

# Departmental Guidelines for Faculty Evaluation

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## **Department Mission Statement**

**The Department of Journalism and Media Production (JMP)** supports the mission of the University by providing a high quality, accessible, enriching education that prepares students for successful careers in a multicultural, global and technological society. As a component of the

School of Professional Studies, the department shares the mission of the School in serving the community as a living laboratory.

JMP prepares its graduates to enter the profession and meet various industry needs by offering courses in formal and virtual classroom settings. The department imparts knowledge through curriculum in two programs and six major areas. Journalism majors include Broadcast Journalism, Journalism and Public Relations. Media Production majors include Media Production and Leadership, Technical Writing and Editing, and Video Production. Students may also choose an extended major in any of these areas, which does not require a minor. Department faculty demonstrate pedagogic leadership by bringing evidence to the classroom of continuing work in the profession, as well as by providing heuristic activities through academic endeavors.

The balance of theory and experience is maintained through active relationships with industry and civic partners. These partners share a value for intentional practices specifically directed toward collaboration, reciprocity, and mutual commitment to empowering faculty and students to address the complex social and business issues facing the media and communications industries and the diverse communities they serve.

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# **Departmental Guidelines for Faculty Evaluation for Retention, Tenure, and Promotion to Associate Professor**

## **Retention, Tenure, and Promotion to Associate Professor Departmental Guidelines for Faculty Evaluation**

The following guidelines apply to tenure-track faculty and incorporate changes to the latest edition of the Handbook for Professional Personnel.

**Faculty must meet all contractual obligations, requirements, and responsibilities, and adhere to policies relating to employee and student conduct as put forth in the latest edition of the Handbook for Professional Personnel and have a record of conduct consistent with professional standards in Appendix A of this document, and show sustained growth in all three evaluation areas to be considered for tenure and promotion to Associate Professor.**

The College of Professional Studies is committed to a holistic view of the tenure candidate in terms of evaluating his/her performance as part of the big picture of the work and accomplishments in all three areas over the review period. In order to achieve tenure and promotion to associate professor, a candidate must show evidence of effective teaching as well as demonstrate proficiency in the two other evaluation areas based on the guidelines.

**FACULTY MUST MEET ALL OF THE FOLLOWING CRITERIA FOR EACH EVALUATION AREA TO BE ELIGIBLE FOR TENURE AND PROMOTION TO ASSOCIATE PROFESSOR.**

### **Teaching**

The College of Professional Studies values quality teaching with a focus on student learning that supports development of the knowledge and skills necessary to be an effective professional in the field. Earning tenure requires faculty to continue professional growth and development. In the teaching area, this may include participating in activities such as faculty learning communities, peer observation cohorts, and/or workshops and conferences focused on teaching. Faculty members are encouraged to employ innovative and creative teaching methods and technology that stimulate learning through a multifaceted teaching and learning environment. Given the diverse nature of our student body, teaching and advising that supports student success and increases cultural awareness is highly valued.

The highest level of career preparation often involves applied learning gained through a process of initiating and nurturing collaborative partnerships in the diverse communities and industry we serve. Faculty members are encouraged to capitalize upon civic and industry partnerships purposefully managed to maintain currency in community and industry issues related to their field. Earning tenure requires faculty to continue professional growth and development. In the teaching area, this may include participating in activities such as faculty learning communities, civic and industry advisory boards, professional associations, peer observation cohorts, and/or workshops and conferences focused on teaching. Faculty members are

encouraged to employ innovative and creative teaching methods and technology that stimulate learning through a multifaceted teaching and learning environment. Given the diverse nature of our student body and the global society our industries serve, teaching and advising that supports student success and increases cultural and civic engagement are at the core of our most valued activities.

Teaching is the act of creating and maintaining an environment which enhances the opportunities for student learning and discipline-related growth; it includes advising students to facilitate graduation and to transition to post-baccalaureate careers or further educational opportunities. From the latest edition of the Handbook for Professional Personnel,

*Teaching is a complex and reflective human activity that, in the higher education context, is offered in a forum that is advanced, semi-public, and essentially critical in nature. No single definition can possibly suffice to cover the range of talents that go into excellent teaching or that could be found across the board in the varied departments and disciplines of an entire university. Good teachers are scholars, researchers, inventors, scientists, creators, artists, professionals, investigators, practitioners or those with advanced expertise or experience who share knowledge, using appropriate methodologies, and who demonstrate and encourage enthusiasm about the subject matter in such a way as to leave the student with a lasting and vivid conviction of having benefited from that interaction.*

*Effective teachers typically maintain high academic standards, prepare students for professional work and development, facilitate student achievement, and provide audiences for student work. Some might add that the best teaching transmits specific skills or enhances talents that students possess, while others would note that good teaching develops habits of mind or provides models of scholarly, scientific, artistic or professional behavior and inquiry much more important than particular information. Faculty typically aspire to a number of other civic purposes in the classroom that may also include encouraging their students to long for the truth, to aspire to achievement, to emulate heroes, to become just, or to do good, for example. At the instructional level, the most important responsibilities of a teacher to his/her students are the following:*

- 1) **Content Expertise:** To demonstrate knowledge and/or relevant experience. Effective teachers display knowledge of their subject matters in the relevant learning environment (classroom, on-line, hybrid, field work, etc.), which typically includes the skills, competencies, and knowledge in a specific subject area in which the faculty member has received advanced experience, training, or education.*
- 2) **Instructional Design:** To re-order and re-organize this knowledge/experience for student learning. Effective teachers*

*design course objectives, syllabi, materials, activities, and experiences that are conducive to learning.*

- 3) **Instructional Delivery:** To communicate and "translate" this knowledge/experience into a format accessible to students. Effective teachers communicate information clearly, create environments conducive to learning, and use an appropriate variety of teaching methods.*
- 4) **Instructional Assessment:** To evaluate the mastery and other accomplishments of students. Effective teachers design assessment procedures appropriate to course objectives, ensure fairness in student evaluation and grading, and provide constructive feedback on student work.*
- 5) **Advising In and Beyond the Classroom:** To provide guidance for students as they pursue undergraduate and post-baccalaureate education and/or employment. Effective advisors interact with students to provide career guidance and information, degree program guidance and information (e.g., advice on an appropriate schedule to facilitate graduation), and answers to questions relating to a discipline.*

**FACULTY SHALL DEMONSTRATE EXCELLENCE IN TEACHING BY MEETING THE FOLLOWING TEACHING CRITERIA:**

Additional criteria for Retention, Tenure and Promotion to Associate Professor Departmental Guidelines for Faculty Evaluation in Journalism and Media Production can be found in Appendix C.

**1. Content Expertise:**

- Updating courses taught and staying current in information presented in classes.

**2. Instructional Design:**

- Involved in curriculum development and maintenance.

**3. Instructional Delivery:**

- Demonstrates appropriate and effective use of class delivery to achieve course objectives.
- Receives SRI's that over time reflect student's ratings and comments that are in alignment with department norms. SRI's will be evaluated in a broad context, not based on the numerical score alone because there are many factors that influence SRI scores including but not limited to: teaching a new course or a course for the

first time, a shift in pedagogy, and course format (on site, online, or hybrid), class size, response rate, whether a course is upper or lower division, required or elective, etc. All factors will be taken into consideration when evaluating SRI scores. Reviewers will detail the factors that entered into their decision making process in their respective review letters. At a minimum, during the review period, mean scores should be in line with department norms.

- Formative peer evaluations may be required by the department.

#### 4. Instructional Assessment:

- Actively participates in effective evaluation of individual students, individual courses, and program, including yearly assessment reports, program review, and, if a program is accredited, accreditation.

#### 5. Advising

- Post and hold five (5) office hours on campus per week. Meet with students at other times as needed and other requirements for advising.
- Uses University wide digital systems for advising.

#### Scholarly Activities

The College of Professional Studies values faculty scholarship and expects faculty to engage in ongoing professional development to remain current in their areas of expertise through activities such as participating in trainings, workshops, conferences, and/or certification processes. In addition, faculty must participate in scholarly discussions by sharing their knowledge via presentations, publications, and other appropriate forms of scholarship in forums in which scholarly activities are peer reviewed. We encourage faculty to engage in collaborative forms of scholarship and we support a broad definition of scholarship which includes the scholarship of teaching and learning and the scholarship of application as defined in the Boyer model for scholarship.

