual merit, educational needs and resources of the University. The School and the University follow AAUP principles, policies and guidelines. Regulations for the tenure process are articulated in The Academic Charter of Drake University. An Associate Professor is eligible for promotion consideration after at least five years of service in rank.

2.21 Criteria

Promotion and tenure in the School are closely related to the faculty member's level of performance and professional contributions in the important areas of 1) teaching effectiveness, 2) professional and scholarly activity, and 3) service to the University and to the community. Ideally, the candidate will contribute in each of the three areas, but excellence in service, while desirable and praiseworthy, will not be held as professionally significant as teaching and scholarship.

2.211 Teaching

Teaching effectiveness includes those outcomes that serve the interests of Drake students as defined by the mission of the School. Measures of teaching effectiveness include, but are not limited to: course evaluations; the performance of students and graduates; faculty advising; advising student organizations; innovative teaching approaches; development of new courses; classroom visits; outreach teaching such as off-campus work and telecourses; letters of recommendation from colleagues, professionals in the field and former students; accessibility to and general willingness to serve students; one-to-one teaching beyond the classroom that illustrates Drake's commitment to personalized instruction; range of courses taught and the potential for teaching others; and special recognition for teaching and advising.

2.212 Professional and Scholarly Activities

Professional and scholarly activities are evaluated by examining outcomes that clearly serve the faculty member's profession and/or scholarly interests. Measures include, but are not be limited to, research that contributes to expanding a body of knowledge; membership in and offices held in professional groups; participation in professional meetings; written and video contributions, including books, articles for journals or popular and trade media, book reviews, computer instruction materials; professional performances, exhibits and shows; speeches to professional groups; outreach service to the profession; and letters of recommendations from colleagues and/or professionals in the field.

2.213 Service

Service to the University or to the community is defined as discipline- or University-related contributions of time and talent consistent with the mission and interests of the University or School, on and off campus. Measures include, but are not limited to: service on committees, boards and advisory groups; public speaking; and judging contests and workshops.

2.22 Probationary Review

Recommendations for continuing appointment of faculty on tenure track shall originate with the tenured faculty members or a committee they elect from their membership. Recommendations are forwarded to the Dean and then to the Provost. While recommendations for tenure or promotion shall originate with the stated committees, all tenured faculty members have a responsibility to contribute to tenure and promotion decisions as a part of a collegial and dynamic process to strengthen the School.

2.2215 Procedures for Administering Student Evaluations of Teaching

Student evaluation forms are administered each semester by the SJMC administrative staff during the final two weeks of classes. Staff members use a consistent and predetermined script that explains the process for and use of evaluations. After grades have been reported for that semester, all faculty members receive a report on their evaluation results for all classes, including a copy of all written comments from students. Original evaluation forms and reports are kept in individual faculty files in the Dean's office.

2.221 Probationary Review Procedures

Committee members will visit the classes of eligible tenure-track and consecutive-term appointment faculty and provide written reports of their observations to the Tenure and Promotion Committee and to the faculty member.

The Committee will review course evaluations, letters of support from faculty peers and other materials. The Committee will meet individually with each faculty member, ordinarily during early Spring semester, to discuss professional objectives and activities in the areas of teaching, scholarship and service; the faculty member's professional expectations for his or her department and the School; and any questions and concerns that the faculty member or the Committee may have about the faculty member's reappointment.

2.222 First Year Review

Recommendation for reappointment of first-year faculty must be delivered to the Dean no later than March 1. A positive recommendation advises the Dean the committee believes a faculty member should receive a letter of reappointment for the coming academic year.

A negative recommendation advises the Dean that the Tenure and Promotion Committee believes a faculty member should not receive a letter of reappointment.

2.223 Second Year Review

Recommendations regarding reappointment for non-tenured faculty who are completing their second year must be delivered to the Dean no later than December 1. A positive recommendation advises the Dean that the Tenure and Promotion Committee believes a faculty member should receive a letter of reappointment for the coming academic year. A negative recommendation advises the Dean that the Committee believes a faculty member should not be reappointed for the coming year.

2.224 Probationary Review in Subsequent Years

Tenure-track recommendations regarding faculty who are completing their third or subsequent years must be delivered to the Dean no later than March 15. A positive recommendation endorses the faculty member's progress on the tenure track. A negative recommendation advises that the Tenure and Promotion Committee believes the faculty member should not be allowed to continue on the track toward tenure and the upcoming year shall be the terminal year.

2.23 Tenure and Promotion

Recommendations for tenure shall originate with the tenured faculty members or a committee they elect from their membership. Recommendations for promotion shall originate with those faculty members holding rank higher than the candidate's current rank or a committee those faculty members elect from their membership. While recommendations for tenure or promotion shall originate with the stated committees, all tenured faculty members have a responsibility to contribute to tenure and promotion decisions as a part of a collegial and dynamic process to strengthen the School.

