

CRITERIA FOR EVALUATION OF FACULTY
School of Media Arts and Design
James Madison University

Adopted Sept. 21, 2001

INTRODUCTION

The following criteria are presented to provide the basis for fair and consistent evaluation of faculty members in the School of Media Arts and Design. They will be used by the SMAD Personnel Advisory Committee and by the Director of the School when considering merit salary increases, requests for promotion, and decisions about tenure. Individual faculty should use them when preparing their own annual reports, and when requesting promotion or tenure.

Faculty performance in SMAD will be considered in the three traditional areas outlined in the JMU Faculty Handbook 2001: (1) Teaching; (2) Artistic/Scholarly Achievement and Professional Qualification; and (3) Professional Service. In each of those categories are listed a variety of potential activities and accomplishments suggesting a range of performance that might result in ratings of "excellent," "satisfactory" or "unsatisfactory." As part of the evaluation in teaching, faculty members must conduct student evaluations in each of their classes each semester. Student evaluations are optional for summer classes.

Satisfactory ratings in all three areas are required for promotion to assistant professor; an excellent rating in one area and satisfactory in the others are required for promotion to associate professor and for the award of tenure; excellent ratings in two areas and satisfactory in the other are required for promotion to professor. SMAD requires that, for promotion to professor, one of the two excellent ratings must be in teaching.

Diversity and the uniqueness of individual faculty add to the quality of the School. Individual faculty are not expected to complete every item in each category, but are free to emphasize those activities that meet their own intellectual, creative and professional goals, so long as those goals are in keeping with the needs of the School.

A key role of the Personnel Advisory Committee of the School of Media Arts and Design is to support individual faculty seeking to achieve excellence within the school.

The SMAD PAC will review the faculty's annual reports and make written recommendations to the School Director concerning merit salary increases. Once merit salary increases are allocated, the SMAD PAC may request a review of the results with the Director. Individual faculty members may review any written evaluations they received from the SMAD PAC with the School Director. In addition, an appeal procedure is described in the JMU Faculty Handbook 2001, III.E.4.g.

In cases of first-year reviews, the SMAD PAC will provide faculty members with copies of recommendations sent to the Director, including, where appropriate, suggestions for improving performance in one or more of the evaluation categories. The SMAD PAC will conduct a third-year review (or *mid-term* review for faculty whose contracts provide for a probationary period shorter than the maximum seven-years).

With regard to requests for promotion or tenure, the SMAD PAC will provide the individual faculty member with a copy of its recommendation as soon as it is given to the Dean of the College of Arts and Letters. The PAC will notify candidates in advance in cases where promotion or tenure will not be recommended. A candidate may withdraw from consideration, without prejudice, at any time during the process.

Faculty should feel free to meet with the School Director, with individual members of the SMAD PAC, or with the PAC as a whole for advice on preparing their credentials. Candidates for promotion or tenure may meet with the SMAD PAC to discuss the intangibles that may need clarification beyond the written record, or to review the results of their evaluation.

For more information about the evaluation process, including the deadlines for submitting materials, see the JMU Faculty Handbook 2001.

The evaluation criteria that follow are meant to be general in nature, so that a faculty member can make a case by providing evidence of the value of specific items. The items are not listed in order of importance.

CRITERIA

Teaching: Satisfactory

A faculty member being evaluated for promotion or tenure should provide evidence of as many items as appropriate in one or more of the categories listed below to support a satisfactory rating in teaching:

1. Teaches appropriate, well-prepared materials.
2. Works to improve teaching skills by attending such things as conferences, courses or workshops.
3. Keeps abreast of developments in individual field or field of interest and reflects these developments in teaching.
4. Pursues instructional development by securing university grants, local grants or other funding support.
5. Receives positive student evaluations. The faculty member should provide the PAC with statistical course evaluation printouts for the year. In cases of promotion and tenure the faculty member should provide the PAC with statistical course evaluation printouts from the four most recent semesters and open-ended student comments from the last two semesters. Include explanations of why a statistical evaluation may be considered positive in light of course level, majors/non-majors student enrollment, theory/practice nature of the course, etc.
6. Receives positive peer evaluations. In cases of promotion and tenure the PAC will

arrange direct observation of the faculty member in the classroom. The PAC will also schedule a PAC interview with the faculty member if necessary or requested by the candidate.

7. Demonstrates accessibility to students outside of class, as illustrated by maintaining office hours in accordance with school policy.

8. Advises or supervises academic co-curricular activities whose quality is recognized by peers and professionals on the local or state level.

9. Encourages students to enter competitive exhibitions and competitions.

10. Demonstrates effectiveness in academic advising and/or career counseling.

11. Responds appropriately to annual evaluations. Appropriate responses may include evidences of change stemming from evaluations or an attached statement satisfactorily addressing points of disagreement.

12. Receives teaching/advising award on a university or state level.

Teaching: Excellent

In addition to the items listed under “Satisfactory,” a faculty member being evaluated for promotion or tenure should provide evidence of as many items as appropriate in one or more of the categories listed below to support an excellent rating in teaching:

1. Demonstrates effective and innovative teaching, as exemplified by such things as revising course material in a significant way or originating courses.

2. Uses outside resources and instructional alternatives such as guest speakers, field trips, visiting artists and scholars. Enhances the general education of students through scholarly and professional outreach.

3. Receives superior student evaluations. The faculty member should provide the PAC with statistical course evaluation printouts for the year. In cases of promotion and tenure the faculty member should provide the PAC with statistical course evaluation printouts from the four most recent semesters and open-ended student comments from the last two semesters. Include explanations of why a statistical evaluation may be considered positive in light of course level, majors/non-majors student enrollment, theory/practice nature of the course, etc.

