

**GUIDELINES
PROMOTION AND TENURE**

**POLICIES OF THE FACULTY OF THE
COLLEGE OF JOURNALISM AND MASS COMMUNICATIONS
UNIVERSITY OF NEBRASKA-LINCOLN**

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PREFACE

This statement represents an adaptation of many existing policies and procedures to the new administrative position of the School of Journalism as an independent unit with the rights and privileges of a college. (1979)

Adjustments to this document have been made so that it is in compliance with the University of Nebraska-Lincoln Guidelines for the Evaluation of Faculty, Annual Evaluations and Tenure. (1989). The combination of the campus guidelines, reproduced in the faculty handbook, and these journalism guidelines together provide the basic evaluation information. The campus document contains the basic principles that apply to everyone. The journalism document enlarges upon those principles and provides detail that applies more specifically to the College of Journalism and Mass Communications, but remains within the campus guidelines. Therefore, any faculty member using these college guidelines also must use the campus guidelines. Alone, neither document provides complete information.

TABLE OF CONTENTS

STATEMENT OF THE FACULTY POLICIES	3
I. TEACHING	3
I.1 Teaching Ratings	3
II. SERVICE	4
II.1 Service Evidence	4
II.2 Recognized Service Organizations	5
III. PROFESSIONAL/SCHOLARLY PRODUCTION	6
III.1 Approved Example	6
III.2 Referees	6
IV. OTHER CONTRIBUTIONS	7
IV.1 Advising	7
IV.2 Administration	7
IV.3 Curriculum Development	7
IV.4 Flexibility	8
IV.5 Graduate	8
PROCEDURES	9
V. NOTIFICATION	10
V.1 Notification-Individual	10
V.2 Notification Responsibility	10
VI. NOMINATIONS	10
V.1 Nominations for Promotion	10
V.2 Nominations for Tenure	11
VII. VOTING	11
VII.1 Sequences	11
VII.2 College	11
VIII. ADMINISTRATIVE RESPONSIBILITIES	12
VIII.1 Sequence Chair	12
VIII.2 Dean	13
IX. RESPONSIBILITY OF THE CANDIDATE	14
X. TIME	14
X.1 Sequence Nomination	14
X.2 College Nomination	14
X.3 Individual Waiver of Time Requirements	14
X.4 Committee Waiver of Time Requirements	15
X.5 Dual Schedules	15
XI. OTHER CONSIDERATIONS	15
XI.1 Oral Evidence	15
XI.2 Removal	15

STATEMENT OF THE FACULTY POLICIES

The members of the faculty of the University of Nebraska-Lincoln College of Journalism and Mass Communications believe that candidates for promotion and/or tenure must provide substantial evidence of excellent teaching and significant media service/research and scholarly/professional production.

The campus evaluation and guidelines recognize the differences in emphasis among the faculty positions. The guidelines also provide for letters of offer that spell out mutually agreed upon differences in apportionment and appropriate expectations for future faculty evaluations. The College of Journalism and Mass Communications faculty agrees with that philosophy and describes in these College guidelines some of the differences in emphasis that apply to the College of Journalism and Mass Communication. The Journalism faculty also acknowledges and agrees with the campus guideline statement that provides possible adjustment in emphasis during a faculty member's career.

I. TEACHING

The members of the faculty agree that the first priority of the College of Journalism and Mass Communication is teaching. As a professional college which must produce successful practitioners, the College of Journalism and Mass Communications must be composed of teachers who maintain "very good" to "excellent" teaching records.

I.1 Teaching Ratings

Teaching ratings are compiled from student course evaluations, written alumni evaluations and written faculty, media professionals and/or administrative observations. The individual faculty member must provide a teaching portfolio and may provide additional evidence he or she believes to be relevant.

II. SERVICE

The members of the faculty of the College of Journalism and Mass Communications recognize the responsibility of service to the media, to the campus, to the citizens of Nebraska, and to the regional and national journalism and mass communications organizations. The College of Journalism and Mass Communication faculty members define service as professional/media participation and leadership in campus, regional and national academic organizations.

