

University of North Texas

Frank W. and Sue Mayborn
SCHOOL OF JOURNALISM

PROMOTION and TENURE Guidelines

Approved by faculty vote July 2, 2010

Introduction

According to the University of North Texas (UNT) Policy Manual (15.0.4.00000), “The granting of tenure requires excellence in the functions of teaching, scholarly/creative activities, and professional service.”

The following guidelines are designed to assist in the assessment of the qualifications of faculty members for continuing probationary appointment, tenure, promotion, and merit increases in the Frank W. and Sue Mayborn School of Journalism and the Frank W. Mayborn Graduate Institute. These guidelines also apply, when appropriate, to UNT’s policy for all levels of full-time lecturer positions.

Guidelines for Evaluating Teaching

The Mayborn School, the Mayborn Graduate Institute and UNT expect that each faculty member will demonstrate superior capabilities as a teacher. Strength in other functions will not compensate for indifferent teaching, although it is recognized that a new teacher may at first display a somewhat irregular pattern of performance, depending on the person’s prior experience and subject expertise.

For continuing appointment, the full-time faculty member should demonstrate sufficient strength in the classroom to indicate potential for consistent, superior teaching. There should also be evidence that the faculty member is capable of developing needed curricular materials, organizing and presenting course content effectively, working competently and harmoniously with students, faculty and staff, and showing promise for supervising research efforts of both graduate and undergraduate students.

For consideration for the award of tenure, the faculty member should — in addition to demonstrating consistent, superior teaching — demonstrate an ability to revise course content and/or develop new courses appropriate to Mayborn School and Mayborn Graduate Institute programs, participate in curricular discussions as an effective colleague, work cooperatively with a variety of constituents, and stimulate student outreach, research and investigation. Since at UNT the decision concerning award of tenure is, except in unusual cases, made concurrently with a recommendation for promotion, the qualifications required for promotion to the rank of Associate Professor will normally be the same as those required for the award of tenure.

For promotion to the rank of Professor, the teaching record of the faculty member should continue to evidence all of the characteristics that made that person previously eligible for tenure and, in addition, indicate that the faculty member has been improving his/her teaching and mentoring skills since the time that tenure was awarded.

Sources of Evidence. The following documentation shall serve as the basis for evaluating the teaching function of a faculty member in the Mayborn School and the Mayborn Graduate Institute:

1. Curriculum vita, showing educational and experiential preparation for teaching in assigned areas and documenting appropriate continuing education experiences.
2. Course files, including syllabi and/or materials indicating the objectives of each course, the organizational structure, assignments, bibliography, examinations and assessment tools used in each course.
3. Records of evaluations submitted by students in each course, as gathered and summarized by the Mayborn School and the Mayborn Graduate Institute staff.
4. Statements concerning numbers of interns, graduate assistants and research projects supervised, usually drawn from the faculty member's annual update.
5. Personal Affairs Committee statements showing the annual evaluation of the faculty member in terms of teaching and related activities.
6. Additional statements submitted by students or alumni relating to the teaching and advising abilities of the faculty member.
7. For tenure and/or promotion, letters from five outside evaluators may comment on the faculty member's contributions to teaching, if possible. It should be noted that the five outside evaluators will be asked also to review the candidate's contributions in two other areas, namely, (a) scholarly, creative, and professional activities and (b) service.

To be considered for tenure/promotion: A faculty member is required, as a minimum, to achieve the first two primary items and the first secondary item in the *Annual Faculty Evaluation Policies and Criteria* adopted unanimously by the journalism faculty on Oct. 2, 2006, and revised unanimously by the journalism faculty on May 8, 2007.

Primary

- Fulfill teaching load as specified in professional manner (e.g., meeting and being on time for classes, returning work in a timely manner)
- Score on student evaluations within plus or minus two standard deviations of the faculty mean (1 point for each semester)

Secondary

- Receive an acceptable evaluation at least once a semester by a member of the PAC (for tenure-track faculty and full-time faculty on continuing appointments)

Guidelines for Evaluating Scholarly, Creative, and Professional Activities

The Mayborn School, the Mayborn Graduate Institute and UNT expect that each faculty member will demonstrate continuing growth and development through research or writing or other creative activities and through participation in professional activities appropriate to the many disciplines within journalism. Effective teaching, while desirable in every faculty member, will not compensate for a lack of scholarly or professional accomplishments manifesting the individual's continuing professional growth and development. In the Mayborn School and the Mayborn Graduate Institute, a faculty member is expected to demonstrate at least basic professional and creative activity during his or her career in three areas: research, publication, and professional participation.

