

New Media Department
Promotion and Tenure Guidelines
Criteria by Category and Rational

Version 2.9

ABSTRACT: This document provides concrete guidance for evaluating faculty in the University of Maine's New Media Program. The outline follows the official University of Maine template for promotion and tenure activity reports, citing examples of the kinds of new media accomplishments that qualify for each category. Because of the rapid pace of innovation in electronic formats, this list must remain partial, since it is impossible to predict what new recognition mechanisms may be relevant a few years from now.

FACULTY EVALUATION GUIDELINES

Each faculty member will be evaluated as provided for in the University contract. The Peer committee as well as the administrative evaluation will consist of a complete and thorough evaluation of: 1) teaching, including course effectiveness and advising; 2) creative and/or research activity; and 3) service, including institutional and professional activities. In general, to gather material for examination, the Peer Committee may visit classes, examine course materials, assess student evaluations with regard to teaching and advising, read publications, and survey annual activity reports with regard to service and outreach activities as defined by the institution.

TEACHING AND INSTRUCTIONAL ACTIVITIES

New media pedagogy must be light on its feet to stay relevant. Below are some instructional activities that serve as important supplements to regular courses on the new media curriculum.

CRITERIA FOR FACULTY EVALUATION

Evidence of dedicated contributions to the mission of the New Media Program - subject to periodic review as stipulated by the AFUM contract:

Dedicated and Creative Teaching.

Setting and achieving course goals as presented in well-crafted and clear syllabi.

Course and curriculum development.

Commitment to advising, informing, evaluating, communicating with, and inspiring students.

Directing honors students, graduate theses, and/or independent studies.

Documentation used to assist in the evaluation process as deemed appropriate by the New Media Program could include: syllabi, course materials, student evaluations, classroom visitation feedback, record of student success in entering graduate programs or professional life, awards, etc.

A. Course Load:

B. Other Teaching Activities:

1. Independent Study, directed research, etc. (list by course number)

Because new media's tools and topics proliferate too quickly to be captured by any one curriculum, faculty are encouraged to teach independent studies when students want to explore research areas not on a current syllabus.

In addition, New Media student and faculty projects often reach beyond the walls of the classroom into the real world. The new media program recognizes the value of directed research in which faculty involve students in outside collaborations for artistic or commercial purposes, as well as faculty members who facilitate students exposure to or participation in national and international exhibitions, conferences, and other venues.

2. Rehearsals, Coaching, etc.

C. Curriculum and Course Development:

1. Curriculum

During its building years, the new media program expects its faculty to contribute more to curriculum development than expected in other departments. This work may take the form of course proposals, curriculum proposals, or curriculum subcommittee membership.

2. Courses

Given the quick pace of new media evolution, the program recognizes exceptional value in developing courses that explore new pedagogies or emerging technologies.

It is understood that New Media faculty may spend a significant portion of their research or course preparation time learning an emerging technology, such as a new programming language, with the understanding that such knowledge may lay the groundwork for future research or new courses. This groundwork is not "brushing up on skills," but experimenting with promising yet unproven systems, codes, or devices.

D. Advising

1. Undergraduate Advising (describe contact, contact hours, how many did you see this semester, how did you initiate contact, etc. Other pertinent data, concerns):

Advising is a central concern to the New Media Department and it is a central element in our ability to work productively with our diverse student body. It is expected that all faculty maintain an ongoing and serious commitment to their advisees, meeting with them regularly, keeping their degree requirement sheets filled out and up to date, advising for class registration, as well as acting as mentors in the academic and creative environments.

2. Graduate Advising (please list student names):

a. Committee memberships:

i. Doctoral

ii. Masters

iii. Other

b. Committee Chair:

i. Doctoral

ii. Masters

iii. Other

RESEARCH AND SCHOLARLY ACTIVITIES

Creative and/or research activity. It is recognized that faculty in New Media may be active in a wide range of creative activity for which a single set of criteria for evaluation may be inappropriate. We can identify two principal aspects, although they often are intertwined and not easily separable:

Applied: Success with production or presentation in New Media. Level of participation, ability to develop significant projects, and the quality and effectiveness of the work and the venues in which it is presented will be considered.

