

**SCHOOL OF COMMUNICATION STUDIES**  
**EVALUATION TIMETABLE – RTA & TENURE TRACK APPOINTMENTS**

(Revised 7-22-08)

**RTA FACULTY**

**RTAs in the First Year of their FIRST three-year contract:**

January 12 – Portfolios to Director

February 10 – Director forwards recommendations to Dean

March 2 – Last date to notify of termination at end of first year

May 18 – Portfolios to Director

September 1 – Portfolios to PAC (Merit)

**RTAs in Second Year of their FIRST three-year contract:**

December 15 – Last date to notify of termination at the end of the second year

March 16 – Portfolios to PAC

April 1 – Portfolios and PAC evaluations to Director

April 30 – Director forwards recommendations to Dean

September 1 – Portfolios to PAC (Merit)

**RTAs who have had their contracts extended beyond the first three years:**

May 18 – Portfolios to Director

September 1 – Portfolios to PAC

**TENURE-TRACK AND TENURED FACULTY**

**Tenure track appointments in the First-Sixth years of the probationary period:**

March 16 – Portfolios to PAC

April 1 – Portfolios and PAC evaluations to Director

April 30 – Director forwards recommendations to Dean

September 1 – Portfolios to PAC (Merit)

**Tenure-track appointments in the sixth (or final) year of the probationary period:**

September 1 – Letter Notifying of intention to apply for tenure and promotion must be filed with Director

October 1 – Portfolios to PAC

October 20 – PAC forwards portfolios to Director

November 17 – Independent evaluations by PAC and Director to Dean; faculty notified of evaluations by PAC and Director

December 15 – Evaluations by PAC, Director, and Dean to VPAA

February 2 – VPAA recommendations to President; notice to faculty

September 1 – Portfolios to PAC (Merit)

**Tenured Faculty:**

May 18 – Portfolios to Director

September 1 – Portfolios to PAC (Merit)

**Merit Policy- Adopted February 24, 2006**  
**(Effective Fall 2006)**

The merit policy provides:

(1) That available merit money, with the exception of **7.5** percent (henceforth called merit plus), be distributed proportionate to salary to all faculty in the School of Communication Studies who have received satisfactory evaluations from the PAC for the most recent academic year.\*

(2) That any Assistant Professor & above who has received an evaluation below “satisfactory” in a particular category will have one-third subtracted from his/her merit total amount for each rating below “satisfactory.” Lecturers & Instructors will have 50 percent subtracted for each rating below “satisfactory.”

(3) That the remaining **7.5** percent of the merit money, “merit plus,” will be awarded, proportionate to salary, by the School Director and the PAC working together, to those select faculty who have performed beyond expectations for exceptional performance- demonstrating an “exceptional plus” performance rating.

If no one applies for merit plus, then all monies will be returned to the general fund. If fewer than eight (8) merit awards are granted, the remaining merit plus money will be returned to the general merit fund and distributed proportionate to all faculty.

- “Exceptional plus” ratings should be given to activities that have made a significant contribution to the discipline of Communication, the School or the University. For a merit plus increase, at least two areas of evaluation (teaching, scholarship, service) must receive an “exceptional plus” to warrant the additional merit increase.
- No more than 4 tenure-track and 4 RTA persons should be awarded “merit plus” in a given year. If no person meets the criteria, monies allocated will be returned to the general merit pool and distributed accordingly.

(4) Persons who wish to be considered for “merit plus” must submit:

- (a) a one-page executive summary stating the rationale supporting their consideration
- (b) a current vitae
- (c) a copy of last year’s evaluations by the PAC and the School Director
- (d) a summary of numerical teaching evaluations for the previous Fall and spring semesters

*\*In order to receive merit for the year under review, you must have been evaluated by the PAC that same academic year*

(5) For **Assistant Professors & above**, activities that are deserving of a rating of “exceptional plus” performance could include, but are not limited to, the following:

**Teaching (examples)**

Averaged quantitative students evaluations were ranked among the top three instructors for the academic year under consideration

Creation of a new course, program or minor

Reception of a university, state or national teaching Award

Top General Education Teaching Award

Publication of instructional activities in *Communication Teacher* or a similar Journal

Madison Fellow

General Education grant for course development

**Research (examples)**

More than one peer-review (blind) articles published.