The following *Criteria for Professional and Creative Activity* was approved April 18, 1984, while the journalism program was a member of the College of Arts and Sciences to meet the standards set by the program's national accrediting council — Accreditation Council on Education for Journalism and Mass Communication (ACEJMC). Its core values remain the basis for evaluating the three areas of research, publication and professional participation:

Criteria for Professional and Creative Activity

Approved April 18, 1984

To strengthen the teaching of professional practice, several professional organizations have urged colleges and schools of journalism and mass communication to adhere to tenure and promotion rules and procedures that fully recognize the importance of continuing professional achievement in the field.

In particular, outstanding professional activity should be considered an alternative to scholarly research and publication as a criterion, along with teaching ability and service, in tenure and promotion decisions at institutions that emphasize both professional practice and scholarly research.

This professional option should entail the rigorous measurement of professional accomplishment. The Mayborn School of Journalism and the Mayborn Graduate Institute accept these recommendations and have adopted them to apply to the professional fields of study in the program.

In judging a faculty member's productivity and quality of that work for tenure and promotion, the following will be considered such evidence as these:

- Analyses and critical reviews of professional topics, published in journalism reviews and professional publications (see APPENDIX);
- Exceptional meritorious articles, reviews, and commentaries on other topics, published in mass media or other popular media if they demonstrate high standards in the practice of journalism;
- The conduct of seminars and workshops for professional journalists if that work entails

teaching professional skills and practice and is deemed meritorious;

- Meritorious work of a demanding nature in professional positions with the news and strategic communications organizations, and other professional organizations in a full-time or part-time capacity. Such work should demonstrably enhance the faculty member's teaching. It could include the application of professional expertise in planning and counseling activities with such organizations;
- Publication of chapters or complete textbooks or other books in journalism, mass communication or areas related to one's academic specialty;
- Work of an original nature that advances the state of the art in any of the professional fields represented on the faculty of the Mayborn School and the Mayborn Graduate Institute.
- Consistent and outstanding achievement in private, industry and governmental fundraising for academic and professional activities, national and international outreach and academic leadership in furthering the strategic plans of the university and the Mayborn School and the Mayborn Graduate Institute.

In applying such criteria, the Mayborn School and the Mayborn Graduate Institute must make measures and requirements as clear as possible to those who enter this tenure option or seek promotion on the basis of continuing professional achievement.

Professionals, upon entering academic life, are to have a clearly specified set of criteria placed before them to indicate how tenure and promotion can be accomplished in a specified amount of time.

We further believe that, when hired, faculty members with substantial professional experience should be given appropriate credit in rank and salary. This, we believe, would eliminate many misunderstandings in the present system in which post hoc credit for professional experience often is not given.

For continuing appointment, the full-time faculty member should demonstrate sufficient strength in the areas of research/publication, professional activities and service to indicate a pattern of commitment to growth in these areas. Although the initial annual reviews of the faculty member may occur too quickly for a substantial publication record to be amassed, it is expected that each person will develop appropriate research/publication proposals and show evidence of research/publication progress during the probationary period. It is further expected that a faculty member's research will give promise of leading to publication in a recognized mass media publication, a scholarly journal or a publication related to one's academic specialty. The faculty member should demonstrate professional interest by joining and becoming active in professional organizations or groups appropriate to his/her area(s) of specialty.

The faculty member's research record should demonstrate continued productivity in areas appropriate to the faculty member's expertise and teaching responsibilities.

The following documentation shall serve as the basis for evaluating the research, publication, and professional activities of a faculty member in the Mayborn School and the Mayborn Graduate Institute.

1. List of research projects undertaken and completed, describing title or topic, method used, funding (if any), and brief summary of results for each.
2. List of academic activities that demonstrate a contribution to the discipline, such as international initiatives, creative academic originality, grant writing and fundraising efforts, consulting that demonstrates excellence in the field, and other similar evidence of creative contributions.
3. List of publications, showing title, date, where published, and specifying those considered to be of major importance. For consistence, references should be American Psychological Association (APA) style manual (5th or 6th edition) or The Chicago Manual of Style (15th edition).
4. List of memberships in professional associations, specifying offices and/or committee appointments held and dates of election or appointment to each.
5. Copies of research reports, creative efforts, and other professional contributions appropriate to the faculty member's areas of expertise.
6. Other documentation associated with this function, e.g., letters of commendation, honors received.
7. For tenure and/or promotion, comments from the five outside evaluators concerning the faculty member's contributions to scholarly, creative, and professional activities.

