

Global Media and Contemporary Culture
**POLICY AND PROCEDURES FOR AWARDED MERIT,
TENURE AND PROMOTION**

Introduction

This document sets forth the policy and procedures for recognizing faculty achievement according to the distinctions of merit, tenure and promotion. These are not separate and unrelated distinctions. Faculty who earn tenure and promotion do so by establishing a consistent annual record of meritorious achievement. It is in this sense that tenure and promotion are culminations of year-to-year productivity.

This document is designed to supplement university policies and procedures (E-50A, A-37.1, E-1A and E-3A) with clear and concise standards for the fields encompassed within the Global Media and Contemporary Culture (GMCC) area, specifically the disciplines within Journalism, Radio-TV and Philosophy.

University policy stipulates that the evaluation categories for faculty are teaching, research/creative activity and service. Accordingly, faculty performance for purposes of merit, tenure and promotion will consist of a review of work in these three areas.

Teaching

Effective teaching is of central importance in evaluating faculty performance. The first requirement for merit, tenure or promotion is a consistent record of quality teaching.

Intellectual, Scholarly, Research, Creative Activity

Faculty activity in this category enhances both teaching and the knowledge base in one's professional field. As such, candidates for merit, tenure and promotion must present evidence of scholarly or creative activity.

Service

Faculty are expected to contribute service to professional organizations and university, college, division, program committees. Service to community, civic or other organizations or agencies not related to the academic programs in the division is commendable but will be given little weight in evaluations or recommendations.

The following sections discuss the three areas in which candidates must demonstrate their abilities and the reviewing faculty committees and administrators will consider:

Teaching: In addition to evaluating the faculty member's self-description of teaching accomplishments, the following will be evaluated:

- A. Regularly administered evaluations completed by students
- B. Examination of course syllabi by senior faculty and division director
- C. Documentation of teaching related accomplishments such as course development, external student recognitions for course projects, student successes beyond the classroom, etc.
- D. Evidence that he/she is current in the discipline and in his/her areas of instruction. Evidence of currency can be provided via the following as appropriate to the individual's area of emphasis
 - a list of juried exhibitions, performances, publications, etc.
 - invitations to perform, lead, direct, discuss, present, on teaching panels, forums, on-line contributions, etc. that addresses the major issues and directions of the discipline
 - attendance at conferences, regular reading of professional journals, attending events related to the discipline, etc. may also indicate currency.
 - Preparation of updated course materials
- E. First-hand knowledge of teaching effectiveness may also be considered if provided by the director or by faculty who teach students in subsequent upper level courses where the candidate had the same students in lower level preparatory courses.

Scholarship/Research/Creative Endeavors: Documentation in this area must show a record of consistent contributions with consideration for the faculty member's other assignments and responsibilities (workload). In addition to evaluating the faculty member's self-description of Scholarly/Creative accomplishments, the following will be evaluated:

- A. For many disciplines within GMCC, this category consists of scholarly research which achieves external validation through refereed publications in fields relevant to the faculty member's discipline such as
 - articles in peer-reviewed journals
 - contributions to edited anthologies
 - book-length publications in fields relevant to the faculty member's discipline.
- B. Other achievements in fields relevant to the faculty member's discipline also demonstrate validation, including but not limited to
 - presentations at professional conferences
 - editing work for academic journals or presses
 - book reviews for academic journals
 - encyclopedia entries for edited scholarly reference works
 - action research for programmatic development and pedagogical research for substantially new courses should also be considered within this category once the programs and courses have been validated by colleagues and administrators at the faculty member's

institution

- for some disciplines, however, this category may include other forms of creative works and activities in fields relevant to the faculty member's discipline, including but not limited to
 - media productions
 - video editing
 - newswriting
 - tutorial design
 - voice over narration or other talent work
 - scriptwriting

NOTE: These works are communicated to fellow scholars, educators, and practitioners through publication or presentation in the academic or public community, where they enhance the public image of SFA by demonstrating the skill and professionalism of SFA experts. Thus, works may achieve external validation in refereed venues that include but are not limited to:

- presentations
- productions
- exhibitions
- workshops
- selection for on-air broadcast or other forms of transmission,
- inclusion in CD, DVD, or online releases

Action research for programmatic development and pedagogical research for substantially new courses should also be considered within this category once the programs and courses have been validated by colleagues and administrators at the faculty member's institution.

