

University of Montana  
School of Journalism  
Unit Standards (Revised 2-05-08)

## **Department of Print Journalism**

This document applies to Print Department in the School of Journalism. It should be read and applied in conjunction with the Collective Bargaining Agreement (CBA) between the University Faculty Association and the Montana University System. Unit standards and procedures are established in addition to and consistent with provisions in the current CBA. In the event of omissions or inconsistencies, the terms of the CBA shall be applicable and shall prevail.

### **I. GENERAL STATEMENTS/COMPLIANCE WITH CONTRACT:**

- A. Each faculty member being evaluated should seek and be provided with a copy of the current CBA and these unit standards before the evaluation procedure begins.
- B. Probationary faculty, in particular, should study the CBA sections covering rights of probationary appointments, as well as sections dealing with rank, appointment, reappointment, non-appointment, and credit for probationary service.
- C. Each faculty member is encouraged to read CBA sections pertaining to the "Faculty Evaluation Committee" (FEC), the "Student Evaluation Committee" (SEC) and the review process.
- D. Following a review of evaluations, the department chair will prepare and submit to the Dean an individual recommendation for each faculty member required to be evaluated in the school.
- E. Each faculty member shall sign the recommendations of the FEC, the SEC, the Chairs, and the Dean to signify that the faculty member has read the documents and to attest to the accuracy of supporting documents. The signature does not signify the faculty member's endorsement of the recommendations.
- F. Faculty members should consult the CBA for procedures relative to the evaluation process beyond the FEC and to determine the procedural requirements for appeal.
- G. Students, individually or as committees, may submit their views to FEC or SEC.

- H. The master's degree, or the MFA degree, is the terminal degree in the University of Montana School of Journalism. The doctorate represents an additional accomplishment that is relevant when a faculty member is being considered for retention, tenure, promotion, or merit increment. Extensive professional experience, in lieu of a master's degree, may be taken into account in extraordinary circumstances, to attract a nationally or internationally respected expert. In addition, other degrees or experience may be considered in making special appointments.
- I. At all steps in the evaluation procedure, the documentation on which recommendations are based will be available to the faculty member being evaluated, and the faculty member will have the right to dispute, rebut, modify, or expand on the documentation.
- J. Faculty members shall document their performance, as indicated in the CBA, sufficiently to allow the FEC to make a fair and complete evaluation. Faculty members will be informed in writing if additional documents are sought by the FEC and, if they desire to submit the additional documentation, must do so within ten (10) working days of receipt of the FEC request.
- K. Documentation may include, but not be limited to, the following:
  - 1. Statements bearing on a faculty member's performance, competence, achievements, and reputation regarding teaching, research or creative activity, and service. Among possible sources for such statements are the Dean, other faculty members, staff members, students, media professionals, public officials, and private citizens who may possess relevant information. Unless these statements are provided by the faculty member, the FEC must share them with the faculty member.
  - 2. Evidence of teaching performance and advising, reports of classroom visits by peers, and other comments that reflect teaching effectiveness. (See section IV)
  - 3. Evidence of scholarship or creative activity relevant to the mission of the School of Journalism. (See sections VI)
  - 4. Evidence of public, professional, or university service. (See section V)
  - 5. The CBA requires that all faculty members submit to the Registrar a copy of the syllabus for each course taught. These

syllabi will be included in each faculty member's Individual Performance Record.

## II. PROCEDURES

### A. Individual's Performance Record

By the date specified in the CBA, every member of the Journalism faculty represented by the UFA shall prepare a performance record as outlined in the CBA. The record shall be submitted to the Faculty Evaluation Committee (FEC), then forwarded from the FEC to the appropriate department Chair and then to the Dean. Materials that should be submitted as part of the performance record are outlined in sections IV, V, VI, and VII of this document. However, materials are not restricted to documents included in those sections.