From the latest edition of the Handbook for Professional Personnel,

*Scholarly and creative activities are disciplinary or interdisciplinary expressions or interpretations that develop ideas, frame questions, create new forms of representation, solve problems, or explore enduring puzzles.*

*Purposes include, but are not limited to, the following: advancing knowledge or culture through original research or creative activities; interpreting knowledge within or across disciplines; synthesizing information across disciplines, across topics, or across time; aiding society*



*or disciplines in addressing problems; or enhancing knowledge of student learning and effective teaching.*

*Typically, to be considered scholarship, findings should be disseminated to either peer review by disciplinary scholars or professional or governmental organizations; or critical reflection by a wider community, including corporations or non-profit organizations, for example.*

*In addition to these scholarly activities, and depending on the specific Department Guidelines, this category may also include activities in which the faculty member shares other knowledge with members of the learned and professional communities; continued education and professional development activities appropriate to professional status or assignments; and other activities specific to the faculty member's discipline or assigned responsibilities.*

**FACULTY SHALL DEMONSTRATE EXCELLENCE IN SCHOLARLY ACTIVITIES BY MEETING THE FOLLOWING SCHOLARLY ACTIVITY CRITERIA:**

Additional criteria for Retention, Tenure and Promotion to Associate Professor Departmental Guidelines for Faculty Evaluation in Journalism and Media Production can be found in Appendix C.

The faculty member must complete at least one of the following:

- Acceptance of an article in a peer reviewed journal.\* Journal articles must be scholarly in nature. Opinion or "popularization of the field" pieces written for professional/practitioner audiences do not meet this standard. Full-length scholarly papers in peer reviewed conference proceedings do meet this standard. Abstracts published in conference proceedings do not meet this standard. \*\*
- Publication of a scholarly book, textbook, instructors manual that includes original works (e.g., beyond summaries of chapters, test questions, web links, etc.) or book chapter by a nationally recognized publisher.\*
- Exhibition of creative work(s) in a juried show and/or receipt of an award after being judged by a jury of peers or presentation of creative works in an adjudicated or auditioned performance. Contribution should be noted in the faculty member's narrative or in an annotation in his/her curriculum vita.
- Receipt of a sizable competitive grant from a recognized external entity that helps the faculty member create a product (e.g., paper, media production, etc.). No distinction will be made between participation as principle or co-principle investigator on the grant or those who make a significant contribution to the grant work.

In addition to meeting one of the above criteria, faculty must:

- Present a minimum of three peer-reviewed or invited presentations of the faculty member's original work in a department approved professional meeting/conference. Exceptions: if the faculty member has published or has in publication a scholarly book or textbook, during the review period, no peer reviewed or invited presentations are required. Publication of a paper in a peer reviewed journal or exhibition of creative work(s) in a juried show or presentation of creative works in an adjudicated or auditioned performance may be substituted in a one-to-one ratio for presentations.
- Pursue advanced study/conference/workshop attendance to stay current in the field or learn new information/skills.

\*Publications in predatory or vanity publications or by predatory or vanity presses or self-published works do not meet this standard. Lambert Academic Press (LAP), Green River Technologies, and One Voice International are examples of such publishers. A scholarly work will be evaluated on its merits with no distinction made between single or multiple authorship.

Contribution should be noted in the faculty member's narrative or in an annotation in his/her curriculum vita. Scholarly works accepted for publication, exhibition, or performance at the time of portfolio submission meet this standard.

\*\*Papers published in peer-reviewed conference proceedings and the accompanying peer-reviewed presentation can count in both the publication and the presentation category.

### Glossary

Scholarly: concerned with academic learning and research.

Juried: having the contents selected for exhibition by a jury

Vanity press: a printing house that specializes in publishing books for which the authors pay all or most of the costs.

Peer review: evaluation of a person's work or performance by a group of people in the same occupation, profession, or industry.

<http://dictionary.reference.com/>

### Service

The College of Professional Studies is committed to service that supports students; that creates a climate that is respectful and supportive of diversity; and that supports the mission of the Department, the College of Professional Studies, and the University. Faculty is expected to engage in service on an ongoing basis throughout their career at Metro though the type and nature of the service may vary. CPS defines community service as unpaid work done at the local, state, national and/or international level which utilizes the faculty member's skills and expertise to create positive community change and/or that supports our students to achieve their educational and career goals.

From the latest edition of the Handbook for Professional Personnel,

*Faculty engage in service when they participate in the shared governance and good functioning of the institution; service to the institution can be at the program, department, college, or university level. Beyond the institution, faculty engage in service when they use their disciplinary and/or professional expertise and talents to contribute to the betterment of their multiple environments, such as regional communities, professional and disciplinary associations, non-profit organizations, or government agencies.*

**FACULTY SHALL DEMONSTRATE EXCELLENCE IN SERVICE BY MEETING THE FOLLOWING SERVICE CRITERIA:**

Additional criteria for Retention, Tenure and Promotion to Associate Professor Departmental Guidelines for Faculty Evaluation in Journalism and Media Production can be found in Appendix C.

Demonstration of active involvement in some combination of all (breadth of service) of or intense focus (depth of service as measured by such factors as leadership, time spent, impact, and specific outcome, etc.; type and amount of intense service will be defined by the individual department) in the following service activities:

- Within the institution at the university, college, department or program level.
- Outside the institution in the community or profession.

Examples of service include committees, projects, advisory boards, playing a leadership role, program coordination, review of articles, and accreditation. All should be related to the goals of the University, College, Department, Profession or provide related expertise to the community.

# Departmental Guidelines for Faculty Evaluation for Promotion to Professor

## **Promotion to Professor Departmental Guidelines for Faculty Evaluation**

The following guidelines apply to tenured faculty and incorporate changes to the latest edition of the Handbook for Professional Personnel.

**Faculty must meet all contractual obligations, requirements, and responsibilities, and adhere to policies relating to employee and student conduct as put forth in the latest edition of the Handbook for Professional Personnel and have a record of conduct consistent with professional standards in Appendix A of this document, and show sustained growth in all three evaluation areas to be considered for promotion to Professor.**

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The College of Professional Studies is committed to a holistic view of the promotion candidate in terms of evaluating his/her performance as part of the big picture of the work and accomplishments in all three areas over the review period. In order to achieve promotion to full-professor, a candidate must show evidence of excellence in teaching as well as in the two other evaluation areas based on the guidelines.

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### **FACULTY MUST MEET ALL OF THE FOLLOWING CRITERIA FOR EACH EVALUATION AREA TO BE ELIGIBLE FOR PROMOTION TO PROFESSOR.**

**Activities must be completed after receiving tenure and promotion to associate professor.**

#### **Teaching**

The College of Professional Studies values quality teaching with a focus on student learning that supports development of the knowledge and skills necessary to be an effective professional in the field. Promotion to Professor requires faculty to continue professional growth and development. In the teaching area, this may include participating in activities such as faculty learning communities, peer observation cohorts, and/or workshops and conferences focused on teaching. Faculty members are encouraged to employ innovative and creative teaching methods and technology that stimulate learning through a multifaceted teaching and learning environment. Given the diverse nature of our student body, teaching and advising that supports student success and increases cultural awareness is highly valued.

The highest level of career preparation often involves applied learning gained through a process of initiating and nurturing collaborative partnerships in the diverse communities and industry we serve. Faculty members are encouraged to capitalize upon civic and industry partnerships purposefully managed to maintain currency in community and industry issues related to their field. Earning promotion requires faculty to continue professional growth and development. In the teaching area, this may include participating in activities such as faculty learning communities, civic and industry advisory boards, professional associations, peer observation cohorts, and/or workshops and conferences focused on teaching. Faculty members are encouraged to employ innovative and creative teaching methods and technology that stimulate learning through a multifaceted teaching and learning environment. Given the diverse nature of

our student body and the global society our industries serve, teaching and advising that supports student success and increases cultural and civic engagement are at the core of our most valued activities.