Service: Contributions in this area should be balanced among department, college, university, profession and-if applicable the community. In addition to evaluating the faculty member's self-description of accomplishments, the following will be evaluated:

- A. Active committee membership at the departmental, college and university levels is part of the minimum standard.
- B. There should also be documentation of continuing contributions to the professional community.
- C. Exceptional contributions are expected for promotion to the upper ranks. This would include visible roles such as work on search committees, accreditation committees, Faculty Senate membership, College Council, etc. and offices in state or national professional organizations or service awards from those organizations.

Standards for Tenure and Promotion

Tenure is awarded to eligible faculty who have demonstrated, during the probationary appointment period, a potential to consistently make significant contributions in all of the evaluation categories: to produce research/creative accomplishments, teach effectively, and provide service to the academic and general communities. SFASU's tenure policy E-50A is controlling and the division director should insure that each tenure track faculty member is familiar with this policy. The policies herein are designed to reflect circumstances in the fields encompassed within the program. Records of candidates will vary due to the range of disciplines within the division but they should demonstrate continuing contributions to effective teaching, service and scholarly/creative contributions to media and/or philosophy and demonstrate development of recognized and respected specializations. In an effort to maintain high levels of fairness, equity and reason in reviewing faculty in Global Media and Contemporary Culture, the following requirements and procedures shall be considered in conjunction with the promotion and tenure processes as set by the University.

The tenured faculty and Division Director will make a positive recommendation for Tenure and/or promotion only under the following conditions:

For Tenure: For a candidate to be deemed acceptable, that person must have demonstrated via the previous listings, a superior record in teaching (at least A, B, C & D above), have a portfolio of at least 7 items completed during the probationary period from A & B under the scholarship/research/creative section above and excellent contributions in the A & B sections under service.

For promotion to Assistant Professor: Completion of the appropriate terminal degree and demonstrated the capability to produce research/creative accomplishments, teach effectively, and provide service to the academic and general communities.

For promotion to Associate Professor: In addition to excellence in teaching, the candidate will achieve at least five instances of the creative/scholarly events listed in B, including at least two articles or chapters, or a single book-length publication, as described above and demonstrating recognition in the area of specialty by peers beyond the department. Service must include contributions matching A, B and C.

For promotion to Professor: In addition to teaching excellence in all categories (A, B, C, D & E), it is expected that those members of the program will have either 3 scholarship endeavors from A or a blended portfolio that includes at least one traditional form of refereed publication (A) as described in the previous paragraph, in addition to at least four instances of creative activities (B), with at least one consisting of a substantial contribution to completed text-based, audio, or video production selected for academic or public transmission, presentation, or release with a positive national reputation in the discipline.

Standards for Merit

- I. Evaluation of merit packets is based on the following assumptions:
 - A. The three categories of faculty evaluation will be weighted by the merit review panel as follows:

50%-60% Teaching
20%-30% Scholarship/Performance 20%-30% Service
 - B. Minimum standards for merit eligibility by the merit review panel include:
 - An overall average rating of 2.0 (satisfactory) in teaching
 - An overall average rating of 2.5 in one, and preferably more, of the three categories of evaluation
 - Evidence of contributions in all three categories
In general, "evidence" is defined as documentation verifying work that has been done.
 - C. The merit evaluations shall be based on the information contained in the annual **Faculty Activity Report** together with other information arising from the personal experiences of students, division director, and colleagues.
 - D. Only tenured and tenure-track faculty are eligible to apply for merit.

II. Merit Procedures

All tenured and tenure track faculty members must submit an annual report in the fall of each academic year. Following administrative review of the annual report, a faculty member may re-submit the annual report, as is or with modifications, for merit review. The faculty member is responsible for submitting the merit documents in a timely manner.