### B. Faculty Evaluation Committee

1. By consensus, the tenure-track members of the School of Journalism faculty for whom the University Faculty Association serves as bargaining representative under the CBA will designate themselves a Faculty Evaluation Committee to make annual recommendations regarding the retention, tenure, promotion, and salary status of each faculty member. One non-voting student member shall be selected for the FEC by the FEC chair.
2. At the beginning of the fall term, the FEC will elect a chair from its members. In the absence of a majority vote for any member, the Dean will appoint a chair.
3. The following rules also apply:
  - a. No adjunct faculty members shall be FEC members.
  - b. A faculty member shall not be present during deliberations or voting pertaining to that faculty member's evaluations. However, faculty members are entitled to meet formally with the FEC, before it votes, to explain any application for salary increases, tenure, or promotion.
  - c. A faculty member unable to be present during the deliberation and voting periods must make arrangements with the chair to vote early.
4. The duties of the FEC chair will be as follows:

- a. The FEC chair will establish and distribute a schedule for the evaluation process in accordance with guidelines provided in the current CBA.
  - b. Faculty members requesting additional information about the process will request such information from the FEC chair.
  - c. The FEC chair may meet with new tenure-track faculty members to discuss and answer questions about the unit standards and the evaluation process.
  - d. The FEC chair will call a meeting of the FEC to discuss performance evaluations of faculty members.
  - e. The FEC chair will prepare the committee's written evaluation for all other faculty members being evaluated. The evaluation of the FEC chair will be prepared by the most recent, prior FEC chair available. The FEC chair will provide an opportunity for all members of the FEC to review draft reports before they are forwarded to the department chair and Dean.
  - f. The FEC chair will send the committee's written evaluations to the department chair and to the Dean in accordance with the schedule specified in the CBA.
  - g. The FEC chair shall include in the written evaluation to the department chair and Dean an assessment of probationary faculty members' progress toward tenure.
5. The FEC will review the performance of each faculty member in accordance with the School of Journalism's mission and standards and will make a recommendation with regard to the following: tenure or retention, where appropriate; salary (less-than-normal, normal or merit increase); and promotion.
  6. The FEC is empowered to seek evidence, where appropriate, of a faculty member's performance from any source for information relevant to the School of Journalism's mission and unit standards. This must be shared with the faculty member, who is then given a chance to respond.
  7. The FEC recommendations will be sent to the department chairs in accordance with the schedule specified in the CBA.

8. Procedures relating to the Faculty Evaluation Committee membership, the application of standards, and the rights of address and appeal of the faculty member being evaluated are covered in the CBA.

#### C. Student Evaluation Committee

1. Each year the Dean will solicit from the faculty nominees for the Student Evaluation Committee. Nominees should represent students majoring in the options of print journalism, photojournalism, broadcast journalism and broadcast production. By Sept. 15, the Dean will select the members of the SEC committee, which shall have no more than (7) students. Also on the SEC will be the chair of the Faculty Evaluation Committee, who will have all rights of full participation on the SEC, with the exception of voting.
2. The SEC shall elect a chair from among the voting members.
3. The committee shall review the teaching and advising effectiveness of the faculty members in the School of Journalism. By no later than Sept. 20, the SEC will have access to course evaluation forms completed by students for courses taught in the academic year(s) for which professors are seeking evaluation. The committee shall review course evaluations and may seek or receive additional relevant evidence from students who have taken courses from or have been advisees of the faculty member being evaluated.
4. The committee shall prepare a written evaluation of the teaching and advising of each faculty member whose performance is being reviewed. Each written evaluation shall be signed by the chair of the SEC, the faculty member being evaluated, the department chair, and the Dean by Oct. 15.
5. The SEC shall neither review the evidence of performance prepared by faculty members for submission to the FEC nor have any responsibility for application of unit standards.

#### D. Department Chairs

1. By Dec. 15, the department chairs shall present the Dean a written evaluation and recommendation for each faculty member

regarding retention, salary increment, promotion and tenure. The chairs' evaluations shall be based on the CBA, the School of Journalism Unit Standards, and the faculty member's performance.

2. The chairs shall provide each faculty member with a copy of the chairs' assessment of the faculty member's performance. Each recommendation shall be signed by the faculty member to attest that the faculty member has read it.

### III. GENERAL CRITERIA FOR INITIAL APPOINTMENT

An educator in the School of Journalism at The University of Montana must have broad knowledge acquired through professional experience in journalism, a commitment to continuing to acquire new knowledge of current practices, competence or promise as a teacher, and an active interest in scholarly research and creative productivity. Those appointed to faculty positions should make themselves familiar with the School's reputation, mission, and goals.