Teaching is the act of creating and maintaining an environment which enhances the opportunities for student learning and discipline-related growth; it includes advising students to facilitate graduation and to transition to post-baccalaureate careers or further educational opportunities. From the latest edition of the Handbook for Professional Personnel,

*Teaching is a complex and reflective human activity that, in the higher education context, is offered in a forum that is advanced, semi-public, and essentially critical in nature. No single definition can possibly suffice to cover the range of talents that go into excellent teaching or that could be found across the board in the varied departments and disciplines of an entire university. Good teachers are scholars, researchers, inventors, scientists, creators, artists, professionals, investigators, practitioners or those with advanced expertise or experience who share knowledge, using appropriate methodologies, and who demonstrate and encourage enthusiasm about the subject matter in such a way as to leave the student with a lasting and vivid conviction of having benefited from that interaction.*

*Effective teachers typically maintain high academic standards, prepare students for professional work and development, facilitate student achievement, and provide audiences for student work. Some might add that the best teaching transmits specific skills or enhances talents that students possess, while others would note that good teaching develops habits of mind or provides models of scholarly, scientific, artistic or professional behavior and inquiry much more important than particular information. Faculty typically aspire to a number of other civic purposes in the classroom that may also include encouraging their students to long for the truth, to aspire to achievement, to emulate heroes, to become just, or to do good, for example. At the instructional level, the most important responsibilities of a teacher to his/her students are the following:*

- 1) **Content Expertise:** To demonstrate knowledge and/or relevant experience. Effective teachers display knowledge of their subject matters in the relevant learning environment (classroom, on-line, hybrid, field work, etc.), which typically includes the skills, competencies, and knowledge in a specific subject area in which the faculty member has received advanced experience, training, or education.*
- 2) **Instructional Design:** To re-order and re-organize this knowledge/experience for student learning. Effective teachers design course objectives, syllabi, materials, activities, and experiences that are conducive to learning.*
- 3) **Instructional Delivery:** To communicate and "translate" this knowledge/experience into a format accessible to students. Effective*

*teachers communicate information clearly, create environments conducive to learning, and use an appropriate variety of teaching methods.*

**4) Instructional Assessment:** *To evaluate the mastery and other accomplishments of students. Effective teachers design assessment procedures appropriate to course objectives, ensure fairness in student evaluation and grading, and provide constructive feedback on student work.*

**5) Advising In and Beyond the Classroom:** *To provide guidance for students as they pursue undergraduate and post-baccalaureate education and/or employment. Effective advisors interact with students to provide career guidance and information, degree program guidance and information (e.g., advice on an appropriate schedule to facilitate graduation), and answers to questions relating to a discipline.*

**FACULTY SHALL DEMONSTRATE EXCELLENCE IN TEACHING BY MEETING THE FOLLOWING TEACHING CRITERIA:**

Additional criteria for Promotion to Professor Departmental Guidelines for Faculty Evaluation in Journalism and Media Production can be found in Appendix D.

**1. Content Expertise:**

- Updating courses taught and staying current in information presented in classes.

**2. Instructional Design:**

- Involved in curriculum development and maintenance.

**3. Instructional Delivery:**

- Demonstrates appropriate and effective use of class delivery to achieve course objectives.
- Receives SRI's that over time reflect student's ratings and comments that are in alignment with department norms. SRI's will be evaluated in a broad context, not based on the numerical score alone because there are many factors that influence SRI scores including but not limited to: teaching a new course or a course for the first time, a shift in pedagogy, and course format (on site, online, or hybrid), class size, response rate, whether a course is upper or lower division, required or elective, etc. All factors will be taken into consideration when evaluating SRI scores. Reviewers will detail the factors that entered into their decision making process in their respective review letters. At a minimum, during the review period, mean scores should be in line with department norms.



- Formative peer evaluations may be required by the department.

**4. Instructional Assessment:**

- Actively participates in effective evaluation of individual students, individual courses, and program, including yearly assessment reports, program review, and, if a program is accredited, accreditation.

**5. Advising**

- Post and hold five (5) office hours on campus per week. Meet with students at other times as needed, and other requirements for advising
- Uses University wide digital systems for advising.

## Scholarly Activities

The College of Professional Studies values faculty scholarship and expects faculty to engage in ongoing professional development to remain current in their areas of expertise through activities such as participating in trainings, workshops, conferences, and/or certification processes. In addition, faculty must participate in scholarly discussions by sharing their knowledge via presentations, publications, and other appropriate forms of scholarship in forums in which scholarly activities are peer reviewed. We encourage faculty to engage in collaborative forms of scholarship and we support a broad definition of scholarship which includes the scholarship of teaching and learning and the scholarship of application as defined in the Boyer model for scholarship.

From the latest edition of the Handbook for Professional Personnel,

*Scholarly and creative activities are disciplinary or interdisciplinary expressions or interpretations that develop ideas, frame questions, create new forms of representation, solve problems, or explore enduring puzzles.*

*Purposes include, but are not limited to, the following: advancing knowledge or culture through original research or creative activities; interpreting knowledge within or across disciplines; synthesizing information across disciplines, across topics, or across time; aiding society or disciplines in addressing problems; or enhancing knowledge of student learning and effective teaching.*

*Typically, to be considered scholarship, findings should be disseminated to either peer review by disciplinary scholars or professional or governmental organizations; or critical reflection by a wider community, including corporations or non-profit organizations, for example.*

*In addition to these scholarly activities, and depending on the specific Department Guidelines, this category may also include activities in which the faculty member shares other knowledge with members of the learned and professional communities; continued education and professional development activities appropriate to professional status or assignments; and other activities specific to the faculty member's discipline or assigned responsibilities.*

## **FACULTY SHALL DEMONSTRATE EXCELLENCE IN SCHOLARLY ACTIVITIES BY MEETING THE FOLLOWING SCHOLARLY ACTIVITY CRITERIA:**

Additional criteria Promotion to Professor Departmental Guidelines for Faculty Evaluation in the Journalism and Media Production Department can be found in Appendix D.

The faculty member must complete at least one of the following:

- Acceptance of an article in a peer reviewed journal. \* Journal articles must be scholarly in nature. Opinion or "popularization of the field" pieces written for professional/practitioner audiences do not meet this standard. Full-length scholarly papers in peer reviewed conference proceedings do meet this standard. Abstracts published in conference proceedings do not meet this standard. \*\*
- Publication of a scholarly book, textbook, instructor's manual that includes original works (e.g., beyond summaries of chapters, test questions, web links, etc.) or book chapter by a nationally recognized publisher.\*
- Exhibition of creative work(s) in a juried show and/or receipt of an award after being judged by a jury of peers or presentation of creative works in an adjudicated or auditioned performance. Contribution should be noted in the faculty member's narrative or in an annotation in his/her curriculum vita.
- Receipt of a sizable competitive grant from a recognized external entity that helps the faculty member create a product (e.g., paper, media production, etc.). No distinction will be made between participation as principle or co-principle investigator on the grant or those who make a significant contribution to the grant work.

In addition to meeting one of the above criteria, faculty must:

- Present a minimum of four peer-reviewed or invited presentations of the faculty member's original work in a department approved professional meeting/conference. Exceptions: if the faculty member has published or has in publication a scholarly book or textbook, during the review period, no peer reviewed or invited presentations are required. Publication of a paper in a peer reviewed journal or exhibition of creative work(s) in a juried show or presentation of creative works in an adjudicated or auditioned performance may be substituted in a one-to-one ratio for presentations.
- Pursue advanced study/conference/workshop attendance to stay current in the field or learn new information/skills.

\*Publications in predatory or vanity publications or by predatory or vanity presses or self-published works do not meet this standard. Lambert Academic Press (LAP), Green River Technologies, and One Voice International are examples of such publishers. A scholarly work will be evaluated on its merits with no distinction made between single or multiple authorship. Contribution should be noted in the faculty member's narrative or in an annotation in his/her curriculum vita. Scholarly works accepted for publication, exhibition, or performance at the time of portfolio submission meet this standard.

\*\*Papers published in peer-reviewed conference proceedings and the accompanying peer-reviewed presentation can count in both the publication and the presentation category.

## **Glossary**

Scholarly: concerned with academic learning and research.

Juried: having the contents selected for exhibition by a jury

Vanity press: a printing house that specializes in publishing books for which the authors pay all or most of the costs.

Peer review: evaluation of a person's work or performance by a group of people in the same occupation, profession, or industry.

<http://dictionary.reference.com/>

## Service

The College of Professional Studies is committed to service that supports students; that creates a climate that is respectful and supportive of diversity; and that supports the mission of the Department, the College of Professional Studies, and the University. Faculty is expected to engage in service on an ongoing basis throughout their career at Metro though the type and nature of the service may vary. CPS defines community service as unpaid work done at the local, state, national and/or international level which utilizes the faculty member's skills and expertise to create positive community change and/or that supports our students to achieve their educational and career goals.

From the latest edition of the Handbook for Professional Personnel,

*Faculty engage in service when they participate in the shared governance and good functioning of the institution; service to the institution can be at the program, department, college, or university level. Beyond the institution, faculty engage in service when they use their disciplinary and/or professional expertise and talents to contribute to the betterment of their multiple environments, such as regional communities, professional and disciplinary associations, non-profit organizations, or government agencies.*

### **FACULTY SHALL DEMONSTRATE EXCELLENCE IN SERVICE BY MEETING THE FOLLOWING SERVICE CRITERIA:**

Additional criteria for Promotion to Professor Departmental Guidelines for Faculty Evaluation in Journalism and Media Production can be found in Appendix D.

Demonstration of active involvement in some combination of all (breadth of service) of or intense focus (depth of service as measured by such factors as leadership, time spent, impact, and specific outcome, etc.; type and amount of intense service will be defined by the individual department) in the following service activities:

- Within the institution at the university, college, department or program level.