II.1 Service Evidence

Candidates for promotion and/or tenure in the College of Journalism and Mass Communication are expected to provide evidence of participation and leadership responsibility in media, professional and academic organizations which are recognized in Nebraska or on a regional or national basis by a substantial number of eligible participants. A list of recognized organizations is included in this section, but candidates also may offer participation/leadership in organizations which are not included.

Membership in one of the organizations is viewed as a positive expression, but does not necessarily indicate important recognition. Such recognition ordinarily means election to an office or to a board of directors of an organization and/or appointment to an important committee. A candidate for promotion and/or tenure is encouraged to provide evidence of his/her professional contributions in the form of letters or other written statements from appropriate leaders of the organizations.

II.2 Recognized Service Organizations

The members of the College of Journalism and Mass Communications faculty recognize professional contributions to organizations such as:

Accrediting Council on Education in Journalism and Mass Communications
Advertising Education Foundation
Alpha Epsilon Rho
American Academy of Advertising
American Advertising Federation
American Copy Editors Society
American Marketing Association
American News Reporters
American Film Institute
American Women in Radio and Television
Associated Business Publications
Associated Press Broadcasters Association
Associated Press Broadcasters Association of Nebraska
Associated Press Managing Editors
Associated Press Managing Editors of Nebraska
Association for Education in Journalism and Mass Communication
Association of Schools of Journalism and Mass Communication
American Newspaper Publishers Association
Broadcast Education Association
Inland Daily Press Association
Inter-American Press Association
International Communication Association
International Press Institute
Investigative Reporters and Editors
Kappa Tau Alpha
Lincoln Advertising Federation
Magazine Publishers Association
National Association of Broadcasters
National Association of Educational Broadcasters
National Association of Science Writers
Nebraska Broadcasters Association
Nebraska Broadcast News Association
National Cable Television Association
National Federation of Press Women
National Press Photographers Association
Nebraska Press Association
Nebraska Press Women
Newspaper Association of America
Northwest Broadcast News Association
Public Relations Society of America
Radio and Television News Directors Association
Society of Professional Journalists/Sigma Delta Chi
Society of Environmental Journalists
University Film/Video Association

III. PROFESSIONAL/SCHOLARLY PRODUCTION

The members of the faculty of the College of Journalism and Mass Communication encourage high quality writing/production. Candidates for promotion and/or tenure should be prepared to provide evidence of research and/or scholarly professional production.

III.1 Approved Example

Professional and/or scholarly awards, published writing, publications edited, radio productions, television productions, electronic media presentations for public audiences, advertisements and advertising campaigns, motion picture films, audio and video documentaries, published photographs, and other professional examples may be offered.

III.2 Referees

The College of Journalism and Mass Communications faculty members recognize the validity of refereed publications and papers, but do not abrogate responsibilities to referees. The faculty believes that special referees may be chosen, with the concurrence of the candidate, to help determine the quality of professional/scholarly production. (For example, an outside judge may be asked to review as yet unpublished manuscripts.)

The faculty emphasizes the need for significant contributions. Quality is essential.

IV. OTHER CONTRIBUTIONS

IV.1 Advising

The College of Journalism and Mass Communication faculty recognizes the importance of good advising which helps students not only with the academic preparation, but also with internships and placement. Evidence of good advising normally comes with student evaluations and alumni evaluations.

IV.2 Administration

The College of Journalism and Mass Communication faculty believes that professors who accept administrative responsibility (and by definition eliminate time that might be devoted to teaching, research or service) should receive credit toward promotion and/or tenure based on the evaluation of the quality of the administrative duties. Evidence of the quality of the administrative work usually comes from written statements by other administrative officers of the College of Journalism and Mass Communications and/or from those faculty or staff members who are directly affected by the administrative jurisdiction.

IV.3 Curriculum Development

The College of Journalism and Mass Communications faculty recognizes efforts of faculty members who contribute to the improvement of the curriculum through the development of appropriate coursework or the improvement of curriculum. Evidence of these efforts normally can be found in the reports of the curriculum committee.

