CRITERIA FOR ACADEMIC RANK
DEPARTMENT OF COMMUNICATION

In accordance with the provisions of the University Faculty Promotion Policy (1981), the Department of Communication bases its evaluation of candidates on the following criteria:

Areas to be Considered

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

Performance Levels

- Outstanding
- Superior
- Good
- Unacceptable

Minimum Performance Levels for Promotion To:

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

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

Assistant Professor: Three ratings of good.

Definition:

- "Record" - Includes performance during the entire period while in the existing rank with emphasis on most recent years in rank.
- "Significant" - May be defined as achievements which are important or meaningful contributions.
- "Sustained" - May be defined as an extended period with emphasis on most recent years in rank.
TEACHING EFFECTIVENESS

Evidence of Teaching Effectiveness

Evidence of teaching effectiveness includes the following:

1. Peer evaluation reporting positive learning environment based on classroom observation.

2. Chairperson's or designated administrator's classroom and/or laboratory observations.

3. Student classroom evaluations with an instrument approved by the University and/or Department.

4. Curriculum development activities including course outlines, course bibliographies, course proposals, course revisions, media materials, new technology, etc.

5. Supporting material such as letters from students, colleagues, and professionals outside the Department.

6. Evidence of successful supervision of students in curricular, co-curricular, or extracurricular settings, and/or non-classroom instruction of students (e.g., media or publication advisor or other appropriate activities.)

7. Evidence of other successful teaching contacts with students (through, e.g., tutorials, conferences, field trips, or experiential learning contexts.)

8. Supervising independent studies, student internships, practicums, and/or graduate theses.

9. Evidence of continuing effort to improve as a teacher (e.g., innovations in teaching techniques, or by faculty development clearly related to improve teaching effectiveness.)

10. Other.

Performance Levels

**Outstanding:** A record of significant sustained achievement as demonstrated by evidence of accomplishment in six of the categories above, including the first three.

**Superior:** A record of sustained achievement as demonstrated by evidence of accomplishment in four of the categories above, including the first three.

**Good:** A record of achievement as demonstrated by evidence of accomplishment in the first three categories above.
PROFESSIONAL GROWTH

Evidence of Professional Growth

1. Scholarly/Research Activity.
   a. Professional presentations, including giving lectures and papers, conducting seminars and workshops, and serving as a consultant.
   b. Publication of articles, reviews, books, textbooks, and/or computer programs that enhance the reputation of the author and/or University. This may also include work in progress. The nearer the work is toward publication, the more significant it shall be deemed.
   c. Creative production of materials that are fixed in tangible form of expression that enhance the reputation of the creator and/or University. These may include the following categories: musical works, dramatic works, performances, pictorial or graphic works, magazine and newsletter productions, video productions, public address performances, and audio productions. This may also include work in progress. The nearer the work is to dissemination, the more significant it shall be deemed.
   d. Research of adequate significance to gain support through grants or other funding.
   e. Other.

2. Professional Development.
   a. Education other than work toward the terminal degree, including formal or informal education, necessary to stay abreast of changes in the discipline(s).
   b. Professional experience or retraining that contributes directly to the professional growth of the faculty member.
   c. Participation in departmentally recognized, professional internships and/or travel to enhance professional expertise.
   d. Leadership and/or active participation in scholarly/professional organizations at a district, state, regional, national, or international level, which contributes to professional growth.
   e. Leadership of adequate significance to gain support through grants or other funding.
   f. Professional recognition including awards and honors received.
   g. Unpublished research and creative activities contributing to the effectiveness as a faculty member.
   h. Other.
Performance Levels

**Outstanding:** A record of professional growth that includes significant sustained achievement in at least two activities from 1. and two activities from 2. above, plus successful involvement with at least one other activity in either 1. or 2.

**Superior:** A record of professional growth that includes sustained achievement in at least three activities. One activity must be from category 1.

**Good:** A record of professional growth that includes significant involvement in at least two activities. One activity must be from category 1.

SERVICE TO THE UNIVERSITY

**Evidence of Service to the University**

1. Evidence of service to the University includes the following:
   a. Membership on department, college and/or university committees. Leadership or active service is recognized as more important than membership.
   b. Academic advising.
   c. Participation in student activities or active involvement in sponsoring student organizations, including groups in non-departmental areas.
   d. Other.

2. Other appropriate evidence includes:
   a. Departmental administrative or supervisory responsibility.
   b. Contribution to interdisciplinary projects or programs.
   c. Participation in student recruitment activities.
   d. Activities which enhance the image of the University, i.e. service to area schools, work with alumni, and professionally related contributions to the community.
   e. Service to other departments and divisions of the university.
   f. Other.
Performance Levels

**Outstanding:** Significant sustained achievement in at least four activities above, one of which must be in category 1.

**Superior:** Sustained achievement in at least three activities above, one of which must be in category 1.

**Good:** Successful achievement in at least three activities above.