### IV. EVIDENCE OF TEACHING AND ADVISING EFFECTIVENESS

- A. Student evaluation should be conducted for each faculty member and each course taught during the academic year. Each evaluation shall be based on a questionnaire developed by the school.
- B. The advising of students is critical to teaching effectiveness and will be assessed as part of the evaluation process. Advisors are expected to make sure advisees are informed of UM General Education requirements, and pre-professional and graduation requirements, both in the major and those required by the university.
- C. Student readiness to move from one level of journalism instruction to another, as well as student preparedness for internships, graduation and employment in the profession, will be considered when assessing teaching effectiveness.
- D. Any opinions, from current or present students and from faculty, regarding teaching effectiveness must be submitted in writing and presented in a format that allows the faculty member being evaluated a fair opportunity to confirm, comment on, or rebut the opinions. The process for submission of written statements should be conducted in such a way as to guarantee anonymity to students and probationary and adjunct faculty.

- E. Evidence of superior performance by a faculty member's students that is a direct result of a project directed by the faculty member, if made available by the faculty member being evaluated, shall be taken into account. Evidence may include student success in winning awards in state, regional, or national competitions.
- F. Teaching awards at any level shall also figure in the assessment.

#### V. EVIDENCE OF UNIVERSITY SERVICE

- A. "University service" is defined as service to the department, the school, the university, various local and state communities, and to the profession of journalism.
- B. Active participation in professional organizations affiliated with the school's mission, serving on committees or as an officer, judging professional contests, or conducting specialized training, will be taken into account.
- C. Participation in or leadership of panel discussions, debates, or community discussions, either on or off campus, will be taken into account.
- D. Particular weight will be given to service related to establishing and maintaining strong ties with the journalism communities in the state and region.
- E. Volunteer consulting that has direct and productive bearing on personal professional growth and the enhancement of teaching, service, scholarship, or creative activity may also be considered as university service. Paid consulting will be considered as professional activity.
- F. Other evidence not articulated herein may be submitted.

#### VI. EVIDENCE OF ACHIEVEMENT IN SCHOLARSHIP OR CREATIVE ACTIVITY.

- A. In the School of Journalism, scholarship or creative activity include, but are not limited to, the following:
  - 1. The publication\* of books or articles for reputable publishing houses, journals, magazines, newspapers, Web sites or monographs.

2. Public exhibition of photographs, displayed by reputable galleries or organizations.
3. Design and editing of traditional books, magazines, newspapers, and journals, or their on-line, multimedia equivalents.
4. Photojournalism published in reputable books, magazines, newspapers and journals, or their on-line, multimedia equivalents.
5. Major production role(s) such as executive producer, producer, director, writer, researcher, reporter, photographer, or editor on a broadcast or non-broadcast audio, video or on-line documentary, program, or newscast.
6. Creation, design, editing, writing, photography and/or reporting for on-line, CD/DVD, other new media or any non-traditional broadcast or non-traditional publishing content provider.
7. Papers presented at professional meetings, especially papers that presage publication or stand to enhance a faculty member's productivity as a teacher and scholar.
8. Participation on panels at scholarly meetings on subjects related to the faculty members' research or creative activity.
9. Grants received that contribute to a faculty member's teaching, service, research, or creative activity or that assist the school generally in improving these areas.
10. Awards, citations, invitations, reviews, and testimonials or other indications of achievement or recognition.
11. Scholarly research in the fields of journalism or mass communications.

(\*Given the lag time between acceptance and publication or broadcast of scholarship or creative activity, firm acceptance of submitted material to an editor or producer of a reputable press, journal, review, magazine, newspaper, network, or production company shall constitute evidence of achievement. Firm acceptance is written or contractual agreement of intent to publish/broadcast a faculty member's work.)

- B. In assessing the quality of scholarship and creative activity, the Faculty Evaluation Committee may consider the following:



1. The intent of the work and its relation to the profession.
2. The extent of the faculty member's participation or involvement in the activity.
3. Evidence of originality or innovation.
4. Evidence that the methodology was appropriate.
5. Letters, reviews, critiques, and other appropriate public assessments of the quality and significance of the work.
6. Evidence that the work prompted consequences beyond its publication, broadcast or exhibition (i.e., a journalistic work that leads to public improvements, investigations, etc.)
7. The size of the audience exposed to the work; however, quality of the work itself shall be considered more important than the number of people who see it.

