

School of Communication

Guidelines for Tenure and Promotion

INTRODUCTION

These criteria are intended to serve as guidelines and standards for the awarding of tenure and promotion to faculty members in the School of Communication. These guidelines are meant to address the board disciplinary professional and academic diversity of the School and to support both the scholarly and creative pursuits of its faculty. Furthermore they are meant to encourage the interaction between the School of Communication and the professions it serves. The aim of these guidelines is to provide for a School that is effective in teaching productive in research and creative activities and congenial in its functioning.

PERFORMANCE CATEGORIES FOR TENURE AND PROMOTION

The School of Communication recognizes three basic categories of activities as essential to the promotion and tenure process. They are (1) teaching (2) research and creative activities and (3) professional development and service.

- I Teaching The following items may be included
- a Classroom instruction and innovative instructional material
 - b Field work and internship direction and supervision
 - c Direction of independent studies student research projects theses and dissertations
 - d Academic advising and professional career counseling
 - e Self-development through involvement and participation in workshops seminars and other forums which have as their principle themes or foci curricular interests teaching or the learning process
 - f Program and course development
 - g Laboratory development and supervision
 - h Enhancement of learning by activities outside the classroom
 - i Student evaluations **
 - j Development of innovative instructional material or methods

** In the teaching category we have included student evaluations as one of the factors for determining the quality of a professor's classroom performance. While we believe in the value of such evaluations we feel some caution must be taken. It must be noted that ratings can be influenced by class size class type and administrative procedure. Further interpretation of data from student evaluations should be made with respect to valid statistical principles.

II Research and creative activity Standards for traditional scholarly work are well-established Creative and professional achievement should also be recognized for tenure and promotion and should entail vigorous measures of accomplishment Creative work should be give the same type of rigorous peer review to which scholarly work is subjected but this type of review may take different forms including the acceptance of a work by a particular medium for presentation in the usual forum of the medium

The following may be included

- a Published research
- b Creative activity
- c Exhibit activity
- d Writing applications for and acquiring grants and contracts
- e Other scholarly activity

While evaluating these activities the School prefers

- a National over regional or local activities
- b Regional over local activities
- c Work reviewed by peers normally a faculty member's colleagues
- d Work related to a faculty member's primary area of expertise

Faculty members are expected to provide adequate documentation of their activities such as copies of their manuscripts articles books and videos so colleagues in the School can evaluate them

Because of our School's diversity it is impossible to list every possible activity appropriate for its faculty members Thus faculty members can list other activities as well but have the burden of demonstrating their appropriateness

Finally the School subscribes to the professional standards specifically adopted for the evaluation of faculty by the primary national organizations of our fields including (but not limited to) the University Film and Video Association and the Association for Education in Journalism and Mass Communication

III Professional development and service The following activities may be included

- a Activity devoted to the administrative function of the School College and University
- b Activity which facilitates the objectives of the University College or School
- c Participation in professional organizations related to faculty members' disciplines or general faculty roles
- d Participation--either as participant or instructor--in conferences courses workshops and seminars and designed to enhance competence and understanding of academic or scholarly material

- e The acquisition of academic degrees designed to enhance competence and understanding of academic or scholarly material
- f Seeking and developing new ways to improve performance and make contributions to the School College and University
- g Activity which utilizes professional background and expertise in the community outside the university

GUIDELINES FOR TENURE

The granting of tenure represents a commitment by the university to continued employment of faculty and it is incumbent upon faculty members to demonstrate that prior to earning tenure they have established a strong record of successful teaching research or creative activity professional development and service activity that will be sustained throughout their academic careers

When faculty members join the school they should be informed of the educational and professional background they will need to be eligible for tenure and promotion

Many areas of the School have a strong professional orientation and the faculty in these areas may include both faculty with traditional academic backgrounds and faculty with strong professional backgrounds Because of this professional orientation the educational requirement for tenure and promotion in the school should be the following Normally an earned Ph D in the faculty member's area of specialty is required However as circumstances warrant an Ed D M A or M F A and appropriate professional experience is sufficient

All faculty members seeking tenure shall provide evidence of achievement in the three basic categories of performance Evidence of academic performance shall be consistent with their years of experience and opportunities and shall meet University College and School requirements Substantial achievement in the categories of teaching and research and creative activity and indications of excellence in these categories in the future are necessary for tenure An appropriate amount of activity in professional development and service is also required To acquire tenure faculty members must demonstrate their potential for making a significant professional contribution to their discipline school college and university In addition faculty members should help foster the collegiality of the school

The broad range of possible research activities in the school the variation in acceptable and conventional forums of presentation and the multi-disciplinary nature of the school preclude the prior establishment of more precise criteria for tenure Faculty must consult with the School Director in consultation with the Personnel Committee no less than annually to determine if their research and creative activity are properly directed and of sufficient quantity to enable them to qualify for tenure Variations in types of activities among faculty members' research and creative efforts will be reviewed on an individual basis

GUIDELINES FOR PROMOTION

Assistant professor Except in unusual cases the guidelines for promotion to assistant professor are the possession of the appropriate combination of educational and professional experience determined when the candidate entered the tenure tract. Normally the Ph D is required however as circumstances warrant an Ed D M A or M F A and significant professional experience is sufficient.

Candidates must show potential for successful achievement in teaching and show strong potential for achievement of the guidelines for tenure.

Associate professor In addition to the guidelines for tenure and the guidelines for rank of assistant professor, the guidelines for associate professor shall include the demonstration of excellence -- judged in both quality and quantity -- in all three basic categories of performance and the potential for continued excellence.

Professor Normally consideration for promotion to professor will not occur prior to the faculty member having served seven years in the rank of associate professor. The guidelines for rank to professor shall include those applicable to preceding ranks. To qualify for promotion to professor faculty members must demonstrate sustained excellence in teaching and sustained performance in research activity which provides them national recognition distinguishes them from faculty of other ranks and reflects the potential for continued excellence.