

DEPARTMENT OF COMMUNICATION AND JOURNALISM
CRITERIA FOR RE-APPOINTMENT, PROMOTION, TENURE AND PEER REVIEW

PREFACE: The following criteria guide the Department Peer Committee and should not prevent hiring or promoting an exceptional individual who possesses unusual talents that contribute to the department's mission. When such cases are made, the nature of the exception and any variation in the following criteria will be carefully evaluated and documented prior to forwarding a recommendation.

The Peer Committee will be composed of the tenured members of the Department.

I. EMPLOYMENT POLICY: Under normal circumstances, a candidate must have earned the terminal academic degree appropriate to the position to be hired at the Assistant Professor level or higher. In exceptional cases, significant professional or academic experience may substitute for the terminal degree.

II. GENERAL GUIDELINES: The department will emphasize on a continuing basis the categories of: A. Teaching and Program Development; B. Research, Publication, Scholarship, Professional/Creative Activity; and C. Service. These categories will be used for reappointment, promotion, and tenure, and in conducting reviews as mandated by the union contract. As an ideal goal, teaching, research, and service should represent an integrated set of activities, with each informing and improving the other. Further, an ability to work cooperatively and productively with colleagues and students is expected at any rank.

For purposes of evaluation, Category A (Teaching) will be of utmost importance in the review of Instructors and of Assistant Professors undergoing their first and second-year reappointment reviews. As Assistant Professors progress toward tenure and promotion, Categories A (Teaching) and B (Research) will be of equal importance. This status shall remain in effect while the faculty member serves as an Associate and/or Professor. The relative importance of Category C (Service) will continue to increase as one progresses toward the rank of Professor, but will be less significant in the review process. As teaching and other activities are reviewed, the duties assigned to the faculty member during the review period will be taken into consideration. In particular, variables such as the initial offering of a course, its level, size, and special responsibilities (e. g., writing intensive) will be taken into account in assessing Category A (Teaching).

A. TEACHING, PROGRAM DEVELOPMENT, AND ADVISING: This category shall include undergraduate and graduate instruction, CED and CID activities, creation of new courses, overall curricula and program development (including submission of instructional grants), and academic advising activities. Evidence of teaching quality and program development may be demonstrated by such data as formal course evaluations, student comments, syllabi, exams, assignments and other relevant information. Within the area of academic advising, faculty are expected to make time to meet with students during office hours and to be knowledgeable about department, college, and university requirements.

B. RESEARCH, PUBLICATION, SCHOLARSHIP, PROFESSIONAL/CREATIVE ACTIVITY: This category shall include published articles, books, and reviews; editorial work for scholarly journals or presses; formal presentations at professional meetings and invited papers at other institutions; grants and contracts resulting in research; and professional/creative activity appropriate to the faculty member's teaching and research duties within the department. The term "professional/creative" activity is taken to mean performance in communication and journalism that

results in exemplary work. Under normal circumstances, professional/creative activity would not be considered the sole contribution of the faculty member in the category of Research. Thus, faculty are advised to consult with the Peer Committee regarding the nature and extent of their professional involvement to arrive at a mutual understanding of where and how it will be reviewed.

C. SERVICE: This category shall include public, university, and professional activities carried out as an extension of the university's mission to the community and the state. Such activities must be directly related to the professional expertise of the faculty member; activities may include, but not be limited to, service to the department, the college and university community (i.e., faculty governance), service to professional associations, conducting workshops for others in the university or in the community, consulting activities, etc.

III. CRITERIA FOR RANKS

A. INSTRUCTOR

1. Must have satisfactory academic preparation in the subject area to be taught and successful experience in the classroom or field.
2. To be considered for reappointment, must have demonstrated success in teaching (see II. A.).
3. To be considered for reappointment, must have demonstrated some commitment to scholarship or service as part of the university's mission (see II. B. and C.).
4. For review and reappointment purposes, primary emphasis will be placed on Category A (Teaching).

