

MIDWESTER STATE UNIVERSITY

Tenure and Promotion Guidelines for the Mass Communication Department in the Lamar D. Fain College of Fine Arts¹

Teaching Effectiveness

- In keeping with the University's stated mission, the Mass Communication Department puts its academic program and capable, dedicated teaching within the program *first*. Faculty members will receive positive administrative support for tenure and/or promotion for demonstrating excellent teaching and insisting on excellence in learning. Mass Communication faculty should require excellence in upholding the department's rule that no student may enroll in the exit course without having earned a 3.0 grade point average in all courses for the major and minor.
- Student evaluations are one, but only one, measure of effective teaching. Others are the quality of the student work resulting from a faculty member's instruction, student recognition and awards on and beyond the campus growing out of such instruction, and student success after graduating from the program. Documented success by students pursuing special projects is particularly commendable, especially recognition received beyond the campus.

¹ It should be noted that Mass Communication department honors both relevant Ph.D.'s and M.F.A.'s as degrees qualifying a faculty member for consideration for tenure and promotion.

- Along with the required summaries of student course evaluations, portfolios for tenure or promotion should contain a complete set of student evaluations for two or three courses taught by the faculty member – preferably a combination of lower- and upper-level courses.
- Grading of students' work should be fair but honest. Grade inflation should be resisted. In preparing tenure and promotion portfolios, sample grading of an assignment or two at different levels (A, B, C, D) with students' names removed may prove useful.
- Willingness to work enthusiastically and concertedly outside of class with students is essential, especially given the fact that we train students to *do* what they study. This means that interactions with students during office hours as well as in applied situations such as The Wichitan, Campus Watch, and other MSU-2 programming are important. Formal and informal one-on-one and small-group instruction is also vital to students' development and progress.
- Faculty are expected to stay reasonably current in their fields, to garner new ideas for teaching methods and course content, and to gain skill with new technological applications. Formal and informal contact with professionals in the field is essential, as is contact with educators teaching similar material. Conferences, seminars, workshops, clinics, etc., that build teaching knowledge and skills are encouraged and will be given due weight in the evaluative process. Annual reports should document that faculty are self-assessing, modifying or rejecting approaches that are not producing quality results, and trying new approaches if necessary. Documentation showing how new ideas have been incorporated into classroom instruction is also useful in seeking tenure and promotion.

Collegiality in Teaching

- Mass Communication faculty are expected to support one another by attending events directed or sponsored by their faculty colleagues, including, but not limited to, public lectures and forums, open classroom projects, etc. Furthermore, faculty members should encourage student attendance at these events.
- Faculty are expected to support each other in co-curricular endeavors such as The Wichitan, Campus Watch and other MSU-2 programming, and Media Club.
- Faculty are expected to encourage students to integrate their learning from the various areas the department's curriculum covers. In addition, faculty members should push students to excel in all areas of coursework.
- Differences of opinion are common and in some instances expected within the academy. It is also expected, however, that faculty will interact with one another, students, staff, and others with civility and respect. Settling differences in a mature, reasonable way is expected not only out of respect for one's colleagues, but also is important as faculty members serve as role models for students.

Research/ Scholarly Activity

- Although teaching is of utmost importance, faculty members are expected to engage regularly in meaningful research and/or creative activity. Such activities include but are not limited to publication of scholarly and creative writing; publication of books and/or journal articles; scholarly presentations; public lectures; interpretive speaking performances; scripting and production of creative

- and documentary films; other video projects; and publication of news, editorial and feature writing.
- Examples of viable applied research include but are not limited to service-related research done to help realize projects or guide decision-making on the MSU campus or in the community, application of pedagogical research in the classroom, application of research to creative projects, and scholarly application of specialized technological information/software.
 - There should be evidence that a faculty member's research/scholarship/creative activity is periodically having impact beyond the campus and is receiving peer assessment and recognition outside of MSU. The faculty member's research and scholarly activity should show evidence that his/her expertise and knowledge are valued and/or sought out by publishers, peer professionals, professional agencies, boards, organizations, or others. Evidence may include but is not limited to:
 - Invited or paid consultancies, workshops, or clinics (as opposed to those that are voluntary and/or community-service-oriented)
 - Recognition and/or awards earned in invitational or competitive events
 - Procurement of grants for research or creative work
 - Commissioned works
 - Refereed publications and conferences
 - Positive reviews, adjudication, or reprint requests earned for his/her work
 - Citations of one's work in others' works
 - Invitations to adjudicate journalistic writing and publications, television programming, speech tournaments and other events or competitions in the field

- Editing of professional writings for publication
- Providing discipline-related technological expertise.

Collegiality in Research

- Interdisciplinary research and scholarly/creative activity with colleagues in the Mass Communication Department and with faculty from other departments on campus is encouraged. So is faculty research and scholarly/creative activity that involves students and helps them understand research techniques and creative processes.
- Other methods to demonstrate collegiality in research include but are not limited to:
 - Assisting colleagues in learning about conference, publication and related opportunities
 - Reviewing colleagues' work before submission or acting as a sounding board for ideas while the work is in progress
 - Assisting with technological concerns.

