

University of Hawaii
School of Communications
Guidelines for Promotion and Tenure
May 2003

The School of Communications, in implementing the University of Hawaii-Manoa's Criteria and Guidelines for Faculty Tenure/Promotion Application, articulates its guidelines to enhance the School's mission of excellence in teaching, research and creative activity, and service in the integrated areas of communications and journalism.

It is the responsibility of each candidate to set out his/her case. The Departmental Personnel Committee (DPC) shall base tenure and promotion recommendations on the candidate making the strongest case possible for meeting or exceeding the guidelines of the School of Communications and the criteria and guidelines of the University of Hawaii at Manoa.

I. Teaching

Instructional faculty members who are candidates for promotion or tenure must demonstrate high quality performance in teaching. Teaching and the accompanying scholarship and commitment to students are considered a top priority in the School.

The School highly values innovation in teaching, whether that innovation takes the form of new teaching techniques or technologies, or of developing or refining new methods of delivering courses.

Among items to consider:

- A. Course evaluations.
- B. Written comments by students.
- C. Comments from former students.
- D. Reports of classroom observation by colleagues.
- E. Comments from professional colleagues other than those on the School of Communications faculty who have had the opportunity to observe the candidate's performance as a teacher.
- F. Comments from non-academic industry professionals.

- G. Syllabi, instructional notes, assignments and examinations used in the candidate's courses, as well as student projects that have been edited and critiqued by the candidate.
- H. Special instructional materials developed by the candidate, especially those that are considered innovative in nature.
- I. The candidate's statement of teaching philosophy, teaching aims and self-evaluation of teaching effectiveness.
- J. Teaching awards.
- K. Development/enrichment of new courses or programs.
- L. Evidence that the candidate is using the results of his/her research and/or knowledge in writings or courses that he/she teaches.
- M. Co-curricular activities.

II. Research and Creative Activity

Every faculty member in the School of Communications is expected to contribute to the advancement of the discipline through meaningful research or creative activity, or both, since intellectual pursuit enhances understanding and application of communication in contemporary society. The School of Communications encourages research-oriented and practice-oriented academicians to work together within an environment that nurtures the quality of both groups.

In addition to the traditional scholarly activity of refereed or peer-reviewed academic publishing, the School of Communications values creative, professional and applied work based in research that shows a careful understanding of the discipline, defines key issues well, presents creative insights and advances public understanding and discourse. Making complex ideas understandable to a large audience can be a difficult, demanding task, one that requires not only deep and thorough knowledge of one's field, but keen skills as well.

For professional scholarship, emphasis is placed on meaningful creative works that reach a substantial audience and that enhances the university's reputation. The School accepts as scholarly work creative endeavors and applied scholarship that meet professional and university standards of excellence. This is especially important in evaluating the performance of faculty without doctorates who were hired for their

professional experience and expertise and faculty with Master's and MFA degrees. The quality of scholarship, research and projects performed by an individual can be demonstrated in the form of published works and/or creative products such as documentaries, software development, and articles in professional and trade publications. The School of Communications also recognizes that emerging media technologies may provide additional outlets for scholarly work.

Among items to consider:

- A. Analyses and critical reviews of professional subjects, which are published in professional outlets.
- B. Publication of exceptionally meritorious articles, reviews and commentaries in newspapers or other popular media if they demonstrate high standards in the practice of journalism or the appropriate field, such as public relations, multimedia, video production, etc.
- C. Publication of textbooks or other books in journalism and communication and related fields if the books break new ground and successfully advances concepts, ideas and approaches that transcend ordinary instructional material.
- D. In the case of professional achievement in the graphic-visual arts area and in other professional fields represented in the School of Communications such as multimedia, work of an original nature that advances the state of the art and breaks new ground.
- E. Applied research and creative activity that improves professional practice in communications.
- F. Unpublished writings, including work in progress in traditional and new media.

Evidence of the quality of creative achievements includes: prizes and awards in professionally sponsored competitions; letters or other forms of comments and criticism from those who observe and are qualified to assess the work, and acceptance of creative work for publication or broadcast by professionals in journalism and other fields of communications.

All faculty members should stay in touch with developments in their fields and remain professionally active throughout their professional careers. This emphasis should

entail rigorous measures of professional accomplishment and rigorous professional/peer review.

III. Service:

The School of Communications expects faculty members to make meaningful contributions to its wide range of constituencies. The service component involves contributions to the profession, to the academic discipline, to the University and to the community. Service to the profession offers assistance or knowledge to a communication and/or journalism organization or audience. Service to the discipline includes roles in scholarly associations and academic publications. University service involves advising organizations, student media supervision and contributions to the unit, college and university as a whole. Community service is the use of the faculty member's abilities and expertise for the public good.

Among items to consider:

- A. Statements from knowledgeable persons, such as chairpersons of departments and committees, directors of community organizations, colleagues in relevant disciplines and knowledgeable professionals.
- B. Statements by the candidate.
- C. Statements by students and others who have had the opportunity to observe the candidate performing service.
- D. The conduct of seminars and workshops for professionals, if that work entails teaching professional skills and practices and that work is deemed meritorious.
- E. Receipt of service grants, honors and awards.
- F. Professional contributions through service as an officer, committee chair or other administrative responsibility in appropriate scholarly and professional organizations.
- G. Speeches and other activities that contribute to the discipline.
- H. Serving as a peer reviewer of scholarly and professional works in the discipline.
- G. Public lectures, multimedia presentations and papers delivered at professional meetings.

IV. Procedures

The responsibility for formulating practices and procedures for making recommendations of tenure and promotion within the School of Communications shall be the function of the School's Departmental Personnel Committee (DPC)

Guidelines for the DPC are contained in the *University of Hawaii at Manoa School of Communications Procedures Governing Tenure, Promotion, and Contract Renewal*.

V. Conclusion

This document on tenure and promotion outlines criteria for implementing tenure and promotion procedures set forth in the *University of Hawaii Criteria and Guidelines for Faculty Tenure/Promotion*. The School of Communications is committed to providing a quality education, meaningful scholarship, and beneficial service consistent with the scholarship and practice of present and emerging realities in the fields of communications and journalism.