2.231 Tenure and Promotion Review Procedure

The Tenure and Promotion Committee reviews current classroom evaluations, letters of support from faculty peers and other support material, and previous evaluations on file. The Committee meets with each eligible faculty member to discuss his or her professional objectives and activities in the areas of teaching, scholarship and service; the faculty member's professional expectations for his or her department in the School; and any questions and concerns that the faculty member or the Tenure and Promotion Committee may have regarding the tenure and/or promotion decision.

2.232 Tenure and Promotion Review Deadlines

Committee recommendations regarding tenure and/or promotion for eligible faculty must be forwarded to the Dean no later than Dec. 15. The following schedule shall be observed to meet that deadline.

Sept. 21: The Tenure and Promotion Committee Chair determines who is eligible for consideration for tenure and/or promotion. The Chair will confirm this eligibility with the Tenure and Promotion Tracking File and with the Dean.

Sept. 30: The Chair will convene the Committee and Committee members will determine their need to review materials regarding eligible faculty (vita, student evaluations, faculty reviews, class visits and other materials).

Oct. 7: The Chair informs each eligible faculty member that he or she is being considered for tenure or meets time-in-rank for promotional consideration.

Oct. 15: Eligible faculty members will submit their vitae and supporting materials to the Chair.

Nov. 1: Committee members complete classroom visits with eligible faculty and provide written summaries of those visits to the Chair.

Nov. 1: All additional review materials will be submitted to the Chair. The Chair makes them available to Committee members.

Nov. 15: The Committee's review shall be completed and a preliminary review meeting shall be held. Candidates do not attend this meeting unless requested. The Chair will advise eligible faculty members of the preliminary conclusions of the Committee within 48 hours.

Dec. 1: If requested by the candidate, a meeting will be scheduled at which the Committee will review the member's status. The Committee may also at its discretion request such a hearing with the faculty member.

Dec. 7: The Committee will meet to form its recommendation to the Dean. The Chair will deliver that recommendation to the Dean within 48 hours of its meeting.

2.2325 Process for Promotion to Professor

Recommendations for promotion originate with faculty holding rank of Professor or a committee the full professors elect from their membership. Ideally, this process begins as soon as the associate professor is tenured and continues each year until the candidate requests consideration for promotion.

Prior to the decision year, the candidate meets with the full professors and presents a written promotion plan that includes an analysis of past work and a proposal for future projects in teaching, scholarship and service. The candidate also works with the committee to prepare a promotion portfolio.

By Sept. 7 of the academic year in which the faculty member asks to be considered for promotion, the Tenure and Promotion Committee Chair verifies with the Dean that the faculty member meets time-in-rank prerequisites.

Sept. 15: The candidate submits a vitae, a letter making a case for promotion and supporting materials to the Chair. The full professors will meet with the candidate to review the CV and discuss the process, including the need for letters of recommendation and potential outside evaluators. To that end, the candidate will present a list of full professors from other institutions.

Oct. 1: The associate professor presents a revised CV and the final portfolio as supporting materials to the Chair, who makes them available to committee members.

The curriculum vitae should include the following materials, emphasizing activities since the last promotion:

TEACHING

- Materials outlining success of graduates
- Demonstration of innovative teaching approaches
- List of new courses developed
- List of outreach teaching, e.g., off-campus and Web courses
- Special recognition for teaching/advising

PROFESSIONAL AND SCHOLARLY ACTIVITIES

- List of memberships and offices held
- Dates and details of participation in meetings
- List of written and/or video contributions: Books, journals, popular and trade media, book reviews
- Computer instruction, software and Web development materials
- Performances, exhibits and shows
- Scholarly/creative presentations and speeches

SERVICE

- Work on SJMC, Drake, community and national committees, boards and advisory groups
- Public speaking
- Speeches to professional groups
- Service to the profession
- Student organizations advised and their success
- Judging contests and workshops

The promotion portfolio should include the following materials, emphasizing activities since the last promotion. All material should be comprehensive include dates and occasion of presentations; complete citations for papers, including the names of co-authors and publication dates.

- Candidate's letter making the case for promotion
- Evaluation of outside reviewer(s)
- Recommendation letters from current and former students
- Recommendation letters from colleagues and professionals
- Copies of research papers, articles, print materials
- Copies of presentations and/or meeting materials
- DVDs, CDs or other electronic presentations
- Student-produced publication the candidate has advised
- Student-produced DVDs, CDs or other electronic evidence of achievement
- Course evaluations and summaries

Oct. 15: The Chair will send materials to the outside reviewer(s) and request an evaluation by Nov. 30.

Dec. 1: The candidate or the committee may request a meeting to review progress.

Dec. 7: The committee meets to form its recommendation to the Dean. The Chair will convey that recommendation to the Dean in a timely fashion.

2.233 Recommendations on Promotion and Tenure

Committee recommendations on promotion and tenure of the faculty shall be forwarded to the Dean. The Dean shall forward positive recommendations to the Provost. The Dean shall notify each candidate about the nature of the recommendations.