- Outside the Institution in the community or profession.

Examples of service include committees, projects, advisory boards, playing a leadership role, program coordination, review of articles, and accreditation. All should be related to the goals of the University, College, Department, Profession or provide related expertise to the community.

# Departmental Guidelines for Faculty Evaluation for Post- Tenure Review

## **Post-Tenure Review Departmental Guidelines for Faculty Evaluation**

The following guidelines apply to tenured faculty and incorporate changes to the latest edition of the Handbook for Professional Personnel.

**Faculty must meet all contractual obligations, requirements, and responsibilities, and adhere to policies relating to employee and student conduct as put forth in the latest edition of the Handbook for Professional Personnel and have a record of conduct consistent with professional standards in Appendix A of this document, and show sustained growth in all three evaluation areas to be considered to have a favorable post-tenure review.**

The College of Professional Studies is committed to a holistic view of the post-tenure review faculty member in terms of evaluating his/her performance as part of the big picture of the work and accomplishments in all three areas over the five year review period. In order to achieve a successful post-tenure review, a faculty member must show evidence of effective teaching as well as involvement in the two other evaluation areas based on the guidelines.

**FACULTY MUST MEET ALL OF THE FOLLOWING CRITERIA FOR EACH EVALUATION AREA TO BE ELIGIBLE FOR A POSITIVE POST-TENURE REVIEW.**

### **Teaching**

The College of Professional Studies values quality teaching with a focus on student learning that supports development of the knowledge and skills necessary to be an effective professional in the field. Successful post-tenure review requires faculty to continue professional growth and development. In the teaching area, this may include participating in activities such as faculty learning communities, peer observation cohorts, and/or workshops and conferences focused on teaching. Faculty members are encouraged to employ innovative and creative teaching methods and technology that stimulate learning through a multifaceted teaching and learning environment. Given the diverse nature of our student body, teaching and advising that supports student success and increases cultural awareness is highly valued.

The highest level of career preparation often involves applied learning gained through a process of initiating and nurturing collaborative partnerships in the diverse communities and industry we serve. Faculty members are encouraged to capitalize upon civic and industry partnerships purposefully managed to maintain currency in community and industry issues related to their field. Earning post-tenure review requires faculty to continue professional growth and development. In the teaching area, this may include participating in activities such as faculty learning communities, civic and industry advisory boards, professional associations, peer observation cohorts, and/or workshops and conferences focused on teaching. Faculty members are encouraged to employ innovative and creative teaching methods and technology that stimulate learning through a multifaceted teaching and learning environment. Given the diverse nature of our student body and the global society our industries serve, teaching and advising

that supports student success and increases cultural and civic engagement are at the core of our most valued activities.

Teaching is the act of creating and maintaining an environment which enhances the opportunities for student learning and discipline-related growth; it includes advising students to facilitate graduation and to transition to post-baccalaureate careers or further educational opportunities. From the latest edition of the Handbook for Professional Personnel,

*Teaching is a complex and reflective human activity that, in the higher education context, is offered in a forum that is advanced, semi-public, and essentially critical in nature. No single definition can possibly suffice to cover the range of talents that go into excellent teaching or that could be found across the board in the varied departments and disciplines of an entire university. Good teachers are scholars, researchers, inventors, scientists, creators, artists, professionals, investigators, practitioners or those with advanced expertise or experience who share knowledge, using appropriate methodologies, and who demonstrate and encourage enthusiasm about the subject matter in such a way as to leave the student with a lasting and vivid conviction of having benefited from that interaction.*

*Effective teachers typically maintain high academic standards, prepare students for professional work and development, facilitate student achievement, and provide audiences for student work. Some might add that the best teaching transmits specific skills or enhances talents that students possess, while others would note that good teaching develops habits of mind or provides models of scholarly, scientific, artistic or professional behavior and inquiry much more important than particular information. Faculty typically aspire to a number of other civic purposes in the classroom that may also include encouraging their students to long for the truth, to aspire to achievement, to emulate heroes, to become just, or to do good, for example. At the instructional level, the most important responsibilities of a teacher to his/her students are the following:*

- 1) **Content Expertise:** To demonstrate knowledge and/or relevant experience. Effective teachers display knowledge of their subject matters in the relevant learning environment (classroom, on-line, hybrid, field work, etc.), which typically includes the skills, competencies, and knowledge in a specific subject area in which the faculty member has received advanced experience, training, or education.*
- 2) **Instructional Design:** To re-order and re-organize this knowledge/experience for student learning. Effective teachers design course objectives, syllabi, materials, activities, and experiences that are conducive to learning.*
- 3) **Instructional Delivery:** To communicate and "translate" this knowledge/experience into a format accessible to students. Effective*



*teachers communicate information clearly, create environments conducive to learning, and use an appropriate variety of teaching methods.*

- 4) ***Instructional Assessment:*** *To evaluate the mastery and other accomplishments of students. Effective teachers design assessment procedures appropriate to course objectives, ensure fairness in student evaluation and grading, and provide constructive feedback on student work.*
- 5) ***Advising In and Beyond the Classroom:*** *To provide guidance for students as they pursue undergraduate and post-baccalaureate education and/or employment. Effective advisors interact with students to provide career guidance and information, degree program guidance and information (e.g., advice on an appropriate schedule to facilitate graduation), and answers to questions relating to a discipline.*

**FACULTY SHALL DEMONSTRATE EXCELLENCE IN TEACHING BY MEETING THE FOLLOWING TEACHING CRITERIA:**

Additional criteria for Post-Tenure Review Departmental Guidelines for Faculty Evaluation in Journalism and Media Production can be found in Appendix E.

**1. Content Expertise:**

- Updating courses taught and staying current in information presented in classes.

**2. Instructional Design:**

- Involved in curriculum development and maintenance.

**3. Instructional Delivery:**

- Demonstrates appropriate and effective use of class delivery to achieve course objectives.
- Receives SRI's that over time reflect student's ratings and comments that are in alignment with department norms. SRI's will be evaluated in a broad context, not based on the numerical score alone because there are many factors that influence SRI scores including but not limited to: teaching a new course or a course for the first time, a shift in pedagogy, and course format (on site, online, or hybrid), class size, response rate, whether a course is upper or lower division, required or elective, etc. All factors will be taken into consideration when evaluating SRI scores. Reviewers will detail the factors that entered into their decision making process in their respective review letters. At a minimum, during the review period, mean scores should generally be in line with department norms.

**4. Instructional Assessment:**

- Actively participates in effective evaluation of individual students, individual courses, and program, including yearly assessment reports, program review, and, if a program is accredited, accreditation.

**5. Advising**

- Post and hold five (5) office hours on campus per week. Meet with students at other times as needed, and other requirements for advising
- Uses University wide digital systems for advising.

## Scholarly Activities

The College of Professional Studies values faculty scholarship and expects faculty to engage in ongoing professional development to remain current in their areas of expertise through activities such as participating in trainings, workshops, conferences, and/or certification processes. In addition, faculty must participate in scholarly discussions by sharing their knowledge via presentations, publications, and other appropriate forms of scholarship in forums in which scholarly activities are peer reviewed. We encourage faculty to engage in collaborative forms of scholarship and we support a broad definition of scholarship which includes the scholarship of teaching and learning and the scholarship of application as defined in the Boyer model for scholarship.

From the latest edition of the Handbook for Professional Personnel,

*Scholarly and creative activities are disciplinary or interdisciplinary expressions or interpretations that develop ideas, frame questions, create new forms of representation, solve problems, or explore enduring puzzles.*

*Purposes include, but are not limited to, the following: advancing knowledge or culture through original research or creative activities; interpreting knowledge within or across disciplines; synthesizing information across disciplines, across topics, or across time; aiding society or disciplines in addressing problems; or enhancing knowledge of student learning and effective teaching.*

*Typically, to be considered scholarship, findings should be disseminated to either peer review by disciplinary scholars or professional or governmental organizations; or critical reflection by a wider community, including corporations or non-profit organizations, for example.*

*In addition to these scholarly activities, and depending on the specific Department Guidelines, this category may also include activities in which the faculty member shares other knowledge with members of the learned and professional communities; continued education and professional development activities appropriate to professional status or assignments; and other activities specific to the faculty member's discipline or assigned responsibilities.*

## **FACULTY SHALL DEMONSTRATE EXCELLENCE IN SCHOLARLY ACTIVITIES BY MEETING THE FOLLOWING SCHOLARLY ACTIVITY CRITERIA:**

Additional criteria for Post-Tenure Review Departmental Guidelines for Faculty Evaluation in Journalism and Media Production can be found in Appendix E.