## VIII. FACULTY ADVANCEMENT

### A. Promotions

1. Instructor to assistant professor: The School of Journalism does not hire at the rank of instructor.
2. Assistant professor to associate professor:
  - a. Usually, the master's degree and four years of full-time service in rank are minimum requirements, with application being made during the fourth year in rank.
  - b. Recommendations are based on evidence of teaching effectiveness and progressively greater productivity and versatility. Because the mission of a professional journalism school is to train competent and conscientious reporters, writers, editors, broadcasters, and photojournalists, teaching effectiveness is especially critical to each step in the promotion process. Evidence of teaching and advising effectiveness is drawn from the process outlined in the section dealing with evaluation procedures. (Section IV.)

- c. University and professional service are defined in Section V. Applicants for promotion should have clearly established records of university and professional service within the spectrum as outlined in the section.
  - d. Scholarship and creative activity are defined in Section VI. Strong evidence of accomplishments within these areas is necessary to justify promotion.
  - e. Exceptional academic and professional accomplishment justifies extra consideration. Faculty members who earn doctorates in fields that have direct bearing on their academic assignments and professionals who bring especially distinguished careers to the classroom will receive such consideration.
3. Associate to full professor:
- a. Promotion embraces all of the requirements for satisfactory performance defined above and at least five years in rank as an associate professor. Application can be made during the fifth year in rank.
  - b. In addition, the character of the faculty member's service as an associate professor shall be such that there is a clear demonstration of professional growth and an increasingly valuable contribution to the School of Journalism and the University.
  - c. No faculty member may be promoted to the rank of full professor on the basis of teaching and service alone. Scholarship and creative activity shall be recognized according to the definition set forth in Section VI.

## B. Salary determination

1. Merit award: Above normal performance in at least two (2) of the three (3) areas: teaching, research/creative activity, or public service; or outstanding performance or special recognition in at least one (1) of these areas and normal or above normal performance in the remaining area or areas of assigned duties. Above normal can include evidence of student recognition from class projects, awards as a direct result of class work, or other

evidence of student achievement. Outstanding performance can include national awards or recognition for the faculty member or for students whose work was produced directly as a result of a class project.

2. Normal increment: The performance of faculty members will generally be evaluated as normal. They will be expected to grow in value to the institution through continued acceptable teaching, scholarship, and service, and for that they will be rewarded with a normal increment to their salary.
3. Less-than-normal increment: Either the absence of performance or poor performance of assigned responsibilities within the scope of a faculty member's employment may constitute grounds for a less-than-normal increment.

### C. Tenure

1. At the time of appointment or reappointment, each faculty member shall be provided by the employer with a written agreement that specifies rank, salary, and other terms and conditions of employment.
2. For additional information regarding tenure, see the CBA. Any probationary (tenure track) faculty member who has not attained tenure by the completion of the seventh year of credited employment will be given notice and placed on a one-year non-renewable contract: In no case may a faculty member serve in a probationary position beyond the eighth year of creditable service. Exception shall be made for new faculty being credited with six or more years of creditable service, who shall, at the faculty member's discretion, be entitled to up to two years of service at The University of Montana before applying for tenure and will be given notice and placed on a non-renewable contract if the faculty member has not attained tenure during the three-year period stipulated in the CBA.
3. Faculty members eligible for tenure are responsible for initiating the application process. The application shall include the following:
  - a. Evidence of achievement in teaching, scholarship, or creative activity, and service (as described in sections IV, V and VI) performed during the probationary period.

- b. A vita, including background and awards and the applicant's scholarship or creative works.
- c. Evidence of achievement and/or progress toward recognition beyond The University of Montana.
- d. Any other information the applicant deems relevant to professional development, competence, performance, or reputation.

#### D. AWARD OF TENURE

1. Eligibility for application for tenure is defined in the CBA, Article 9.310.
2. In evaluating suitability for tenure, the Faculty Evaluation Committee shall consider not only applicants' cumulative achievements in teaching, service, and scholarship or creative activity (as specifically outlined in sections IV, V and VI), but also their potential for growth to the standard expected for promotion to full professor.

#### E. RIGHTS OF NONTENURABLE APPOINTEES

1. Nontenurable faculty may participate in school and departmental governance, including the attending of faculty meetings, voting on unit matters and serving on unit committees.
2. Nontenurable faculty may not participate in the annual evaluation of other faculty.
3. The workload of part-time nontenurable faculty will be related primarily to teaching, with limited service and research responsibilities.
4. Evaluation of nontenurable faculty will follow the same procedures as evaluation of tenurable faculty, with consideration given to the differential apportionment of workload.
5. This articulation of rights and responsibilities of nontenurable faculty is consistent with University Policy 143.0.