IV.4 Flexibility

Faculty flexibility and a broad range of faculty credentials are considered major strengths in the College of Journalism and Mass Communications. Both the graduate and undergraduate curricula are designed to take advantage of these strengths, therefore, the College faculty encourages candidates for promotion and/or tenure to teach many different departmental courses as well as the core courses (which are required for all majors in the College of Journalism and Mass Communications). This flexibility also is desirable in order to maintain a good faculty to student ratio when enrollments fluctuate.

IV.5 Graduate

The College of Journalism and Mass Communications faculty encourage candidates for promotion and/or tenure to teach graduate coursework and/or to work with graduate students on major professional projects or on the theses. Ability and willingness to participate in the coursework or as a project or thesis adviser should be offered for consideration for promotion and/or tenure. Some of this evidence may include the projects or theses which were directed.

PROCEDURES

V. NOTIFICATION

V.1 Notification-Individual

The members of the faculty of the College of Journalism and Mass Communications believe that it is essential to publish a calendar for each academic year so that all potential candidates for promotion and/or tenure may have sufficient time to prepare appropriate materials.

The College of Journalism and Mass Communications faculty recognizes that members of the faculty who must face a tenure vote deserve additional notification. Therefore, the College of Journalism and Mass Communications faculty agrees that individuals who must be considered for tenure should be notified in writing at least one calendar year before the vote of any appropriate committee. This notification also should be provided, in writing, to any tenured faculty member who might be eligible to vote on the case.

V.2 Notification Responsibility

Tenure notification must be the responsibility of the Dean of the College of Journalism and Mass Communications in cooperation with the appropriate sequence head.

VI. NOMINATIONS

VI.1 Nominations for Promotion

The faculty of the College of Journalism and Mass Communications recognizes that an individual faculty member may nominate himself/herself for promotion. The faculty member also may be nominated by any other member of his or her sequence who holds the rank at issue or a higher rank.

VI.2 Nominations for Tenure

The faculty of the College of Journalism and Mass Communications recognizes that an individual faculty member may nominate himself/herself for tenure. The faculty member also may be nominated by any other tenured member of his/her sequence. The College of Journalism and Mass Communications faculty realizes, however, that tenure consideration is usually limited to the sixth year with the tenure appointment, if approved, to take effect in the seventh year. Only extraordinary circumstances warrant early nominations for tenure.

VIII. VOTING

The members of the faculty of the College of Journalism and Mass Communications accept the responsibility of careful scrutiny of all nominations for promotion and/or tenure. The faculty agrees on the following voting procedure:

VII.1 Sequences (Advertising, Broadcasting, News-Editorial)

Promotion

All full-time faculty members who hold the rank at issue or higher rank accept the responsibility to vote on nominations for promotion.

Tenure

All full-time faculty members who have tenure accept the responsibility to vote on nominations for tenure.

VII.2 College

Promotion

Full-time faculty members from all sequences in the College who hold the rank at issue or higher rank and who are members of the college promotion and tenure committee accept the responsibility to vote on nominations for promotions.

Tenure

Full-time faculty members from all sequences in the College who are tenured and who are members of the college promotion and tenure committee accept that responsibility to vote on nominations for tenure.

The College of Journalism and Mass Communications Promotion and Tenure Committee consists of four tenured faculty members elected each year by vote of the tenured faculty, and the sequence heads and the director of graduate studies.

Administrators' Votes

At the sequence level, heads do not vote as committee members, but can be asked to attend the committee meeting. The sequence heads make their decisions and submit them in writing to the dean after the committee members have submitted their decision in writing to the sequence head. This eliminates the need for the sequence head to vote at the college promotion and tenure meeting.

At the college level, the dean does not vote as a committee member and does not attend the committee meeting. The dean's decision is submitted in writing to the Senior Vice Chancellor for Academic Affairs.

VIII. ADMINISTRATIVE RESPONSIBILITIES

VIII.1 Sequence Chair

College of Journalism and Mass Communications faculty agrees that it should be the responsibility of the appropriate sequence head to convene the appropriate faculty members to vote on promotion and/or tenure nominations within the time specified by the University of Nebraska system officials, University of Nebraska-Lincoln administrators and the Dean of the College of Journalism and Mass Communications. The faculty also believes that it is the responsibility of the appropriate sequence head to (1) notify the candidate of the vote of the sequence faculty and the sequence head in writing and (2) to

notify the Dean of the College of Journalism and Mass Communications of the vote in writing as soon as possible. In no case should notification take place more than two business days after the vote. The faculty member agrees that the sequence head's administrative responsibility to review the promotion or tenure recommendations eliminates the need for the sequence head to vote at the departmental promotion and tenure meeting.