The faculty member must complete at least two of the following:

- Acceptance of an article in a peer reviewed journal.\* Journal articles must be scholarly in nature. Opinion or "popularization of the field" pieces written for professional/practitioner audiences do not meet this standard. Full-length scholarly papers in peer reviewed conference proceedings do meet this standard. Abstracts published in conference proceedings do not meet this standard. \*\*
- Publication of a scholarly book, textbook, instructors manual that includes original works (e.g., beyond summaries of chapters, test questions, web links, etc.) or book chapter by a nationally recognized publisher.\*
- Exhibition of creative work(s) in a juried show and/or receipt of an award after being judged by a jury of peers or presentation of creative works in an adjudicated or auditioned performance. Contribution should be noted in the faculty member's narrative or in an annotation in his/her curriculum vita.
- Receipt of a sizable competitive grant from a recognized external entity that helps the faculty member create a product (e.g., paper, media production, etc.). No distinction will be made between participation as principle or co-principle investigator on the grant or those who make a significant contribution to the grant work.
- A peer-reviewed or invited presentation of the faculty member's original work in a department approved professional meeting/conference. Exceptions: If the faculty member has published or has in publication a scholarly book or textbook during the review period, no peer reviewed or invited presentations are required. Publication of a paper in a peer reviewed journal or exhibition of creative work(s) in a juried show or presentation of creative works in an adjudicated or auditioned performance may be substituted in a one-to-one ratio for presentations.

In addition, faculty must pursue:

- Advanced study/conference/workshop attendance to stay current in the field or learn new information/skills.

\*Publications in predatory or vanity publications or by predatory or vanity presses or self-published works do not meet this standard. Lambert Academic Press (LAP), Green River Technologies, and One Voice International are examples of such publishers. A scholarly work will be evaluated on its merits with no distinction made between single or multiple authorship. Contribution should be noted in the faculty member's narrative or in an annotation in his/her curriculum vita. Scholarly works accepted for publication, exhibition, or performance at the time of portfolio submission meet this standard.

\*\*Papers published in peer-reviewed conference proceedings and the accompanying peer-reviewed presentation can count in both the publication and the presentation category.

## **Glossary**

Scholarly: concerned with academic learning and research.

Juried: having the contents selected for exhibition by a jury

Vanity press: a printing house that specializes in publishing books for which the authors pay all or most of the costs.

Peer review: evaluation of a person's work or performance by a group of people in the same occupation, profession, or industry.

<http://dictionary.reference.com/>

## Service

The College of Professional Studies is committed to service that supports students; that creates a climate that is respectful and supportive of diversity; and that supports the mission of the Department, the College of Professional Studies, and the University. Faculty are expected to engage in service on an ongoing basis throughout their career at Metro though the type and nature of the service may vary. CPS defines community service as unpaid work done at the local, state, national and/or international level which utilizes the faculty member's skills and expertise to create positive community change and/or that supports our students to achieve their educational and career goals.

From the latest edition of the Handbook for Professional Personnel,

*Faculty engage in service when they participate in the shared governance and good functioning of the institution; service to the institution can be at the program, department, college, or university level. Beyond the institution, faculty engage in service when they use their disciplinary and/or professional expertise and talents to contribute to the betterment of their multiple environments, such as regional communities, professional and disciplinary associations, non-profit organizations, or government agencies.*

## **FACULTY SHALL DEMONSTRATE EXCELLENCE IN SERVICE BY MEETING THE FOLLOWING SERVICE CRITERIA:**

Additional criteria for Post-Tenure Review Departmental Guidelines for Faculty Evaluation in Journalism and Media Production can be found in Appendix E.

Demonstration of active involvement in some combination of all (breadth of service) of or intense focus (depth of service as measured by such factors as leadership, time spent, impact, and specific outcome, etc.; type and amount of intense service will be defined by the individual department) in the following service activities:

- Within the institution at the university, college, department or program level.

- Outside the institution in the community or profession.

Examples of service include committees, projects, advisory boards, playing a leadership role, program coordination, review of articles, and accreditation. All should be related to the goals of the University, College, Department, Profession or provide related expertise to the community.

# **Category II Faculty Eligible for Reappointment, Multi- Year Contract, or Promotion to Senior Lecturer Evaluation Guidelines**

## **Category II Departmental Guidelines for Faculty Evaluation for reappointment, multi-year contract, or promotion to Senior Lecturer**

The following guidelines apply to Category II faculty and incorporate changes to the latest edition of the Handbook for Professional Personnel.

**Category II Faculty must meet all contractual obligations, requirements, and responsibilities, and adhere to policies relating to employee and student conduct as put forth in the latest edition of the Handbook for Professional Personnel and have a record of conduct consistent with professional standards in Appendix B of this document, and show sustained growth in evaluation areas applicable to the candidate in consideration for reappointment, multi-year contract or promotion to Senior Lecturer.**

The College of Professional Studies is committed to a holistic view of Category II faculty in terms of evaluating his/her performance as part of the big picture of the work and accomplishments of effective teaching. If applicable, Category II faculty shall demonstrate proficiency in the two other evaluation areas based on the guidelines.

### **Teaching**

The College of Professional Studies values quality teaching with a focus on student learning that supports development of the knowledge and skills necessary to be an effective professional in the field. Successful reappointment, multi-year contract, or promotion requires faculty to continue professional growth and development. In the teaching area, this may include participating in activities such as faculty learning communities, peer observation cohorts, and/or workshops and conferences focused on teaching. Faculty members are encouraged to employ innovative and creative teaching methods and technology that stimulate learning through a multifaceted teaching and learning environment. Given the diverse nature of our student body, teaching and advising that supports student success and increases cultural awareness is highly valued.

The highest level of career preparation often involves applied learning gained through a process of initiating and nurturing collaborative partnerships in the diverse communities and industry we serve. Faculty members are encouraged to capitalize upon civic and industry partnerships purposefully managed to maintain currency in community and industry issues related to their field. Earning retention requires faculty to continue professional growth and development. In the teaching area, this may include participating in activities such as faculty learning communities, civic and industry advisory boards, professional associations, peer observation cohorts, and/or workshops and conferences focused on teaching. Faculty members are encouraged to employ innovative and creative teaching methods and technology that stimulate learning through a multifaceted teaching and learning environment. Given the diverse nature of our student body and the global society our industries serve, teaching and advising that



supports student success and increases cultural and civic engagement are at the core of our most valued activities.

Teaching is the act of creating and maintaining an environment which enhances the opportunities for student learning and discipline-related growth; it includes advising students to facilitate graduation and to transition to post-baccalaureate careers or further educational opportunities. From the latest edition of the Handbook for Professional Personnel,

*Teaching is a complex and reflective human activity that, in the higher education context, is offered in a forum that is advanced, semi-public, and essentially critical in nature. No single definition can possibly suffice to cover the range of talents that go into excellent teaching or that could be found across the board in the varied departments and disciplines of an entire university. Good teachers are scholars, researchers, inventors, scientists, creators, artists, professionals, investigators, practitioners or those with advanced expertise or experience who share knowledge, using appropriate methodologies, and who demonstrate and encourage enthusiasm about the subject matter in such a way as to leave the student with a lasting and vivid conviction of having benefited from that interaction.*

*Effective teachers typically maintain high academic standards, prepare students for professional work and development, facilitate student achievement, and provide audiences for student work. Some might add that the best teaching transmits specific skills or enhances talents that students possess, while others would note that good teaching develops habits of mind or provides models of scholarly, scientific, artistic or professional behavior and inquiry much more important than particular information.*

*Faculty typically aspire to a number of other civic purposes in the classroom that may also include encouraging their students to long for the truth, to aspire to achievement, to emulate heroes, to become just, or to do good, for example. At the instructional level, the most important responsibilities of a teacher to his/her students are the following:*

- 1) **Content Expertise:** To demonstrate knowledge and/or relevant experience. Effective teachers display knowledge of their subject matters in the relevant learning environment (classroom, on-line, hybrid, field work, etc.), which typically includes the skills, competencies, and knowledge in a specific subject area in which the faculty member has received advanced experience, training, or education.*
- 2) **Instructional Design:** To re-order and re-organize this knowledge/experience for student learning. Effective teachers design course objectives, syllabi, materials, activities, and experiences that are conducive to learning.*

- 3) ***Instructional Delivery:*** *To communicate and "translate" this knowledge/experience into a format accessible to students. Effective teachers communicate information clearly, create environments conducive to learning, and use an appropriate variety of teaching methods.*
- 4) ***Instructional Assessment:*** *To evaluate the mastery and other accomplishments of students. Effective teachers design assessment procedures appropriate to course objectives, ensure fairness in student evaluation and grading, and provide constructive feedback on student work.*
- 5) ***Advising In and Beyond the Classroom:*** *To provide guidance for students as they pursue undergraduate and post-baccalaureate education and/or employment. Effective advisors interact with students to provide career guidance and information, degree program guidance and information (e.g., advice on an appropriate schedule to facilitate graduation), and answers to questions relating to a discipline.*

**FACULTY SHALL DEMONSTRATE EXCELLENCE IN TEACHING BY MEETING THE FOLLOWING TEACHING CRITERIA:**

Additional criteria for Category II Departmental Guidelines for Faculty Evaluation for reappointment, multi-year contract, or promotion to Senior Lecturer can be found in [Appendix F](#).