Reception of substantial external grants

Publication of a first edition **scholarship book** or textbook

Reception of disciplinary scholarship awards at the national/international level

**Service (examples)**

Chair of a college or university committee for a minimum of one year.

Service to the discipline at a national or international level in the form of being a major program planner or holding a major office in a national or international organization

Chair of self-study or program review committees

Chair of assessment committee

Serving as a member of School PAC

(6) **For Lecturers & Instructors**, activities that are deserving of a rating of “exceptional plus” performance could include, but are not limited to, the following.

**Teaching (examples)**

- Averaged quantitative students evaluations were ranked among the top three instructors for the academic year under consideration
- Reception of top General Education Teacher Award
- Publication of instructional activities in Communication Teacher, or a similar journal
- Taking a short course at SCA/ICA
- CIT workshop or grant for on-line course development
- Madison Fellow
- General Education grant for course development

**Research (examples)**

- Presentation of a juried selected paper at a national/international conference
- The publication of a “peer reviewed” article in a regional/national journal in the discipline
- Taking graduate courses that could lead to the completion of a higher degree than that which the person currently holds

**Service (examples)**

- Acting as sponsor of a co-curricular club/organization within the School or College
- Participating as a member of the School C & I committee
- Participating as a member of the School PAC
- Service to the discipline at the regional/or national level, i.e., serving as an officer, etc.

**Merit Timeline  
(Effective Fall 2007)**

**All faculty seeking any form of merit must submit a yearly portfolio for review by the PAC and the School Director. The pertinent deadlines for such submission are as follows:**

**March 14**

Tenure-track faculty submit their comprehensive portfolios to PAC  
RTA faculty in the 2<sup>nd</sup> year of their first three-year contract submit their comprehensive portfolios to PAC

**May 18**

The following faculty must submit a yearly portfolio to the School Director for review and evaluation:

1. RTA faculty in the 1<sup>st</sup> year of their contract.
2. RTA faculty in contract extension beyond the first three years.
3. All tenured faculty.

The portfolio should contain accomplishments from May of one year to May of the second. Portfolios should not contain accomplishments from previous years.

Portfolios should contain:

1. A summary of all activities (FAP)
2. A copy of teaching evaluations & other evidence of teaching
3. A copy of all publications and conference presentations

**September 1**

All faculty requesting merit increases will submit an annual portfolio to PAC. The PAC will complete a review of the portfolios offering an independent evaluation of each. Faculty will be evaluated for merit in the following areas, based on contract, teaching, scholarship, and service.

Any faculty member seeking an 'exceptional plus' merit award should submit an application to the PAC Chair. Applications should include:

1. A letter of application – including an executive summary and argument
2. A copy of current vitae
3. A copy of teaching evaluations
4. A copy of PAC evaluation from September.
5. A copy of the School Director evaluation from May/June.

## PAC Considerations When Assigning Value to Books Published by Faculty in Communication Studies

Published refereed scholarly books that advance the understanding of communication theory and practice or that deal with otherwise discipline related topics are highly regarded by the PAC as meritorious. Other forms of published books may be considered based on their quality, especially when book reviews, editorial reviews, and so forth are submitted as evidence of the value of the work. Since it is within the PAC's discretion to assign value for a published book, candidates may seek advice from the PAC before committing to a book project.

The following timeline illustrates when a candidate might submit evidence of their published book for consideration by the PAC.