Professional Service

- Faculty members should be active in local, regional, national, and/or international professional organizations. Involvement in such organizations should extend beyond being a member and attending conferences to holding offices, serving on organizational committees, chairing or participating in panels, delivering papers,

giving performances, making presentations, working on special projects, and/or delivering speeches.

Department, College and University Service

- The faculty member is expected to be willing to serve his/her department and college by assessing and developing curriculum, identifying and meeting equipment and facility needs, engaging in short- and long-range planning, serving on search committees, participating in formal reviews of student work, accepting committee assignments, working on special department projects, and/or serving on advisory boards.
- As the department puts special emphasis on applied activities, the faculty member will receive considerable service credit for serving as faculty adviser for co-curricular organizations. These organizations include but are not limited to Media Club, The Wichitan, and MSU-2.
- The maintenance of a defensible number of majors in the programs and a defensible number of graduates is the responsibility of all faculty members in the department. All faculty should be willing to help with traditional campus-wide promotional and recruitment events such as Family Day, College Preview Days, Spirit Days, and the Majors Fair, as well as events that might serve as department-specific recruitment events. Maintaining contacts with secondary schools and community colleges is encouraged as a way of identifying potential recruits. In addition, all faculty should be willing to assist when individual students or small groups of students schedule campus visits.

- Mass Communication faculty should be willing to serve on committees and advisory boards at the department, college, and university levels. Moreover, there should be evidence of the faculty member's having periodically served at all of those levels.
- Participation in Faculty Forum and other university-wide programs is encouraged as a service activity. Moreover, publications or creative outcomes resulting from such participation will receive credit under "research and scholarly activity."
- Helping accomplish university and department projects within and beyond the Mass Communication Department and the College of Fine Arts may be credited as service. Examples include, but are not limited to, design and construction of facilities; design, creation and/or implementation of instructional materials; and design, creation and/or implementation of promotional materials.
- Attention to, and help with, efficient maintenance of the extensive equipment and facilities devoted to the department – as well as insistence that students develop a caretaker attitude – are part of a faculty member's service obligation. Service that ensures or improves safety within the programs is also important.
- Hosting conferences or competitive events on campus is considered viable service and outreach. Examples include but are not limited to the Texas Intercollegiate Press Association competition and UIL contests.
- Effective, careful advisement of students is an essential service responsibility in the Mass Communication Department. Such advisement is the responsibility of all faculty members, and it should be multi-pronged, including the following:
 - *Academic advisement*, to include the ensuring of efficient, accurate, progressive scheduling of courses; the student's timely graduation; and

thorough academic preparation. Effective advisement also ensures that the student meets non-course requirements such as the English Usage Exam, satisfies all departmental and university requirements, files a degree plan in a timely manner, pays fees, petitions for graduation, etc.

- *Career counseling*, to include guiding students in resume, portfolio, and/or audition tape development; informing them of job and other career opportunities; helping them apply for employment, graduate school, internships, etc.; and writing recommendations
- *Personal counseling*, to guide the students to assistance in dealing with personal difficulties so as to avoid jeopardizing their academic progress.

Faculty members are not expected to become therapists, but they are expected to be able to connect the students to resources that will help manage or resolve problems.

- Other examples of service include but are not limited to:
 - Participating in public panel discussions
 - Participating in meetings, collaborations, presentations, receptions, etc., sponsored by the Mass Communication Department, the College of Fine Arts, other departments on campus, and the university
 - Writing successful non-research grants contributing to the accomplishment of department, college, and/or university goals.

Community Service

- Community service includes but is not limited to professionally-related, unpaid, volunteer contributions off-campus such as presenting workshops and clinics;

judging community events; participating in civic and community organizations; serving on committees; helping with special projects; and lending advice and informal instruction to individuals or groups.

- Humanitarian service will also be credited, especially service that demonstrates responsible citizenship.

Collegiality in Service

- Community service done in collaboration with faculty, staff, and others, both in Mass Communication and in other departments, is encouraged. So is service that involves students and impresses upon them how educational pursuits can translate into contributing meaningfully and proactively to society.

General

- At the beginning of their third year of full-time service at MSU, faculty members on tenure track will undergo an intensive, forthright evaluation to assess their progress toward tenure. The faculty member's chairperson will use this evaluation session as an opportunity to have a frank, objective, face-to-face discussion with the faculty member regarding the perceptions of the chair and the faculty member's department colleagues relative to the approval or denial of tenure. Once the meeting between the chair and the faculty member has transpired, the dean will schedule a similar meeting with the faculty member. In both meetings, the strengths and deficiencies of the faculty member's record will

be discussed. The discussion should lead to a pronouncement on the advisability of applying for tenure, including suggestions for strengthening the case.