**1. Content Expertise:**

- Updating courses taught and staying current in information presented in classes.

**2. Instructional Design:**

- Design course objectives, syllabi, materials, activities, and experiences that are conducive to learning.

**3. Instructional Delivery:**

- Demonstrates appropriate and effective use of class delivery to achieve course objectives.
- SRI's are conducted and are in line with the department norm.
- At least one peer review must be completed in the first year of employment. Additional peer evaluations may be required by the department.

**4. Instructional Assessment:**

- Actively participates in effective evaluation of individual students, individual courses, and program, including yearly assessment reports, program review, and, if a program is accredited, accreditation.

## 5. Advising

- Post and hold five (5) office hours on campus per week. Meet with students at other times as needed, and other requirements for advising
- Uses University wide digital systems for advising.

## Reduced teaching load agreements

Additional criteria for Category II Departmental Guidelines for Faculty Evaluation for reappointment, multi-year contract, or promotion to Senior Lecturer can be found in [Appendix F](#).

Excerpt from the latest edition of the Handbook for Professional Personnel

*In those cases where Category II faculty have reduced teaching-load agreements that specify duties in Scholarly Activities or Service (see Chapter V for definitions and conditions of Scholarly Activities and Service), evaluations should encompass work in those areas of performance.*

## Portfolio Development

Additional criteria for Category II Departmental Guidelines for Faculty Evaluation for reappointment, multi-year contract, or promotion to Senior Lecturer can be found in [Appendix F](#).

Excerpt from the latest edition of the Handbook for Professional Personnel

*Any Category II faculty member who wishes to be reappointed will undergo a review by submitting a Portfolio to the Department Chair. Portfolios will include the following:*

### 1) Cover Sheet

- *Published by the Office of the Provost; and*
- *Used to record recommendations for/against reappointment, promotion, or multi-year contracts.*

### 2) Narrative

1. *Is a one-page statement describing how the faculty member has met expectations for assigned duties/responsibilities;*

- 2. Presents a reflective self-assessment, highlights accomplishments, and indicates plans for the future;*
- 3. Should present one's best case to disciplinary colleagues and administrative levels of review; and*
- 4. If seeking promotion to Senior Lecturer or a Multi-Year Contract, this should be noted in the first paragraph of the statement.*
- 3) Annotated Curriculum Vitae (see Chapter V.C.1.b(3) for definition of "Annotated Curriculum Vitae")*
- 4) Student Ratings of Instruction per Chapter VI.B.1*
- 5) Peer Observations as delineated above in Chapter VI.B.2.a(1).*
- 6) Other documents as determined by the Department (course syllabi, exams, assignments, assessments, evidence of scholarly activities or service, etc.)*

Portfolios will be submitted using the same tool or format as Category II faculty and in accordance with the Academic Calendar.

## **Category III Departmental Guidelines for Faculty Evaluation**

The following guidelines apply to Category III (Affiliate) Faculty and incorporate changes to the latest edition of the Handbook for Professional Personnel.

Category III Faculty must meet all contractual obligations, requirements, and responsibilities, and adhere to policies relating to employee and student conduct as put forth in the latest edition of the Handbook for Professional Personnel and have a record of conduct consistent with professional standards in Appendix B of this document, and show sustained growth in evaluation areas applicable to the candidate in consideration for reappointment.

Per Handbook specifications, affiliate faculty reappointments are determined based on a combination of department needs, faculty member qualifications, and performance. High performance does not guarantee reappointment.

### **Accreditation/ Department Standards**

Due to the standards of accreditation or department policies, Category III instructors may be required to engage in student assessment of learning and/or accreditation practices (e.g., clinical assignments, accreditation assessment. This is up to the discretion of the Department and should be explained prior to the start of the contract.

### **Teaching**

#### **Category II**

The College of Professional Studies values quality teaching with a focus on student learning that supports development of the knowledge and skills necessary to be an effective professional in the field. Successful reappointment, multi-year contract, or promotion requires faculty to continue professional growth and development. In the teaching area, this may include participating in activities such as faculty learning communities, peer observation cohorts, and/or workshops and conferences focused on teaching. Faculty members are encouraged to employ innovative and creative teaching methods and technology that stimulate learning through a multifaceted teaching and learning environment. Given the diverse nature of our student body, teaching and advising that supports student success and increases cultural awareness is highly valued.

The highest level of career preparation often involves applied learning gained through a process of initiating and nurturing collaborative partnerships in the diverse communities and industry we serve. Faculty members are encouraged to capitalize upon civic and industry partnerships purposefully managed to maintain currency in community and industry issues related to their field. Earning retention requires faculty to continue professional growth and development. In the teaching area, this may include participating in activities such as faculty learning communities, civic and industry advisory boards, professional associations, peer observation cohorts, and/or workshops and conferences focused on teaching. Faculty members are encouraged to employ innovative and creative teaching methods and technology that stimulate learning through a multifaceted teaching and learning environment. Given the diverse nature of our student body and the global society our industries serve, teaching and advising that supports student success and increases cultural and civic engagement are at the core of our most valued activities.

Teaching is the act of creating and maintaining an environment which enhances the opportunities for student learning and discipline-related growth; it includes advising students to facilitate graduation and to transition to post-baccalaureate careers or further educational opportunities. From the latest edition of the Handbook for Professional Personnel,

Teaching is a complex and reflective human activity that, in the higher education context, is offered in a forum that is advanced, semi-public, and essentially critical in nature. No single definition can possibly suffice to cover the range of talents that go into excellent teaching or that could be found across the board in the varied departments and disciplines of an entire university. Good teachers are scholars, researchers, inventors, scientists, creators, artists, professionals, investigators, practitioners or those with advanced expertise or experience who share knowledge, using appropriate methodologies, and who demonstrate and encourage enthusiasm about the subject matter in such a way as to leave the student with a lasting and vivid conviction of having benefited from that interaction.

Effective teachers typically maintain high academic standards, prepare students for professional work and development, facilitate student achievement, and provide audiences for student work. Some might add that the best teaching transmits specific skills or enhances talents that students possess, while others would note that good teaching develops habits of mind or provides models of scholarly, scientific, artistic or professional behavior and inquiry much more important than

particular information.

Faculty typically aspire to a number of other civic purposes in the classroom that may also include encouraging their students to long for the truth, to aspire to achievement, to emulate heroes, to become just, or to do good, for example. At the instructional level, the most important responsibilities of a teacher to his/her students are the following:

- 1) **Content Expertise:** To demonstrate knowledge and/or relevant experience. Effective teachers display knowledge of their subject matters in the relevant learning environment (classroom, on-line, hybrid, field work, etc.), which typically includes the skills, competencies, and knowledge in a specific subject area in which the faculty member has received advanced experience, training, or education.
- 2) **Instructional Delivery:** To communicate and “translate” this knowledge/experience into a format accessible to students. Effective teachers communicate information clearly, create environments conducive to learning, and use an appropriate variety of teaching methods.
- 3) **Instructional Assessment:** To evaluate the mastery and other accomplishments of students. Effective teachers design assessment procedures appropriate to course objectives, ensure fairness in student evaluation and grading, and provide constructive feedback on student work.

**FACULTY SHALL DEMONSTRATE EXCELLENCE IN TEACHING BY MEETING THE FOLLOWING TEACHING CRITERIA:**

In the absence of accreditation or departmental standards, additional criteria for Category III (Affiliate) Departmental Guidelines for Faculty Evaluation can be found in Appendix H.

**1. Content Expertise:**

- Updating courses taught and staying current in information presented in classes.

**2. Instructional Design:**

- Design course materials, activities, and experiences that are conducive to learning.

**3. Instructional Delivery:**

- Demonstrates appropriate and effective use of class delivery to achieve course objectives.
- SRI's are conducted and are in line with the department norm.

**4. Advising:**

While office hours are not required, faculty will be available before or after class or via email to answer questions about the class. In addition, faculty may advise students on career/job placements that fall within their expertise.

## **Appendix A - Professional Standards for Faculty**

The faculty member must meet the contractual responsibilities defined these guidelines and adhere to all policies and procedures set forth in the latest edition of the Handbook for Professional Personnel as a prerequisite to reappointment consideration.