### Typical Timeline for Book Publication Appraisal by PAC

	Under Contract	In Print	Revised Editions Impact/Acclaim
<b>Peer Reviewed Publications</b>  <i>Scholarly Publications</i> Level 1 Scholarly Press Level 2 Edited Scholarly  <i>Academic Publications</i> Level 1 Academic Press Level 2 Edited Academic	   X   X	   X X  X X	
<b>Editor Reviewed Publications</b> Popular Press		X	X
<b>No Pre-publication Review</b> Vanity Training Manual On-line (Some)			X X X

*X = Point in publication process where evidence should be submitted for appraisal by the PAC.*

**Peer Reviewed Publications** include scholarly and academic works. *Scholarly publications* are intended as professional resource material, are directed toward a professional audience, and go through a juried review/referee process by peers in that area of research. *Academic publications* are intended as instructional resource material, are directed toward a student audience, and go through a juried review/referee process by peers with interest or expertise in that area of teaching.

**Editor-Reviewed Publications**, such as books for the popular press, are generally directed to a popular audience or a specific market of practice, are produced in the author's area of research or teaching expertise, and are reviewed by an editor, but do not go through a juried review/referee process by peers. Reviews and peer acclaims, requests for new editions, and other indicators of book value publication could be considered.

**No Pre-publication Review** includes publications that are produced in the author's area of research or teaching expertise but are not reviewed either by peers or an editor prior to publication. Such works may eventually have impact on the discipline, but this can be best assessed after publication, with evidence of editorial or peer acclaim, requests for new editions, favorable reviews, and other cogent data.

## PAC PORTFOLIO CONTENTS

1. Letter of Review. This letter should be written to the PAC summarizing your teaching, service, and scholarship, if applicable, for the previous year. You should also include your goals in each area that you intend to develop in the next year.
2. Current curriculum vitae.
3. Summary of all quantitative teaching evaluations.
4. Quantitative evaluations and qualitative evaluations for each class taught: a) provide a labeled divider with course number/section and semester, b) quantitative evaluations, c) qualitative evaluations, d) syllabus, e) a sample exam, and f) any exercise you may choose to include.
5. Service. Provide the names of committees you have served on and the tasks completed while on that committee.
6. Scholarship (if applicable). Provide a copy of any publications and conference papers you have completed in the last academic year. Please indicate level of review: a) refereed or b) not refereed. For books, please submit either a) book contract or b) the published book and the level of review.
7. Other. If there is anything that does not fit into the above categories that you feel is necessary for the PAC to review, please include that information here.
8. Previous letters from the PAC.
9. Previous letters from the School Director.
10. Retain for your records and future use previous year PAC portfolios in a separate notebook or notebooks. Unless requested by the PAC, do not submit previous year(s) PAC portfolio(s).

INTEROFFICE MEMORANDUM

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TO: Faculty in Tenure-Track Appointments  
FROM: Eva M. McMahan  
SUBJECT: Informative Statement Regarding Tenure  
DATE: 1/3/2006  
CC: Bill Kimsey

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The attached document is a codification of the standard practices regarding tenure that have been in place for many years in SCOM. There are no changes whatsoever in the expectations. You have been informed of these expectations numerous times beginning with the employment interview. During fall semester 2005, I asked the tenure sub-committee of PAC to codify these expectations. They produced the document that is attached. Please add this to the information regarding tenure contained in the SCOM policy book.

## **Normative Statement To Be Added To The School Of Communication Studies Guidelines For Evaluation Of Faculty**

21 November 2005

To obtain a rating of satisfactory in research, typically candidates presenting themselves for tenure will:

- A. Include in their application printed copies of a minimum of six (6) total publications and presentations published within the six year tenure probationary period.
- B. These publications and presentations should generally be divided in the following manner:
  - 1. There should be a minimum of three (3) refereed publications (articles) at the regional level and beyond related to the applicant's area of expertise, research program or concentration. Scholarly books or book chapters can be used as part of the assessment.
  - 2. There should be a minimum of three (3) refereed presentations at regional, national or international conferences in the applicant's area of expertise, research program or concentration.

## Memo

TO: Dr. E. McMahan

FROM: PAC, 2005 (Professor Members: Drs. Gabbard-Alley, Kimsey, Rollman)

RE: Requirements for a Rating of Satisfactory in the Research Category when applying for Full Professor in Communication Studies

Date: 19 April 2005

The PAC recently examined the requirements for promotion to full professor. Our goal is to make the minimal requirements clear to everyone involved. We have no problems with the current requirements in the categories of teaching and service. However, we feel that it is necessary to explicitly set forth the requirements in the research category due to the changing nature of the academic community since this School last promoted someone to the rank of Professor. Since there is no time limitation for candidates to apply for Full Professor, these requirements will not have any immediate effect on the current potential candidates.