To be considered for tenure/promotion: A faculty member is required, as a minimum, to achieve on average the following items in the *Annual Faculty Evaluation Policies and Criteria* adopted unanimously by the journalism faculty on Oct. 2, 2006, and revised unanimously by the journalism faculty on May 8, 2007.

Primary

- One published work or demonstrated evidence of significant work in progress

Primary/Secondary

- Plus one other primary achievement or two secondary achievements in another area.

For promotion to the rank of Professor, the faculty member's professional record should show strength beyond what was offered for tenure by demonstrating continued productivity in areas appropriate to the faculty member's expertise and teaching responsibilities; major contributions to the field of journalism education, including but not limited to, demonstrated academic leadership in research/creative activities, innovative curricular design and/or consultation work that leads to significant advancement of journalism education. A faculty member may also demonstrate a record of outstanding contributions to sustainable

journalism education, including work that leads to national and international prominence for the academic unit.

Guidelines for Evaluating Service

Service to the Mayborn School, the Mayborn Graduate Institute and to UNT is expected of all faculty members in developing and implementing the instructional program. Exceptional service that leads to major outcomes that further the academic enterprise may be a factor for recommending continuing appointment, the award of tenure, or promotion. Service to the communities appropriate to the faculty member's area of expertise will be considered in recommending continuing appointments, awards of tenure, and promotions. However, it should be recognized that it is often difficult to differentiate between professional activities on the local level and community service activities in the field of journalism. In case of doubt as to whether the activity should be credited as professional or community, it will be considered a professional activity.

For continuing appointment, the full-time faculty member should at a minimum give evidence of having attended and participated regularly in faculty meetings and meetings of those Mayborn School and the Mayborn Graduate Institute committees to which he/she is elected or appointed. The faculty member may also provide documentation concerning service to UNT (e.g., appointment or election to a UNT committee or organization) and community service activities associated with the field of journalism.

For consideration for the award of tenure, the faculty member should — in addition to meeting the criteria for continuing appointment — show evidence of consistent and valuable contributions not only to the Mayborn School and the Mayborn Graduate Institute faculty meetings and committees, but also to other UNT units or organizations. Appropriate contributions to community activities in the area of journalism (e.g., service on a local board), providing continuing education or in-service training activities for local, regional or national/international organizations will strengthen the case for recommending tenure and promotion, including promotion to Professor.

For promotion to the rank of Professor, the faculty member should maintain continued strength in the service function, both as a participating member of the Mayborn School, the Mayborn Graduate Institute and UNT and as a contributor to journalism activities in the local, regional or national/international communities. Once having achieved tenure and promotion, the faculty member who seeks promotion to Professor should increase service activities that will demonstrate leadership in making outstanding contributions to his or her academic unit and, as much as possible, outside the unit to contribute to the reputation and stature of the unit.

Sources of Evidence. The following documentation shall serve as the basis for evaluating the service function of a faculty member in the Mayborn School and the Mayborn Graduate Institute:

1. Annual updates, showing service on the Mayborn School and the Mayborn Graduate Institute committees and University bodies, with specification of each office or appointment and date(s).
2. List of community service activities (differentiated from professional activities on the local level) with type of function performed, organizations served, and dates for each.
3. List of academic activities that demonstrate a contribution to the discipline, such as regional and national/international initiatives, elected officer appointments, creative academic originality, grant

writing and fundraising efforts, consulting that demonstrates excellence in the field, and similar evidence of creative contributions.

4. Other documentation (e.g., letters of commendation, awards) relating to the Mayborn School, the Mayborn Graduate Institute and UNT, and community service.
5. For tenure and/or promotion, comments from the five outside evaluators may be appropriate for the faculty member's service contributions.

To be considered for tenure/promotion: The *Annual Faculty Evaluation Policies and Criteria* adopted unanimously by the journalism faculty on Oct. 2, 2006, and revised unanimously by the journalism faculty on May 8, 2007, requires faculty, as a minimum, to complete two service activities at the school or graduate institute level. Junior faculty are encouraged to minimize university service outside the Mayborn School or the Mayborn Graduate Institute unless such service contributes to the university's and school's strategic plans.

To be considered for promotion to full professor: The *Annual Faculty Evaluation Policies and Criteria* adopted unanimously by the journalism faculty on Oct. 2, 2006, and revised unanimously by the journalism faculty on May 8, 2007, requires faculty, to continue service activities at least equal to service at the associate level.

In considering faculty for all distinguished service recognitions (such as professor emeritus), procedures will be consistent with those policies contained within the current UNT Policy Manual.

Note: This document is in no way at variance with policies of the University of North Texas. It is understood that the University of North Texas policies will always supersede Mayborn School/Graduate Institute policies.