1. Timely performance of responsibilities specified in the faculty member's contract and the Handbook (in accordance with the academic and procedural calendars).
2. Adherence to accepted standards of professional conduct.
3. Faculty shall be responsible for the conduct of assigned classes; shall provide the chair with timely notice in the event that they cannot conduct a class (or classes); and, pursuant to written departmental policy, shall arrange, when possible, for instruction to be provided when they cannot be present - either by a substitute or by class assignment.
4. Faculty shall present to all students attending class, within the time span established by departmental policy, a course description, their NC policy, grading criteria, and special notices required by law or institutional policy (see Academic Policy Manual).
5. Faculty shall, as established by departmental policies, adopt such procedures as necessary to assure that adequate and accurate records of student performance are maintained.
6. Faculty shall establish, post, and keep a minimum of 5 office hours weekly during each academic term of the regular academic year.
7. In addition to their teaching load, faculty members shall prepare for classes, evaluate students' performance, confer with and advise students, and participate in committee work, professional development, service and other appropriate professional activities as designated in the contract or by the department. Full-time faculty is expected to devote at least 40 hours per week during the contract year to meeting their teaching and other obligations.
8. Faculty shall keep syllabi and student records for all classes for one calendar year after the end of the semester in which the course was taught.
9. Faculty shall comply with all federal and state laws relating to the acquisition, handling, and disposal of hazardous materials and by-products or wastes there from.
10. Attends departmental and other faculty meetings.





## **Appendix B - Professional Standards Category II Faculty**

The faculty member must meet the contractual responsibilities defined these guidelines and adhere to all policies and procedures set forth in the latest edition of the Handbook for Professional Personnel as a prerequisite to reappointment consideration.

1. Timely performance of responsibilities specified in the faculty member's contract and the Handbook (in accordance with the academic and procedural calendars).
2. Adherence to accepted standards of professional conduct.
3. Faculty shall be responsible for the conduct of assigned classes; shall provide the chair with timely notice in the event that they cannot conduct a class (or classes); and, pursuant to written departmental policy, shall arrange, when possible, for instruction to be provided when they cannot be present - either by a substitute or by class assignment.
4. Faculty shall present to all students attending class, within the time span established by departmental policy, a course description, their NC policy, grading criteria, and special notices required by law or institutional policy (see Academic Policy Manual).
5. Faculty shall, as established by departmental policies, adopt such procedures as necessary to assure that adequate and accurate records of student performance are maintained.
6. Faculty shall establish, post, and keep a minimum of 5 office hours weekly during each academic term of the regular academic year.
7. In addition to their teaching load, faculty members shall prepare for classes, evaluate students' performance, confer with and advise students, and may participate in committee work, professional development, service and other appropriate professional activities as designated in the contract or by the department. Full-time faculty is expected to devote at least 40 hours per week during the contract year to meeting their teaching and other obligations.
8. Faculty shall keep syllabi and student records for all classes for one calendar year after the end of the semester in which the course was taught.
9. Faculty shall comply with all federal and state laws relating to the acquisition, handling, and disposal of hazardous materials and by-products or wastes there from.
10. Attends departmental and other faculty meetings.

## **Appendix C – Additional Criteria for Retention, Tenure and Promotion to Associate Professor in Journalism and Media Production**

**FACULTY SHALL DEMONSTRATE EXCELLENCE IN SCHOLARLY ACTIVITIES BY MEETING THE FOLLOWING SCHOLARLY ACTIVITY CRITERIA:**

**Examples of creative work** in the Department of Journalism and Media Production may include media productions such as websites, video programs, Web 2.0 media, 2D or 3D animation, graphic art projects and other linear or interactive media programs/projects. Examples of juried or adjudicated venues include professional organization competitions such as Educause, SPJ, PRSA, NPPA, BEA, STC, ISTE, AACE, MCA-I, NATPE, ASTD, New Media Consortium, etc.; competitive national film/video/interactive media festivals such as CINDY, Telly or Accolades; local or regional competitive media festivals such as NATAS, Moondance Film Festival, Estes Park Film Festival; and international festivals or competitions.

**Tenure-track faculty are expected to satisfy seven of the following criteria over the tenure-track period:**

- Be an ongoing self-funded member of at least one discipline relevant local, regional, national, or international organization.
- Be actively involved in a relevant professional organization by attending at least 2 local events or one regional or national event per year.
- Share professional expertise with colleagues through presentations in other departments, to campus groups, or at conferences. Consulting work and participating in design shows also are appropriate activities for meeting this standard.
- Read professional books and other publications, such as trade journals and/or professional journals related to the discipline, with evidence of incorporating current information into course material.
- Provide evidence of currency in the field through engagement in industry-related activities and organizational meetings.
- Attend at least one discipline relevant local workshop, lecture, or seminar, including online seminars per year.
- Write or obtain a grant proposal or funds to support classroom instruction or activities related to the discipline and department activities.
- Undertake work activity (writing, research, project production, etc.) as part of a professional grant.
- Serve on a review committee or in an editorial capacity for a journal, a trade publication, a website or other media organization
- Serve as a judge for a media or other relevant discipline-related competition-
- Successfully complete two College courses related to the discipline with B or better grade.
- Exhibit professionally in a gallery, at a website or in some other venue or format related to the discipline

- Serve on an accrediting team performing at least one review visit for any academic unit at the university. Contribute to or write for other non-refereed publications
- Produce non-refereed presentations relevant to the discipline
- Produce non-refereed programs or media projects relevant to the discipline
- Participate in other departmentally defined activities (may count no more than 2 activities as part of the 7).

Examples include self-training through tutorials; attendance at and participation in workshops through the Center for Faculty Development and other university-sanctioned workshops or seminars

**FACULTY SHALL DEMONSTRATE EXCELLENCE IN SERVICE BY MEETING THE FOLLOWING SERVICE CRITERIA:**

**Tenure-track faculty are expected to satisfy the following requirements over the review period in order to meet minimum standards in the area of service:**

- Attend and participate in all department meetings and assessment activities unless excused by the chair.
- Serve on departmental committees as assigned and accomplish desired tasks as outlined by the committee.
- Participate in at least six department recruiting activities such as a Majors Fair, MSU Denver Open House or other recruitment activity.
- Serve on at least one school or university committee or chair at least one department committee that requires at least a 15-hour time commitment per academic year.
- Provide service, using professional expertise or skills to at least one community or professional organization per academic year.

**In addition, tenure-track faculty are expected to satisfy five of the following criteria over the tenure-track period:**

- Review material for department, school, or university committees and document time commitment.
- Undertake a special assignment for program review.
- Obtain donations in the form of equipment, supplies, or monies for the program at least three times during the review period.
- Assist in supervising or supervise a department lab for at least 20 hours per academic year.
- Participate in a standing school, faculty senate, or university committee(s) that requires at least 20 hours per academic year.
- Actively serve in the Faculty Senate, attending the majority of scheduled meetings and reporting senate activities and concerns to the department.
- Serve as a Commencement Marshall for at least four ceremonies.
- Actively serve on a Faculty Senate Committee, attending the majority of scheduled meetings.
- Develop print, web or video materials of professional quality for department marketing activities.

- Chair or serve on a department, school or university search committee at least twice during the review period.
- Organize a professional conference or event.
- Serve on a committee or board of a professional organization.
- Provide service to a professional organization or community service board of directors that requires at least a 10-hour time commitment per academic year while using discipline specific skills or professional expertise.
- Accrue 20 hours of service provided to a community or professional organization in which faculty members use or share their professional expertise to benefit the organization.
- Serve as a judge for a competitive event hosted by or sponsored by a professional or community organization at least twice during the review period.
- Undertake other activities in consultation with the chair.

Develop community and industry partnerships that result in collaborative projects or other student/department benefits

## **Appendix D – Additional Criteria for Promotion to Professor in Journalism and Media Production**

**Examples of creative work** may include media productions such as websites, video programs, Web 2.0 media, 2D or 3D animation, graphic art projects and other linear or interactive media programs/projects. Examples of juried or adjudicated venues include professional organization competitions such as Educause, SPJ, PRSA, NPPA, BEA, STC, ISTE, AACE, MCA-I, NATPE, ASTD, New Media Consortium, etc.; competitive national film/video/interactive media festivals such as CINDY, Telly or Accolades; local or regional competitive media festivals such as NATAS, Moondance Film Festival, Estes Park Film Festival; and international festivals or competitions.

