CRITERIA FOR ACADEMIC RANK
DEPARTMENT OF MASS MEDIA

In accordance with the provisions of the University Faculty Tenure and Promotion Policy (2008), the Department of Mass Media bases its evaluation of candidates on the following criteria:

Areas to be Considered

Evidence of Teaching Effectiveness
Evidence of Professional Growth
Evidence of Service to the University

Performance Levels

Outstanding
Superior
Good
Unacceptable

Minimum Performance Levels for Promotion To:

Professor and Post Professorial: One rating of outstanding and two ratings of superior.

Associate Professor: Two ratings of superior (one of which must be teaching effectiveness) and one rating of good.

Assistant Professor: A rating of superior in teaching effectiveness and two ratings of good.

Minimum Performance Level to Receive Non-Tenure Track Faculty Merit Pay:

A rating of superior in teaching effectiveness and a rating of good in service to the university. The candidate may elect to include evidence from other areas, such as professional growth.

Definitions

"Record": Documented achievements at rank.

"Significant": Documented achievements which are important or meaningful contributions to the disciplines.

"Sustained": The period at rank with emphasis on the most recent four years. (In the case of post-professorial merit, the last five years.)
I. TEACHING EFFECTIVENESS

Evidence of teaching effectiveness includes the following:

A. CATEGORIES OF TEACHING EVALUATION

1. Peer evaluation reporting positive learning environment based on classroom observation.
2. Chairperson's or designated administrator's classroom and/or laboratory observations.
3. Student feedback on instructional quality.
4. Supporting material such as letters from students, colleagues, and professionals outside the Department.
5. Teaching awards or recognition for excellence in teaching.
6. Other.

B. CATEGORIES OF TEACHING-RELATED ACTIVITY

1. Curriculum development activities including course outlines, course bibliographies, course proposals, course revisions, media materials, new technology, etc.
2. Evidence of successful supervision of students in curricular, co-curricular, or extracurricular settings, and/or non-classroom instruction of students (e.g., media advisor or other appropriate activities).
3. Evidence of other successful teaching contacts with students (through, e.g., tutorials, conferences, field trips, or experiential learning contexts).
4. Supervising independent studies, student internships, practicum, and/or graduate theses.
5. Evidence of continuing effort to improve as a teacher (e.g., innovations in teaching techniques, or by faculty development clearly related to improve teaching effectiveness).
6. Recognition earned by students for projects supervised by the instructor.
7. Conducting student workshops and/or seminars.
8. Evidence of teaching contributions to the acceptance and/or performance of students in graduate or professional programs.
9. Other.

Performance Levels

Outstanding: A record of significant sustained achievement as demonstrated by evidence of accomplishment in the first three categories from A and three additional categories (including at least one category from B).

Superior: A record of sustained achievement as demonstrated by evidence of accomplishment in the first three categories from A and two additional categories from either A and/or B.

Good: A record of achievement as demonstrated by evidence of accomplishment in the first three categories from A and one other category from either A and/or B.
II. PROFESSIONAL GROWTH

Evidence of professional growth includes the following:

A. CATEGORIES OF SCHOLARLY/RESEARCH ACTIVITY

1. Peer-reviewed publications that enhance the reputation of the author and/or University. These may include articles, reviews, books, textbooks, and/or computer programs.
2. Creative production of peer-reviewed materials that are fixed in a tangible form of expression and enhance the reputation of the creator and/or University.
3. Professional presentations in peer-reviewed panels.
4. Professional presentations of peer-reviewed papers.
5. Receipt of peer-reviewed grants.
6. Scholarly consultation (guest editor, reviewer, etc.).
7. Scholarly or creative works in progress.
8. Other.

B. CATEGORIES OF PROFESSIONAL DEVELOPMENT

1. Leadership and/or active participation in scholarly/professional organizations at a district, state, regional, national, or international level, which contributes to professional growth.
2. Non-peer-reviewed publications or materials that enhance the reputation of the author and/or University.
3. Participation in departmentally recognized, professional internships and/or travel to enhance professional expertise.
4. Professional consultation.
5. Professional recognition, including awards and honors received.
6. Professional experience or retraining that contributes directly to the professional growth of the faculty member.
7. Education other than work toward the terminal degree, including formal or informal education, necessary to stay abreast of changes in the discipline(s).
8. Other.

Performance Levels

Outstanding: A record of significant sustained achievement as demonstrated by evidence of accomplishment in at least two categories from A (including A1 or A2), two categories from B, and successful involvement with at least one additional category in either A or B.

Superior: A record of sustained achievement as demonstrated by evidence of accomplishment in at least three categories. At least one item must be from A1, A2, A3 or A4.

Good: A record of significant involvement as demonstrated by evidence of accomplishment in at least two categories. At least one item must be from A.
III. SERVICE TO THE UNIVERSITY

Evidence of service to the University includes the following:

A. CATEGORIES OF ACADEMIC OR ADMINISTRATIVE SERVICE

1. Membership on department, college and/or university committees. Leadership or active service is recognized as more important than membership.
2. Academic advising.
3. Participation in student activities or active involvement in sponsoring student organizations, including groups in non-departmental areas.
4. Recruiting visitors and guest speakers and/or coordinating campus events.
5. Assisting current and former students with employment or graduate school applications, including writing letters of recommendation.
6. Departmental administrative or supervisory responsibility.
7. Contributions to interdisciplinary projects or programs.
8. Participation in student recruitment activities.
9. Service to other departments and divisions of the University.
10. Organizing or participating in public/professional forums or discussions that enhance the reputation of the University.
11. Activities which enhance the image of the department or University or participating in special University outreach activities.
12. Other.

B. CATEGORIES OF SERVICE TO THE COMMUNITY AND/OR PROFESSION

1. Activities that enhance the image of the University, i.e. service to area schools, work with alumni, and professionally related contributions to the community.
2. Serving as a member of an agency, community board, or civic-oriented committee.
3. Demonstrating significant service as a consultant to governmental bodies, nonprofit organizations, business and industry.
4. Providing professional commentary to the media.
5. Awards for community/regional service activities.
6. Other.

Performance Levels

Outstanding: A record of significant sustained achievement as demonstrated by evidence of accomplishment in at least five categories (including A1 and at least one category in B).

Superior: A record of sustained achievement as demonstrated by evidence of accomplishment in at least four categories (including at least one category in A and at least one category in B).

Good: A record of successful achievement as demonstrated by evidence of accomplishment in at least three categories (including at least one category in A and at least one category in B).