Research and publication: As a new academic discipline, the procedures and venues for publication of research are not well-established as in older areas of academia. It is the responsibility of each faculty member submitting evidence of research and publication to provide information demonstrating its value (e.g. peer-review, prestigious publishing house, etc).

Other activity supporting creative activity in New Media will also be evaluated, e.g. internal and external grant writing, professional contracts for special projects, fellowships, etc. A faculty member should consult with his or her peer committee regarding the status of any creative activity vis-à-vis evaluation.

All written work accepted for publication during academic year but not yet published. Do not list items that have been reported in previous years.

A. Publications this academic year

1. Books/Monographs:

Networked or rich-media publications such as extended blogs, DVDs, or CD-ROMS should be included if they constitute a sustained investigation of a particular topic. An electronic work should only be listed in this category if online citations, inclusion in syllabi, or other measures show it is used as a significant resource in the new media community.

2. Refereed Journal Articles:

In a new media context, a "closed peer-review" article includes invited contributions to edited print journals and networked journals. The format of these contributions may go beyond the form of a written essay to include podcasts, videoblogs, and other forms of archival media.

An "open peer-review" article includes contributions to self-policing publication networks, where the quality or relevance of contributions are subject to community debate and evaluation.

3. Chapters of Books/Monographs (please indicate if invited or juried):

Essays or chapters in edited volumes are more important in new media than the sciences, for these edited volumes establish standards for discourse in emergent subdisciplines of new media.

This category should also include invited contributions to edited, single-issue networked publications.

4. Edited Volumes:

This category includes coordinating or managing a multi-user discussion list, whether accessible via email or Web. Candidates should list the url, dates, geographic range, institutional affiliations, and number of participants when known.

This category also includes the conception, design, engineering, and/or editing of organized media collections, including film festivals, networked databases, and publications.

5. Technical Reports/Book Reviews:

This category includes networked reports and reviews

6. Other Publications (e.g. editorials, working papers, etc.):

This category includes essays published to email lists, including all contributions to discussions sparked by the publication of that essay. Such exchanges should be listed in chronological order along with each message's subject, respondent name and email, and date.

B. Creative Activities, Exhibitions, and Performance Related Activities (please indicate whether regional, international, national, solo, group, invited or juried):

1. Exhibitions:

This category includes networked exhibitions hosted by brick-and-mortar institutions or independent organizations, and can include online exhibitions as well as physical installations.

a Participating

b. Curated

2. Performance Related Activities:

This category includes political design, social software, and interactive performance. Documentation should include the development team, the target community, and urls as appropriate.

3. Creative Writing and Poetry:

This category includes literature in all its forms, both analogue and digital, in print or online. Besides traditional literary forms like novel, story, essay, and poetry, digital literature also includes but is not limited to such new forms as interactive fiction, visual poetry, distributed journalism, text-based virtual environments, and code poetry on Web sites or email lists. Documentation should include dates, urls, participants (when known).

This category also includes collaborative writing experiments, MOO-based improvisatory theater, and interventions in networked computer games and online environments. Documentation should include dates, urls, and participants (when known).

C. Professional Presentations and Posters (please indicate if regional, national, or international):

1. Conferences and Discussions organized

Researchers in new media at this point in its development are actively filling in gaps in the awareness of new media's own history, a critical vocabulary, and other intellectual frameworks already in place in other fields. The new media program recognizes the value that organizing private and public events have for the field as a whole and, when local, for our students.

2. Presentations

As studies of new media have argued, presenting research at prestigious conferences can be more important than publishing it. Measures of prestige include the reputation of other speakers, the range (national or international) of participants, the number of registered attenders, and the affiliated sponsors or institutions represented.

While there is no substitute for in-person gatherings, teleconferences are gradually becoming an important venue for conference presentations, though they vary in degree of formality and organization.

D. Professional Meetings Attended:

E. Proposals/Grants/Contracts/Fellowships

1. Submitted:

2. Funded:

SERVICE

A. Service to University (please list)

As a fledgling program with a high student-to-teacher ratio, the new media program requires an unusual amount of innovation and labor from its faculty, which should be taken into consideration when evaluating faculty contributions in service especially service outside the Departmental unit. Because new media promise to change the methods of many academic disciplines, faculty are encouraged to lend their voice to interdisciplinary committees and work with other departments to envision and develop programs that integrate new media into their own practices.

