

OPERATING PAPERS

School of Journalism, Southern Illinois University Carbondale

Article III. Tenure and Promotion

This Article is intended to supplement and be consistent with the University's "Promotion Policies and Procedures for Faculty" and the "Tenure Policies and Procedures." They note considerations which should prevail in the application of University standards and procedures to faculty in the School of Journalism. They permit the flexibility essential to accommodate the wide range of talent and productivity that is typical of faculty in schools of journalism.

Section 1. Research and Creative Activity Defined

Research and creative activity are defined by the University promotion guidelines as "those activities which serve to advance the discipline or the state of art." To do so, publications or other work produced should be significant and widely recognized as such.

Significant work produced in the practice of journalism may qualify along with traditional scholarship. Examples are newspaper reporting or advertising campaigns that win respected awards or similar recognition and hold promise of being cited for years to come. On the other hand, such dated work as everyday news articles, television newscasts or typical advertising campaigns do not qualify under the above definition of creative activity and are best credited to the enhancement of teaching effectiveness. Professional contributions to the mass media that significantly advance "the state of the art" may be considered a form of creative activity.

Section 2. Academic Degree Defined

The academic degree normally expected is the terminal degree appropriate to the individual's research or creative activity. In most cases, this is the doctorate in mass communication or a related field.

An equivalency consists of a combination of academic and professional achievement that clearly indicates that the candidate's productivity in research and creative activity is/has been equivalent to that of a holder of the normally expected terminal degree.

Section 3. Minimum Standards for Academic Ranks

Minimum standards for academic ranks are the same as stated in the University guidelines, with the further provision that, in the case of hiring an assistant professor, an alternative to successful completion of scholarship/creative activity is a combination of mass media experience and academic training that clearly qualifies the candidate for research or creative scholarship in the future. For example, a person with a distinguished mass media career might be eminently qualified to write books and articles or produce other materials to advance the progress of the discipline.

Section 4. Teacher-Scholars

In most cases, the faculty member who will best serve the School of Journalism, its students and the profession is the teacher-scholar, the teacher who also contributes to scholarship in his or her field. This scholarship may take the form of traditional research or creative activity but in either case must be of significance to the discipline and be widely recognized as such by relevant experts in the discipline. This normally means national recognition.

The School of Journalism needs faculty who are on the cutting-edge of their areas of expertise. Teachers of professional skills courses should be leaders rather than mere followers of mass media practices.

Section 5. Mass Media Experience to Enhance Teaching

Media work experience that enhances teaching will be considered in evaluating the contributions of the faculty member in the area of teaching. A faculty member must offer a combination of teaching, research/creative, and service activity to earn tenure and/or promotion to the next higher rank.

Section 6. Evidence to be Considered

The candidate's entire record of qualifying contributions will be considered in tenure and promotion decisions. However, recent contributions will be given the most weight in the decision. In the case of a second promotion decision, the vast majority of weight will be given to accomplishments achieved since the previous promotion. The new evidence should be clearly demarcated in the candidate's application.

For tenure, the School of Journalism expects excellence in research and teaching and that the candidate meets his or her service obligations. For promotion to full professor, the School of Journalism expects national or international recognition in at least one of the three areas: research, teaching or service.

Section 7. Procedure

University guidelines and procedures will be followed. Special study of the candidate's dossier will be made by the Tenure and Promotion Committee. In matters of tenure, the Committee will be composed of all current, full-time tenured members of the faculty except the Director. Promotion should be considered by all current, full-time School of Journalism faculty, except the Director, who hold the rank at or above the rank to which the candidate is seeking promotion. Outcomes of this vote will be included in the Committee's report to the Director of the School of Journalism.

The Committee's recommendations will be made in writing to the Director of the School of Journalism. These recommendations must include justification for each Committee decision and a statement of the procedures the committee followed in its deliberations. Separate votes must be taken on the issues of promotion and tenure. Tenure usually will not be recommended for an assistant professor without promotion. Promotion to associate professor after service as an assistant professor at SIUC will carry with it a recommendation for tenure in the School of Journalism.

Teaching will be evaluated from a variety of criteria, such as: (1) student evaluations such as the computerized Instructor/Course Evaluation, (2) course syllabi and other evidence of teaching effectiveness, (3) peer evaluations and (4) other evidence that the candidate wishes to submit.

Research and creative activity will be evaluated by peers inside and outside the University on the basis of quality and significance. The Director will rate each contribution on a five point scale: 5=outstanding recognition in the field, highly prestigious; 4=highly respected in the field; 3=good reputation, selective, 2=average, fairly easy to publish in or present to; 1=low quality, not discriminating; 0=lacking in quality. Among the non-exhaustive categories providing a basic framework for evaluation are: (1) books and book chapters; (2) articles in refereed journals; (3) invited journal articles; (4) presentation of papers at conferences and conventions where the selection of papers is made on the basis of competitive evaluation; (5) invited conference and convention papers; (6) other journal and periodical articles; and (7) creative materials such as films, videotapes and advertisements. Off-campus experts will be requested to judge the quality and significance of the material, as appropriate.

Professional service contributions will be similarly evaluated as to the quality and the extent to which they advance the profession and enhance the stature of the School and University. Such work will be evaluated in the following categories including but not restricted to: (1) work in national and international mass media and academic professional organizations including (a) holding office, (b) participation in committee work, and (c) program participation other than the presentation of prepared papers; (2) work in state and regional academic and media professional organizations including (a) holding office, (b) participation in committee work, and (c) program participation other than the presentation of prepared papers; (3) work in service activities of the School or University; (4) participation on University-level or inter college committees; (5) participation on college-level committees; (6) participation in committee work and other such assignments in the School of Journalism.

The total evidence will be evaluated by the Director and the Committees as designated above.