Failure to submit an application for merit for more than 2 years will subject the faculty member to a post tenure peer review. The process of applying for merit is duplicative of a post tenure review.

A faculty review panel composed of all eligible faculty who apply for merit shall review and rate submitted material, excluding their own. Each member of the review panel shall complete a rating form for each applicant. The form shall provide a rating scale from "0" to "5" for each of the three merit categories: service, scholarship/performance

and teaching (as outlined earlier in this document).

Each faculty rating sheet will be numbered and signed. The signature line will be removed and filed. Thus, identification of individual raters will be confidential. This confidentiality will be strictly maintained. Coded ballots are used only to establish accountability if required by university policy in a formal grievance process as outlined in the Faculty Handbook.

The ratings of the faculty review panel will be submitted to the chair who will compute total points from the weighted averages of faculty ratings. The merit category in which the candidate received the highest score will be weighted by an extra ten percent in the final calculation. The candidates will then be ranked according to these total points. The chair will review both the Annual Reports and the rankings derived from the review panel. If the chair adjusts the ranking derived from faculty ratings, an explanation will be attached to the final report to the dean. Both the ranking and the summarized faculty ratings will be available for inspection by all merit eligible faculty.

Appeals of the final ranking must be made within seven days after the merit rankings are published. The first level of appeal will be to the faculty review panel, which will function as a committee of the whole with an elected chair. The appellant will indicate what merit rank is sought and may appear before the committee if he or she desires. The appeals committee will submit a written report of the committee's decision on the appeal explaining the basis of the decision. If the committee's decision is unsatisfactory to the faculty member, he or she may appeal to the division director with a written explanation of the basis of the appeal. Further steps in the appeal process are outlined in the University's policies (E-26A).

Merit is awarded by dividing the total merit points into the merit pool to determine the worth of a merit point. Each faculty member's merit pay is determined by multiplying their individual merit point total by the merit point value. The merit pool will be split proportionally into two pools—one for media and one for philosophy.

Should there be a year where no merit money is available, the points will be figured into the next year when merit funds are available.

III. Merit Categories

A. Teaching

Meritorious faculty members in the program are expected to show evidence of conscientious effort and success in teaching. Information to be considered when reviewing teaching includes evidence of well-organized, relevant and current subject matter; innovative projects or assignments; new course development and/or preparations; independent studies; student evaluations; teaching awards; professional development; student load; service on thesis committees; and results from assessment of student learning outcomes. Poor

performance in this category will cancel adequate to good performance in all other categories.

B. Scholarly/Performance Activities

It is recognized that professional advancement at Stephen F. Austin requires faculty to engage in research and/or other creative activities. Therefore, merit considerations will be influenced by the quantity and nature of work in this category. Relevant citations shall include publication of articles and books related to fields encompassed within the program, presentation of papers or workshops at professional conventions, grant activity, and creative works presented to external audiences in a peer-reviewed process, audio or video programs, articles in trade publications, newspapers and magazines or material prepared for on-line public presentation.

Other work such as book reviews, pending journal articles, speeches, documented progress toward a doctorate, non-refereed audio or video programs produced for general audiences, articles in trade publications, newspapers, magazines or material prepared for on-line presentation, substantial editorial work, translations and/or adaptations, book length publications and contributions, and pedagogical and programmatic research may be recognized in merit considerations.

C. Service

Faculty members are expected, beyond teaching and scholarship, to accept appointments for service on program, division, college and university committees. In addition, faculty contributions to the university's student recruitment and retention activities are recognized as service and are counted toward merit consideration.

In addition, faculty merit is earned by service to professional associations and organizations. Service to civic, religious and business organizations is commendable but of less weight in evaluations for merit, tenure, and promotion. Greatest weight will be placed upon service to the division.

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Sources consulted: SFA Policy Manual

Tenure and Promotion Guidelines Department of Mass Communication Texas State University

Tenure and Promotion Guidelines Department of Mass Communication Sam Houston State University

AEJMC accreditation standards rubrics