

GUIDELINES FOR PROMOTION AND TENURE

A. STANDARDS

1. Teaching

Excellence in teaching that can be measured by such factors as satisfactory teaching evaluations, peer evaluations, letters from former students or from others who have knowledge of the candidate's teaching activities, creation of new courses, updating existing courses, supervision of honors and graduate theses, membership on graduate thesis committees, participation in graduate student exams, willingness to teach service courses, participation at educational conventions, workshops and/or clinics, and advising students.

2. Research/Creativity

The School values professional, creative, and scholarly achievements, as well as teaching excellence. During promotion and tenure deliberations, professional, creative and scholarly publications, as well as teaching performance are weighed. For the professional area, the quality of the publications will be gauged by assessing both the content of the published works and the caliber of the publication outlet focusing in particular on its national reputation, audience reach, relevance, and community impacts, as well as level of competitiveness in terms of having stories, feature articles, and/or opinion editorials accepted. Peer-bestowed recognition awards may also be used to evaluate the quality of such works. Professional books will be assessed in a similar manner and subsequent recognition awards and book reviews may also be used in that determination process. When the School's candidate's record is deemed as having earned a nationally recognized reputation for breadth and quality, and as demonstrating a sound teaching record, s/he will then have met the requirement for promotion and tenure to Associate Professor. For the scholarly area, tenure and promotion to associate professor requires a body of peer-reviewed scholarly publications that demonstrates a national reputation based on one book or the equivalent of six articles and a sound teaching record.

3. Service

Dedication to the service mission of the School of Communication that can be measured by such factors as active involvement in departmental, college and university committees, active involvement in departmental or university support activities, participation in student organizations, and service to the profession and community.