### **FACULTY SHALL DEMONSTRATE EXCELLENCE IN SERVICE BY MEETING THE FOLLOWING SERVICE CRITERIA:**

Faculty are expected to satisfy the following requirements over the review period in order to meet minimum standards in the area of service:

- Attend and participate in all department meetings and assessment activities unless excused by the chair.
- Serve on departmental committees as assigned and accomplish desired tasks as outlined by the committee.
- Participate in at least six department recruiting activities such as a Majors Fair, MSU Denver Open House or other recruitment activity.
- Serve on at least one school or university committee or chair at least one department committee that requires at least a 15-hour time commitment per academic year.
- Provide service, using professional expertise or skills to at least one community or professional organization per academic year.

**In addition, tenure-track faculty are expected to satisfy five of the following criteria over the review period:**

- Review material for department, school, or university committees and document time commitment.
- Undertake a special assignment for program review.
- Obtain donations in the form of equipment, supplies, or monies for the program at least three times during the review period.
- Assist in supervising or supervise a department lab for at least 20 hours per academic year.
- Participate in a standing school, faculty senate, or university committee(s) that requires at least 20 hours per academic year.
- Actively serve in the Faculty Senate, attending the majority of scheduled meetings and reporting senate activities and concerns to the department.

- Serve as a Commencement Marshall for at least four ceremonies.
- Actively serve on a Faculty Senate Committee, attending the majority of scheduled meetings.
- Develop print, web or video materials of professional quality for department marketing activities.
- Chair or serve on a department, school or university search committee at least twice during the review period.
- Organize a professional conference or event.
- Serve on a committee or board of a professional organization.
- Provide service to a professional organization or community service board of directors that requires at least a 10-hour time commitment per academic year while using discipline specific skills or professional expertise.
- Accrue 20 hours of service provided to a community or professional organization in which faculty members use or share their professional expertise to benefit the organization.
- Serve as a judge for a competitive event hosted by or sponsored by a professional or community organization at least twice during the review period.
- Undertake other activities in consultation with the chair.

Develop community and industry partnerships that result in collaborative projects or other student/department benefits

## **Appendix E – Additional Criteria for Post-Tenure Review in Journalism and Media Production**

**Examples of creative work** may include media productions such as websites, video programs, Web 2.0 media, 2D or 3D animation, graphic art projects and other linear or interactive media programs/projects. Examples of juried or adjudicated venues include professional organization competitions such as Educause, SPJ, PRSA, NPPA, BEA, STC, ISTE, AACE, MCA-I, NATPE, ASTD, New Media Consortium, etc.; competitive national film/video/interactive media festivals such as CINDY, Telly or Accolades; local or regional competitive media festivals such as NATAS, Moondance Film Festival, Estes Park Film Festival; and international festivals or competitions.

**Faculty are expected to satisfy seven of the following criteria over the review period:**

- Be an ongoing self-funded member of at least one discipline relevant local, regional, national, or international organization.
- Be actively involved in a relevant professional organization by attending at least 2 local events or one regional or national event per year.
- Share professional expertise with colleagues through presentations in other departments, to campus groups, or at conferences. Consulting work and participating in design shows also are appropriate activities for meeting this standard.
- Read professional books and other publications, such as trade journals and/or professional journals related to the discipline, with evidence of incorporating current information into course material.
- Provide evidence of currency in the field through engagement in industry-related activities and organizational meetings.
- Attend at least one discipline relevant local workshop, lecture, or seminar, including online seminars per year.
- Write or obtain a grant proposal or funds to support classroom instruction or activities related to the discipline and department activities.
- Undertake work activity (writing, research, project production, etc.) as part of a professional grant.
- Serve on a review committee or in an editorial capacity for a journal, a trade publication, a website or other media organization
- Serve as a judge for a media or other relevant discipline-related competition-
- Successfully complete two College courses related to the discipline with B or better grade.
- Exhibit professionally in a gallery, at a website or in some other venue or format related to the discipline
- Serve on an accrediting team performing at least one review visit for any academic unit at the university. Contribute to or write for other non-refereed publications
- Produce non-refereed presentations relevant to the discipline
- Produce non-refereed programs or media projects relevant to the discipline
- Participate in other departmentally defined activities (may count no more than 2 activities as part of the 7).

Examples include self-training through tutorials; attendance at and participation in workshops through the Center for Faculty Development and other university-sanctioned workshops or seminars

**FACULTY SHALL DEMONSTRATE EXCELLENCE IN SERVICE BY MEETING THE FOLLOWING SERVICE CRITERIA:**

**Faculty are expected to satisfy the following requirements over the review period in order to meet minimum standards in the area of service:**

- Attend and participate in a majority of department meetings and assessment activities unless excused by the chair.
- Serve on departmental committees as assigned and accomplish desired tasks as outlined by the committee.
- Participate in at least six department recruiting activities such as a Majors Fair, MSU Denver Open House or other recruitment activity.
- Serve on at least one college or university committee or chair at least one department committee that requires at least a 15-hour time commitment per academic year.
- Provide service, using professional expertise or skills to at least one community or professional organization per academic year.

**In addition, faculty are expected to satisfy five of the following criteria over the review period:**

- Review material for department, school, or university committees and document time commitment.
- Undertake a special assignment for program review.
- Obtain donations in the form of equipment, supplies, or monies for the program at least three times during the review period.
- Assist in supervising or supervise a department lab for at least 20 hours per academic year.
- Participate in a standing school, faculty senate, or university committee(s) that requires at least 20 hours per academic year.
- Actively serve in the Faculty Senate, attending the majority of scheduled meetings and reporting senate activities and concerns to the department.
- Serve as a Commencement Marshall for at least four ceremonies.
- Actively serve on a Faculty Senate Committee, attending the majority of scheduled meetings.
- Develop print, web or video materials of professional quality for department marketing activities.
- Chair or serve on a department, school or university search committee at least twice during the review period.
- Organize a professional conference or event.
- Serve on a committee or board of a professional organization.
- Provide service to a professional organization or community service board of directors that requires at least a 10-hour time commitment per academic year while using discipline specific skills or professional expertise.
- Accrue 20 hours of service provided to a community or professional organization in which faculty members use or share their professional expertise to benefit the organization.



- Serve as a judge for a competitive event hosted by or sponsored by a professional or community organization at least twice during the review period.
- Undertake other activities in consultation with the chair.

Develop community and industry partnerships that result in collaborative projects or other student/department benefits

## **Appendix F – Additional Criteria for Category II Faculty in Journalism and Media Production**

### **Promotion to Senior Lecturer**

Senior Lecturer: The faculty member has at least six years of teaching, as defined in the Handbook. The faculty member has a record of effective teaching as appropriate to the member's particular discipline and departmental needs. The faculty member shows advancement of teaching practices with evidence of improved teaching, including student evaluations at or above 4.5 in a majority of classes taught, including comments if available. Any reduced teaching load time is addressed in the narrative with an explanation of its merit and effectiveness.

Applicants for Senior Lecturer should demonstrate further achievements with one or more of the following: [These are suggestions for consideration]

- Creation of new curriculum or significant revisions or existing curriculum.
- Regular participation in department assessment activities
- Significant service to the department
- Recognition of professional or scholarly achievement.
- Advising of an Honors Thesis or teaching of an Independent Study course
- Scholarly or creative publication in the faculty member's teaching field. Note that if professional development is a suggestion, that there may be fiscal factors and that the Handbook states that there is no expectation for scholarly activities (see d)i) below)

### **Handbook language for Senior Lecturer**

(4) Senior Lecturer—a Lecturer may be promoted to Senior Lecturer status if  
(a) Their credentials meet the criteria determined by the hiring Department as articulated in the Hiring Protocols, and

(b) They have a total of six years (at least three of which must have been consecutive and at least one of which must have been within 18 months of the senior lecturer appointment) of performance to MSU Denver.<sup>1</sup>

(i) Promotion is contingent upon a recommendation from the Department Chair, the Dean and the Provost;

(ii) If promoted to a Senior Lecturer, the salary will be adjusted to reflect the new title.

(c) May be used to fill a potential tenure line especially under tight budget conditions.

(i) Positions depend on available funding.

(ii) This type of Category II appointment is usually intended to increase full time coverage above the targeted 60 percent tenure-line coverage target.

(d) Duties:

(i) 5/5 teaching (or equivalent); recommend no more than three preparations per semester and no expectation of scholarly activities other than that related to maintaining currency in discipline;

(ii) A reduced teaching load may be offered for other performance expectations and support based on departmental needs and negotiated at Chair and Dean discretion (see "Application for Category II Reduced Teaching Load").

**Appendix G – Approval**

The Attached Departmental Guidelines for the  
Department of Journalism and Media Production

College of Professional Studies

Metropolitan State University of Denver

Departmental Guidelines for Faculty Evaluation Approval

For the 2019-2020 Academic Year

**Approvals:**

Chair: Shawn J. Schaf Date: 8/22/19

Dean: [Signature] Date: 8/23/19

VPASA: \_\_\_\_\_ Date: \_\_\_\_\_