1. Department:

2. College:

3. University:

4. University System:

B. Service to the Public (e.g. Service on state commissions, public schools, civic groups, consulting, media interviews, public presentations - please describe activities and if repetitive, number of occasions you participated):

New media can be especially effective in transforming local cultures as well as global ones. Faculty research in this area can be distinguished from traditional academic "service" by its innovative, activist, or performative character.

C. Service to Profession (please list)

1. Committees, panels, officers in organizations, etc.:

2. Journal Editorships:

3. Number of manuscripts reviewed (please indicate journal/publisher names with corresponding number of reviews):

4. Number of proposals reviewed (list agency or publisher):

5. Other service to Profession (e.g. letter of support for tenure review):

SPECIAL RECOGNITION/AWARDS/HONORS RECEIVED (List, comment, identify, if on or off campus):

A. Press

Given the limitations of publishing new media research in academic journals, recognition from the press in the form of articles or interviews about a researcher's work can be a valuable indicator of influence.

1. Print and broadcast press

This category includes outside sources such as general-interest newspapers, radio or TV spots, and specialized journals or magazines.

2. Electronic press

This category includes articles in online journals as well as blogs.

3. Campus press

B. Citations

Only general citations go here; citations to document the relevance and achievement of specific projects should accompany the entries on that research above.

1. Print citations

Although they are not as timely as electronic citations, citations in books on new media can suggest a measure of a researcher's influence and relevance to the field.

2. Electronic citations

One measure of influence in academia can be suggested by citations in other university syllabi.

C. Awards

FULL-TIME INITIAL APPOINTMENT - TENURE TRACK

A) Normally all new faculty appointed to tenure track positions will possess an earned terminal degree, Master's or Doctorate, appropriate to their areas of teaching and creative activity.

B) In truly exceptional cases of recognized achievement in the area of specialization, an appointment without such a terminal degree may be recommended.

CRITERIA BY RANK FOR PROMOTION AND TENURE

A) Instructor - Instructor is the rank available for qualified non-tenure track faculty. Normally, the instructor will hold a Master's or the terminal degree appropriate to his or her teaching assignments.

B) Assistant Professor - The rank of Assistant Professor presumes that the individual possesses the potential to successfully achieve promotion and tenure according to the New Media Program criteria. Ordinarily the appointee should have the terminal degree appropriate to his or her area of responsibility. A faculty member at the rank of Assistant Professor is expected to demonstrate sustained activity in the areas of teaching, advising, creative/research activity and service throughout the probationary period.

C) Associate Professor - The candidate must have demonstrated significant achievement in the areas of teaching, advising, scholarship/creative activity and service, which includes active efforts to recruit and retain quality students. They must show promise of continuing development, and should have established productive professional working relationships with their peers. A person appointed at the rank of Associate Professor without tenure will be evaluated for tenure on the basis of the criteria for promotion to Associate Professor.

D) Professor - The faculty member must have demonstrated exceptionally high achievement within the New Media Program criteria for faculty. In addition to the expectations of an Associate Professor, a full Professor will have established:

- 1) a sustained and unequivocal record of excellence in teaching and advising, including work with advanced students;
- 2) a sustained and distinguished record of creative activity/scholarship;
- 3) a reputation as a leader in advancing new media's contributions to the public, the community, or the university. Promotion to Professor will be enhanced by exceptionally high quality contributions to public/community service;
- 4) a reputation among his or her peers that extends beyond the boundaries of the state.

A person appointed at the rank of Professor without tenure will be evaluated for tenure on the basis of the criteria for promotion to Professor.

PEER COMMITTEE COMPOSITION

Peer Committees shall be composed of tenured members of the university of Maine Faculty. The committee must be comprised of a minimum of three faculty members (One chair and two members) although it may include a larger number as appropriate to the faculty member. Whenever possible the committee shall include at least one member of the New Media department, as well as other members drawn from across campus as appropriate to the research specialization of the faculty member. At all levels of review Peer committee members must hold the rank being reviewed to be included as a member of the committee.

POST-TENURE REVIEW

The post-tenure review process will follow the criteria previously outlined according to rank. The frequency of review is governed by the active AFUM/UMaine contract.