We have put the following requirements in place as a general guideline. In order to obtain a rating of Satisfactory in research, when applying for Full Professor, the applicant must:

- A. Have a minimum of seven (7) publications and presentations over each six year period since he/she has been promoted to Associate Professor.
- B. These should generally be divided in the following manner:
  1. There should be a minimum of four (4) publications (articles) at the regional and national levels related to the applicant's area of expertise, or research program. Scholarly books (not basic public speaking texts) can be used as a part of this requirement.
  2. There should be a minimum of three (3) referred presentations at regional, national or international conferences in the applicant's area of concentration.

It is inherently implied that to obtain a rating of Excellent, the candidate should exceed the above requirements in a significant manner.

Adopted Oct. 17, 2001

17 October 2001

From: Anne Gabbard-Alley

Re: Standards for promotion, faculty handbook page 39

I would like to make the following motion:

I move that in the School of Communication Studies we adopt the following:

**Promotion to Associate Professor should have the following standard:**

“An excellent rating in either teaching or research, with satisfactory ratings in the other two categories are required for promotion to associate professor.”

**School of Communication Studies**  
**Guidelines for Evaluation of Faculty**  
(Effective September 1997)

(Note: The indicators described below are intended to provide guidance regarding evidence which candidates might provide: Evidence is not limited to these indicators and candidates may provide support for relevant behaviors which are not listed but should be considered.)

**Teaching – Satisfactory**

A faculty member being evaluated for promotion or tenure should provide evidence of as many of the following items as possible to support a **satisfactory** rating in teaching.

1. Uses appropriate, well-prepared materials. This may include class handouts, visual aids, computer programs or course packets.
2. Receives student evaluations in line with the mean of the School. The faculty member should at least provide the PAC with statistical course evaluation printouts from the four most recent semesters and open-ended student comments from the last two semesters.
3. Receives positive peer evaluations. In addition to considering evidence in letters from Communication Studies colleagues, the PAC will arrange direct observation of the faculty member in the classroom.
4. Pursues instructional development by securing university grants, local grants or other funding support. Evidence of successful outcomes should also be provided.
5. Demonstrates effectiveness in academic advising and career counseling. Evidence might include letters from present or former students.
6. Works to improve teaching skills by attending courses or workshops by pursuing internships.

**Teaching – Exceptional**

A faculty member being evaluated for promotion or tenure should provide evidence of as many of the following items as possible to support an **exceptional** rating in teaching:

1. Demonstrates effective and innovative pedagogy. This may be exemplified by revising course material in a significant way, originating courses, or having a major impact on curriculum development.
2. Receives superior student evaluations. The faculty member should at least provide the PAC with statistical course evaluation printouts from the four most recent semesters and open-ended student comments from the last two semesters.

3. Receives superior peer evaluations. In addition to considering evidence in letters from Communication Studies colleagues, the PAC will arrange direct observation of the faculty member in the classroom.
4. Assumes extra teaching responsibilities, including supervising a significant number of independent projects or internships, directing honors projects, or teaching course overloads.
5. Pursues instructional development by securing major university, local or national grants or other funding support. Evidence of highly successful outcomes should be provided.
6. Serves as a visiting professor at another institution of higher education.

### **Scholarly Achievement and Professional Development – *Satisfactory***

A faculty member being evaluated for promotion or tenure should provide evidence of as many of the following items as possible to support a satisfactory rating in scholarly achievement and professional development. Evidence should be clearly relevant to the appropriate discipline.