4. Shows strong evidence of outstanding student accomplishment.

5. Receives superior peer evaluations. In cases of promotion and tenure the PAC will arrange direct observation of the faculty member in the classroom. The PAC will also schedule a PAC interview with the faculty member if necessary or requested by the candidate.

6. Assumes extra teaching responsibilities, including supervising a significant number of independent projects or internships, directing honors projects, or teaching course overloads.

7. Pursues instructional development by securing major university, local or national grants or other funding support.

8. Advises or supervises academic co-curricular activities whose quality is recognized by peers and professionals on the regional or national level.

9. Demonstrates superior performance in academic advising and career counseling and/or shows excellent accessibility to students outside of normal class and office hours.

10. Interns at a professional media organization on the local, state or national level.

11. Receives a teaching award on a regional, national or international level.

Artistic/Scholarly Achievement and Professional Qualification: Satisfactory

A faculty member being evaluated for promotion or tenure should provide evidence of as many items as appropriate in one or more of the categories listed below to support a satisfactory rating in scholarly achievement and professional qualification. Evidence should be clearly relevant to the appropriate discipline.

1. Publishes research and other scholarly articles in refereed local or state journals. Produces creative works for local or state-wide performance and/or distribution. Publishes creative/journalistic work in local or state publications.

2. Writes, produces or directs creative works presented through the media on the local or state level.

3. Presents refereed papers or creative works at local or state meetings.

4. Publishes creative work, research, or scholarly articles in nonrefereed local or state journals/publications. Exhibits creative work in local or state-wide nonjuried shows.

5. Presents invited papers or creative works at local or state meetings.

6. Gives presentations or serves as a panel member at professional meetings at the local or state level.

7. Evaluates creative/scholarly work as editor or editorial board member for a local or state journal.

8. Designs, develops and disseminates computer programs or applications used in research or creative works on the local or state level.

9. Presents peer seminars or short courses at the local or state level.

10. Completes post-graduate study beyond the appropriate degree required to hold current position.

11. Consults for professional media organizations on the local or state level.

12. Attends courses or meetings at the local or state level that enhance professional development.

13. Performs in creative productions for local or state-wide broadcast.

14. Receives JMU or external research or related grants.

15. Holds a terminal degree or its equivalent in an appropriate field.

16. Receives awards for creative/scholarly work on a local or state level.

Artistic/Scholarly Achievement and Professional Qualification: Excellent

In addition to the items listed under “Satisfactory,” a faculty member being evaluated for promotion or tenure should provide evidence of as many items as appropriate in one or more of the categories listed below to support an excellent rating in scholarly achievement and professional qualification. Evidence should be clearly relevant to the appropriate discipline.

1. Publishes books, articles and/or creative works of regional, national or international significance.

2. Publishes research and other scholarly articles in refereed national or international journals. Produces creative works for regional, national or international performance and/or distribution. Publishes/exhibits juried creative works in regional, national or international publications/exhibitions.

3. Writes, produces, directs, or performs creative works presented through the media at the regional, national or international level.

4. Presents refereed papers or creative works at regional, national or international meetings.

5. Publishes research and other scholarly articles in nonrefereed regional, national or international journals.

6. Presents invited papers or creative works at regional, national or international meetings.

7. Gives presentations or serves as a panel member at professional meetings at the regional, national or international level.

8. Evaluates scholarly/creative works as editor or editorial board member for a regional, national or international journal.

9. Designs and develops computer programs or applications used in research or creative works that are disseminated regionally, nationally or internationally.

10. Presents peer seminars or short courses at the regional, national or international level.

11. Continues professional development by completing post-graduate fellowship or equivalent courses of study beyond the appropriate degree required to hold current position. Maintains professional licenses through continuing education.

12. Consults for professional media organizations on the regional, national or international level.

13. Performs in creative productions for regional, national or international distribution.

14. Receives a fellowship, research or related grant of regional, national or international significance.

15. Receives awards for creative/scholarly work on a regional, national or international level.

Professional Service: Satisfactory

A faculty member being evaluated for promotion or tenure should provide evidence of as many items as appropriate in one or more of the categories listed below to support a satisfactory rating in service:

1. Serves regularly on school, college and university committees. (normally 2 or 3 active committees a year).

2. Advises student organizations 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 media or arts organization.
6. Serves on editorial board of a local or state publication.
7. Develops classes and workshops for local or state organizations.
8. Chairs or organizes competitive panels presented at local or state conventions.
9. Serves as juror, critic, reviewer or consultant for organizations/publications/exhibitions at the local or state level.
10. Helps develop management, production or commercial/non-commercial policies for media or arts industries on the local or state level.
11. Participates in an interdisciplinary program or in another supervisory/administrative capacity.
12. Receives an award for service from a local or state organization.

Professional Service: Excellent

A faculty member being evaluated for promotion or tenure should provide evidence of as many items as appropriate in one or more of the categories listed below to support an excellent rating in service:

1. Plays a positive leadership role through chairing or contributing substantially to school, college and university committees.
2. Makes significant contributions as an advisor of student organization(s).
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 media or arts organization.
6. Serves on editorial board of a regional, national or international publication.

7. Develops classes and workshops for regional, national or international organizations.

8. Chairs or organizes competitive panels presented at regional, national or international conventions.

9. Serves as juror, critic, reviewer or consultant for organizations/publications/exhibitions on a regional, national or international level.

10. Helps develop management, production or commercial/non-commercial policies for media or arts industries on the regional, national or international level.

11. Serves as coordinator or director of an interdisciplinary program, or in another supervisory/administrative capacity.

12. Receives an award for service from a regional, national or international organization.

13. Organizes or participates in developing an exhibition at a regional, national or international level.

14. Volunteers significant time and effort to unassigned work that positively enhances the school, college or university.