B. ASSISTANT PROFESSOR

1. Should normally hold the doctoral degree in the appropriate field or possess equivalent experience as a professional.
2. To be recommended for reappointment to a Second-year Contract, the faculty member must provide evidence of:
 - a. progress toward earning the terminal degree if hired while still ABD;
 - b. high quality teaching (see II. A.);
 - c. research and/or professional/creative activity completed and underway (see II. B.);
 - d. public, university or professional service undertaken or anticipated (see II. C.);
 - e. active participation in departmental governance and preparation to assume advising duties.
3. To be recommended for reappointment in the Third-Sixth years, the faculty member must provide evidence of:
 - a. completion of the terminal degree, unless exceptional circumstances warrant an

extension;

b. overall high quality teaching. In addition, the faculty member must have made contributions to the planning, development, and growth of programs within the department, and served as an academic advisor at the undergraduate level and, as appropriate, at the graduate level. As one moves through the sequence of reappointments, the expectation is that teaching will show growth and improvement as appropriate, and that faculty governance and advising activities will become equivalent to that assumed by other faculty;

c. active research and/or professional/creative activity (see II. B.) and that the faculty member has begun to achieve or has achieved recognition at the regional, national or international level for work done. As one moves through the sequence of reappointments, the expectation is that the amount of research and/or creative activity will grow in both sophistication and amount. The key consideration during this time is the sense that research and/or creative professional activity is an integral part of the faculty member's accomplishments;

d. an established record of university, public and professional service appropriate to the faculty member's role within the department.

C. ASSOCIATE PROFESSOR

1. To be recommended for promotion to Associate Professor with tenure, the faculty member must provide evidence of:

a. completion of the terminal degree, or possess the requisite professional experience to be considered for this rank;

b. high quality teaching (see II. A.). In addition, must have made significant contributions to the planning, development, and growth of programs within the department, and served as a knowledgeable, competent advisor at the undergraduate level and, as appropriate, at the graduate level;

c. demonstrated ability as a scholar through significant research publication in the five years preceding consideration for this rank (peer-reviewed publications are expected as part of one's overall research productivity). As appropriate and as established through prior consultation with the Peer Committee, a faculty member also may document demonstrated ability as a practicing professional through exemplary peer-reviewed activity appropriate to the faculty member's field in the preceding five years. In both cases, such activity must be supported by substantial recognition from either scholars or professionals such that the faculty member is seen as obtaining national recognition over time for work completed;

d. a substantial record of university or public service appropriate to the faculty member's role. As part of this role, it is expected that the faculty member will have indicated willingness and ability to participate in departmental, college, and university governance, to be active in appropriate regional and/or national associations, and to maintain professional relationships with colleagues in the department, the university, and beyond.

2. Post-tenure bi-annual reviews, conducted in accordance with the union contract, will follow the above guidelines. The expectation is that a faculty member will continue to develop skills as a teacher, scholar and professional, and will continue to provide appropriate service to the public and the university.

D. PROFESSOR

1. To be recommended for promotion to Professor, the faculty member must demonstrate high quality teaching, research, and service as detailed in the requirements for Assistant and Associate Professor. In particular, the faculty member must demonstrate:

a. continuing growth as a teacher, a continuing commitment to academic advising and to program development within the department;

b. continuing commitment to scholarly or professional activities since the last promotion;

c. a leadership role within the university as part of an overall response to university, public and professional service.

2. The establishment of a national or international reputation as a scholar (and as appropriate, a practicing professional) and the demonstration of a high level of quality as a teacher are of primary importance in considering promotion to this level.

3. Post-tenure reviews, conducted in accordance with the union contract, will follow the above guidelines. The expectation is that a faculty member will continue to develop skills as a teacher, scholar and professional, and will continue to provide appropriate service to the public and the university.

E. EMERITUS/A PROFESSOR

1. Recognition as an emeritus/a professor is dependent on a recommendation by the Peer Committee that such status be awarded.

2. Meritorious achievement consistent with the criteria stated above will be the basis for a recommendation by the Department to award Emeritus/a status (once the Peer Committee acts, the Chair will make her or his recommendation and forward both to the Dean, in a manner paralleling the current procedure for reappointment and tenure/promotion recommendations).

Adopted by a unanimous vote of Department Faculty on February 12, 1999