1. Publishes research and other scholarly articles in refereed state journals.
2. Presents refereed papers or creative works at state meetings.
3. Publishes research and other scholarly articles in non-refereed journals.
4. Presents invited papers or serves as a panelist at state meetings.
5. Chairs or organizes competitive panels presented at conferences.
6. Evaluates scholarly work as editor or editorial board member for a state journal.
7. Designs and develops computer programs or applications.
8. Presents seminars or short courses at the state level.
9. Works as a consultant on the local or state level.
10. Completes post-doctoral study.
11. Interns at professional organizations.
12. Attends courses or workshops that enhance professional development.
13. Receives university research grants.

### **Scholarly Achievement and Professional Development – *Exceptional***

A faculty member being evaluated for promotion or tenure should provide evidence of as many of the following items as possible to support an exceptional rating in scholarly achievement and professional development. Evidence should be clearly relevant to the appropriate discipline.

1. Publishes refereed books or book chapters.
2. Publishes research and other scholarly articles in refereed regional, national or international journals.
3. Presents refereed papers or creative works at regional, national or international meetings.
4. Publishes research and other scholarly articles in refereed regional, national or international journals.
5. Presents invited papers or serves as a panelist at regional, national or international meetings.
6. Evaluates scholarly works as editor or editorial board member for a regional, national or international journal.

7. Designs and develops computer programs or applications used in research or creative works that are distributed beyond the university.
8. Presents seminars or short courses at the regional, national or international level.
9. Works as a consultant on the regional, national or international level.
10. Receives research grants from outside the university.

### **Professional Service – Satisfactory**

A faculty member being evaluated for promotion or tenure should provide evidence of as many of the following items as possible to support a **satisfactory** rating in service. This list is not exhaustive but provides examples of activities in this category.

1. Serves regularly on school, college and university committees. Candidates are required to provide letters from committee chairs which describe the quality of participation.
2. Advises student organizations or co-curricular activities beyond those directly related to teaching duties.
3. Develops and sets up on-campus programs that contribute to the enrichment of the school, college or university.
4. Acquires outside funding or other resources that directly support on-going activities of the school, college or university.
5. Holds office in a local or state communication organization.
6. Develops classes and workshops for local or state organizations.
7. Serves as judge, critic, reviewer or consultant on a local or state level.

### **Professional Service – Exceptional**

A faculty member being evaluated for promotion or tenure should provide evidence of as many of the following items as possible to support an **exceptional** rating in service. This list is not exhaustive but provides examples of activities in this category.

1. Regularly chairs school, college and/or university committees.
2. Advises student organizations or co-curricular activities beyond those directly related to teaching duties that receive regional, national or international awards or recognition.
3. Develops and sets up on-campus programs that bring regional, national or international recognition to the school, college or university.
4. Acquires substantial outside funding or other resources that directly support on-going activities of the school, college or university.
5. Holds office in a regional, national or international communication organization.
6. Develops classes and workshops for regional, national or international organizations.
7. Serves as judge, critic, reviewer or consultant on a regional, national or international level.

**Personnel Advisory Committee**  
**(approved 11/6/98)**

1. There are two separate sub-committees within the School PAC:
  - a) General faculty review committee: comprised of a representative slate of all faculty members elected by their peers to review RTA yearly contract renewals and applications within the School, including the establishment of fair guidelines for the review and evaluation of SCOM faculty in contact appointments, and other tasks assigned by the school director.\*
  - b) Tenure faculty review committee: comprised of all tenured faculty members who will be responsible for the review and evaluation of (including the establishment of standards for) all tenure applications and tenure track faculty promotion applications, and other tasks assigned by the school director.\*

\*At the request of the School Director, with the approval of the general faculty, tasks may be assigned to the combined subcommittees of the PAC.

2. The committee will be comprised of a representative slate of members, elected annually, by their peers, with the total number of members not to exceed two representatives per rank within the School. In the event that enough candidates from a particular cohort are willing to run and serve, members will be appointed by the school director.
3. Terms will be staggered in one and two year increments to ensure continuity on PAC from year to year.\*\*
4. Election of PAC members will occur at the first faculty meeting of each fall semester.\*\*
5. Promotion committees for RTA positions will be comprised of faculty who hold the rank to which the person is applying and higher.\*\*

\*\*Approved by the SCOM faculty, September 12, 2000