VIII.2 Dean

The College of Journalism and Mass Communications faculty recognizes the responsibility of the Dean to convene the appropriate faculty members to vote on nominations for promotion and/or tenure within times specified by University of Nebraska administrators. The faculty notes the need to notify the faculty member in writing of this vote as soon as possible and believes that no more than two business days should pass before notification.

The members of the faculty recognize that a tenured faculty member selected by members of the Promotion and Tenure Committee should be the presiding officer at College of Journalism and Mass Communications promotion and/or tenure meetings. The faculty members agree that the dean's administrative responsibility to review the promotion and/or tenure recommendations of the faculty eliminates the need for the dean to attend the Promotion and Tenure Committee meetings or to vote at College of Journalism and Mass Communications promotion and/or tenure meetings.

IX. RESPONSIBILITY OF THE CANDIDATE

The members of the faculty of the College of Journalism and Mass Communications require the candidate to prepare, with the aid of appropriate staff, all of the materials and documentation which is to be presented to the members of the voting committee(s)

X. TIME

X.1 Sequence Nomination

Nomination for promotion in rank will be submitted to the appropriate sequence head at a date specified by University of Nebraska administrators but no later than December 1st. The materials will be available to the appropriate sequence faculty members for at least a period of five business days. The candidate will have a minimum of ten business days after the vote to appeal for reconsideration.

X.2 College Nomination

Results of the sequence vote related to promotion in rank must be submitted to the dean of the College of Journalism and Mass Communications no later than fifteen business days after the vote. Faculty members who are eligible to vote at the College level may have five business days to examine the materials including the report of the sequence committee.

X.3 Individual Waiver of Time Requirements

College of Journalism and Mass Communications time requirements may be waived by the individual faculty members if they submit a written statement to the departmental chair and to the dean.

X.4 Committee Waiver of Time Requirements

Committee members may waive the five business days at the sequence or college level by making an announcement at the first meeting of the college for that academic year.

X.5 Dual Schedules

In cases in which the faculty member has been nominated for both tenure and for promotion in rank the earliest applicable deadlines apply to both considerations.

XI. OTHER CONSIDERATIONS

XI.1 Oral Evidence

The College of Journalism and Mass Communications faculty understands that some important contributions may be offered by individuals who are unable to provide written evidence. In these instances, along with the identity of the source, a written summary of the comments must be compiled by the individual who received the information and must be placed in the candidate's file. The name of the person who wrote the summary must be included and that person must sign and date the summary.

XI.2 Removal

No material may be removed from a candidate's file without the written permission of the candidate. The written permission must be given to the appropriate sequence head and the dean.

Advice about long-term preparation for annual review

Begin immediately to compile information in your activity report and add to it regularly.

Begin immediately to save teaching evaluations from each semester.

Begin immediately to save evidence of research and service.

After you have taught no more than two semesters, write a two-page philosophy of teaching, another for research and another for service. Continue to revise and add to these as you gain more experience.

Advice for preparing your materials for review

Do's	Don'ts
<ul style="list-style-type: none">• Refer to the P&T Guidelines to determine what materials should be included in the file.• Find a mentor to work with you when preparing a file.• Adhere to deadlines (Monday after Thanksgiving).• Participate in Peer Review of Teaching Project.• Provide analysis and evidence of the "three-legged stool" (teaching effectiveness, research & scholarly activities, and service to the campus, college, the university, the community, state, and national levels, as well as the profession).• Double-check facts.• Proofread your submissions.• Provide acceptance rates for juried work.• Specify role in collaborative ventures.	<ul style="list-style-type: none">• Don't list anything that you don't have evidence to support.• Don't list course packets as book chapters or publication.• Don't use student work as evidence of your scholarly or creative contributions. (Use only to show teaching effectiveness.)

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