

Article V. Performance, Tenure and Promotion Review Policy

Section 1. Objectives of the University and Missions of the School. The general objectives of the University of Idaho are teaching and learning, scholarly and creative activity, and service and outreach (UI Strategic Action Plan 2007-2010). In support of those objectives, and the university's commitment to provide outstanding professional education within a strong undergraduate base in the liberal arts and sciences (UI Vision, Values, and Directions statement) the mission of the School of Journalism and Mass Media includes, but is not limited to:

The JAMM faculty comprises professional practitioners (journalists, public relations and advertising experts, film makers, editors, and production and publishing specialists) and academicians (educators, theorists, and historians). Therefore, the type of scholarly and creative achievement of each will vary greatly. No single set of criteria for effectiveness shall guide and be applied to all faculty uniformly. Their work, on an international, national, regional or local level is important to JAMM because 1) faculty members serve as important role models for students; 2) their activities help develop a strong recruitment base for the program; and 3) these activities support the university's objective and more than any other discipline "make readily available to all people of the state the results of research and the rich heritage of human culture embodied in the arts and sciences."

A faculty member's evaluation shall be based upon his/her effectiveness in three categories of responsibility. The distribution of responsibilities and effective weight given to each of these three categories of responsibility, as well as the combination of evidence within each category, shall correspond with the faculty member's annual position description:

- A. Teaching and Learning:
 - 1. To provide basic, specialized and advanced communication courses, within the liberal arts tradition, for the competencies and conceptual knowledge designed to prepare students for professional careers in the various fields of mass media;
 - 2. To provide course offerings and integrative learning activities that engage students in transformational experiences of discovery, understanding, and global citizenship;
 - 3. To provide effective advising and mentoring.

- B. Scholarly and Creative Activity:
 - 1. To support and encourage excellence in research and scholarship;
 - 2. To support and encourage creative activity in the various fields of mass media;
 - 3. To support interdisciplinary scholarly and creative activity between academic disciplines; between the media and academia; and between academia and community in order to address professional and societal issues through collaboration;
 - 4. To support deeper understanding and improvement of media industries through critique, interpretation, review, or synthesis.

- C. Service, Outreach and Engagement:
 - 1. To maintain a mutually constructive and helpful liaison with mass media professionals;
 - 2. To contribute to improvement of media performance and practices through meaningful participation in academic and professional organizations;
 - 3. To seek out partnering and granting opportunities from internal and external sectors in support of mission and goals;

4. To contribute to university engagement and shared governance, to community service learning, and to service beyond the community.

Section 2. The Review Process and Committee Structure. As required by the Faculty/Staff Handbook (sections 3520 Faculty Tenure, 3560 Faculty Promotions, and 3570 Professional Portfolio), the School's recommendations concerning tenure or promotion will be made by the director after considering the evaluation of the candidate made by all tenured faculty of the School and the tenure recommending committee, in the case of tenure considerations; or all School faculty holding academic rank higher than the candidate, in the case of promotion considerations.

A. Review During Third Full Year of Service

For reviewing a non-tenured faculty member in his or her third year, the director nominates and the faculty confirms a committee composed of two tenured and one non-tenured school faculty members and a student who has taken classes from the candidate. The committee meets, selects its chair, and evaluates the candidate using the criteria in Section III of this document. The committee also requests and gathers input from other school faculty members relating to the candidate's performance. The final written report of the committee, submitted to the director, should clearly indicate the candidate's areas of strength and weakness. The director meets with the faculty member, and a final report is then forwarded by the director to the candidate, and the dean.

B. Tenure Recommendation Committee

The director nominates and the school's tenured faculty confirms a tenure recommendation committee consisting of one tenured and one non tenured faculty member from the school, one tenured faculty member from outside the school, and one student who has taken classes from the candidate. The director shall not be a member of the tenure recommendation committee. Should there be no non-tenured faculty in the school able to serve on the committee, that position will be filled with a tenured faculty member and the faculty member from outside the school will be non-tenured. The committee meets, selects its chair, and evaluates the candidate using the criteria in Section III of this document as its guide. The committee uses the criteria in Section 3520 of the Faculty Staff Handbook and Section 3 of this document in arriving at its recommendations. The committee forwards to the director its recommendations using the prescribed university tenure recommendation form.

C. Promotion Recommendation Committee

The promotion recommendation committee consists of those faculty members in the school holding academic rank higher than that of the candidate. The committee meets, selects its chair, and then considers the qualifications of the candidate for promotion. The committee uses the criteria in Section 3560 of the Faculty/Staff Handbook and Section 3 of this document in arriving at its recommendations. The committee forwards to the director its recommendations using the prescribed university promotion recommendation form.

D. In the case of promotion from assistant to associate professor rank, the committee for tenure and the committee for promotion can be combined at the discretion of the director. In the case of promotion from the rank of associate to full professor, in the event that no faculty member in the School holds a higher rank than the faculty member, members holding higher rank outside of the School may be appointed by the Dean.

Section 3. Criteria for Evaluation for Tenure and Promotion. The missions and objectives of the university and School are more specifically focused in the faculty members' position descriptions. Percentages of time are allocated to the areas of teaching, scholarly and creative activity, advising and mentoring, and service and engagement. The position description

represents a yearly renewable contract between the faculty member and the university. Care should be taken that the position description is a true reflection of the duties to be performed during that year, because all evaluations of the faculty member are based on that description and its allocation of time/effort percentages.

In reaching a summary evaluation or score, the committee and/or director should be certain that the weight given to the different categories (teaching, research and service) matches the percentage allocation on the position description.

As a general rule, all School of Journalism and Mass Media faculty members should be familiar with and consult the Faculty/Staff Handbook regulations for the conduct of the annual review, the three year tenure review, the awarding of tenure, and promotion in rank. A copy of the Faculty/Staff Handbook is available in the main office of the school, the director's office, the university library and the university faculty secretary's office.

Keeping the position description in mind, for the purposes of evaluating faculty members for their annual performance review, three year tenure review, consideration for tenure and promotion, the following areas will be examined by the director of the school and/or the appropriate committee conducting the review:

A. Evidence of excellence in teaching and advising, which may be shown by any combination of the following:

1. Effectiveness in class presentation,
2. Keeping courses up to date, and
3. Mastery of the subject material.

All to be evaluated by one or more of the following:

- a. Self evaluation, reflected in teaching philosophy statement, course description and syllabi, learning outcomes, assessments, and grading criteria;
 - b. Informed judgment of colleagues through peer review of instruction, course syllabi, learning outcomes, and teaching philosophy;
 - c. Qualified student opinion represented by student course evaluations.
4. Development of new courses.
 5. Recent professional improvement that reflects directly on the subjects taught or the ability to teach.
 6. Effective student advising and mentoring, including seeking out opportunities for students to compete for awards or apply for valued internships.
 7. Awards for teaching.
 8. Other teaching-related activities that are specifically assigned in the position description.

B. JAMM expects faculty to engage in ongoing scholarship and research, indicated by active attempts to develop and disseminate original contributions in the areas of discovery, creativity, application, and teaching and learning.

Evidence of Research, Scholarship and/or Creative Activity

As shown by:

1. Publications, creative work, or other scholarly or creative activity that has been peer-reviewed, refereed* or judged, and published, presented, shown, or exhibited.
2. Scholarship of application, including professional writing, editing, advertising or public relations campaigns, directing, design, or production that has been disseminated, distributed, published, or performed for the public.
3. Works of critical commentary, integration, or synthesis published in critical industry publications, such as Columbia Journalism Review and/or American Journalism Review.

4. Research in progress, which in the case of long-term projects can replace the first category as a primary evaluation factor.
5. Presentation of workshops or seminars that disseminate scholarly or creative materials.
6. Other research or creative activities that are specifically assigned in the position description.

*Refereed scholarship refers to a double-blind assessment by an academic peer group.

Evidence of scholarship in teaching and learning

As shown by:

1. Innovative, collaborative and/or updated curricular design;
2. Use of new technologies in the classroom;
3. Interdisciplinary instruction;
4. Professional presentation and/or publication of pedagogical research in refereed journals, monographs, books and/or digital media;
5. Publication of textbooks, or chapters in textbooks.

Evidence of Service, Engagement, and Outreach

As shown by:

1. University or college committee membership;
2. School committee membership;
3. Leadership positions on committees;
4. Advisory positions to student organizations;
5. Leadership in national professional organizations;
6. Invited lectures, workshops, or presentations to publics or audiences;
7. Incorporation of service learning in course work;
8. Professional service to the university or to the community;
9. Leadership in community, state, or national organizations;
10. Other service activities that are specifically assigned in the position description.

C. Evidence of External Peer Review (Optional)

As shown by the resulting reviews obtained by following the procedures outlined in Article IV, Section 4.