

Promotion & Tenure Criteria

Board of Regents policy prescribes four criteria for promotion and tenure consideration -- superior teaching, outstanding service to the institution, professional growth and development, and academic achievement. Regent's policy stipulates that noteworthy achievement should be expected in at least two areas, and for promotion to Associate Professor or Professor, one must have demonstrated some achievement in all four areas. Discipline-specific minimum requirements for meeting each criterion are outlined below by rank.

I. To Be Promoted to Assistant Professor

a. Teaching

Demonstration of potential for effectiveness in teaching with evidence of teaching philosophy, student evaluations, peer evaluations, and at least two additional sources as described in *Evidentiary Sources Relevant to Teaching* section, to include accomplishments in previous rank.

b. Service to the Institution

Demonstration of potential for effectiveness as shown by successful, collegial service on departmental, college-wide, institutional or system-wide committees and with evidence of at least two additional sources as described in *Evidentiary Sources Relevant to Service to the Institution* section, to include accomplishments in previous rank.

c. Professional Growth & Development

Demonstration of potential for effectiveness in the candidate's discipline with evidence of at least three sources as described in *Evidentiary Sources Relevant to Professional Growth & Development* section, to include accomplishments in previous rank.

d. Academic Achievement

Terminal degree in discipline; However, faculty teaching primarily skills courses, e.g., production, writing, announcing classes, should hold at least an M.A. in discipline and have appropriate professional expertise (Accrediting Council on Education in Journalism and Mass Communications, revised 1997).

II. To be Promoted to Associate Professor

a. Teaching

Demonstration of potential for effectiveness in teaching with evidence of teaching philosophy, student evaluations, peer evaluations, and at least three additional sources as described in *Evidentiary Sources Relevant to Teaching* section, to include accomplishments in previous rank.

b. Service to the Institution

Demonstration of potential for effectiveness as shown by successful, collegial service on departmental, college-wide, institutional or system-wide committees and with evidence of at least three additional sources as described in *Evidentiary Sources Relevant to Service to the Institution* section, to include accomplishments in previous rank.

c. Professional Growth & Development

Demonstration of significant contributions to the candidate's discipline and a strong likelihood of continuing effectiveness with evidence of primary authorship of at least two peer reviewed publications¹, and at least four additional sources as described in *Evidentiary Sources Relevant to Professional Growth & Development* section, to include accomplishments in previous rank.

d. Academic Achievement

Terminal degree in discipline; However, faculty teaching primarily skills courses, e.g., production, writing, announcing classes, should hold at least an M.A. in discipline and have appropriate professional expertise (Accrediting Council on Education in Journalism and Mass Communications, revised 1997).

¹ Primary authorship involves significant original and independent contribution to scholarship. Publication includes articles accepted for publication.

II. To be Promoted to Professor

a. Teaching

Demonstration of potential for effectiveness in teaching with evidence of teaching philosophy, student evaluations, peer evaluations, and at least four additional sources as described in *Evidentiary Sources Relevant to Teaching* section, to include accomplishments in previous rank.

b. Service to the Institution

Demonstration of potential for effectiveness as shown by successful, collegial service on departmental, college-wide, institutional or system-wide committees and with evidence of at least four additional sources as described listed in *Evidentiary Sources Relevant to Service to the Institution* section, to include accomplishments in previous rank.

c. Professional Growth & Development

Demonstration of a clear and convincing record of emerging stature as regional, national, or international authority within the candidate's discipline, and/or a clear and convincing record of a high level of sustained effectiveness in the candidate's discipline with evidence of primary authorship of at least four peer reviewed publications², and at least six additional sources as described in *Evidentiary Sources Relevant to Professional Growth & Development* section, to include accomplishments in previous rank.

d. Academic Achievement

Terminal degree in discipline; However, faculty teaching primarily skills courses, e.g., production, writing, announcing classes, should hold at least an M.A. in discipline and have appropriate professional expertise (Accrediting Council on Education in Journalism and Mass Communications, revised 1997).

IV. Specific Minimum Criteria to be Tenured

Candidates must satisfy the same teaching, service, professional growth and development, and academic achievement requirements stipulated for promotion to corresponding professorial rank.

² Primary authorship involves significant original and independent contribution to scholarship. Publication includes articles accepted for publication.

V. Evidentiary Sources Relevant to Teaching

- a. Successful development of courses
- b. Development of effective curricula, or instructional methods
- c. Successful direction of individual student work (e.g., independent study/research, practicum, portfolios, scholastic competitions)
- d. Honors or special recognitions for teaching accomplishments
- e. Letters from former students and graduating seniors attesting to the candidate's instructional abilities

VI. Evidentiary Sources Relevant to Service to the Institution

- a. Successful advising/counseling of students (departmental, college-level, freshmen)
- b. Effective advisement of student organizations
- c. Successful program promotion and student recruitment initiatives
- d. Collaboration with other departments, programs, or centers
- e. Significant contributions to the improvement of student, faculty or community life
- f. Successful development of service programs or projects
- g. Effective service-related consultation work or technical assistance
- h. Successful service on local, statewide, regional, national, or international levels in community-service organizations (e.g., committees, boards, panels)
- i. Successful mentoring of colleagues
- j. Honors, awards, and special recognitions for service to the institution or the community

VII. Evidentiary Sources Relevant to Professional Growth & Development

A. Scholarship Generation/Sharing

- a. Peer-reviewed publications (primary or secondary author), particularly those recognized in the *Iowa Guide of Scholarly Journals in Mass Communication and Related Fields*
- b. Refereed presentations before learned societies and professional associations at the national, regional, or state level, e.g., AEJMC, BEA, ICA, NCA
- c. Refereed or invited exhibitions of research or creative works before learned societies and professional associations at the national, regional, or state level, e.g., AEJMC, BEA, ICA, NCA
- d. Discussant or reviewer of refereed research for publication or presentation for learned societies and professional associations e.g., AEJMC, BEA, ICA, NCA
- e. Scholarly publications (primary or secondary author), e.g., books, edited books, book chapters, book reviews
- f. Membership on editorial boards
- g. Panel presentations before learned societies and professional associations at the national, regional, or state level, e.g., AEJMC, BEA, ICA, NCA
- h. Honors and awards for research, scholarship, or creative works
- i. Reviews of candidate's research or creative activity by persons of recognized competence in the discipline

B. Scholarship Development/Application

- a. Competitively awarded grants or fellowships
- b. Competitively awarded admission to seminars related to scholarship or creative activity in the discipline, e.g., Poynter, Freedom Forum
- c. Professional development internships, workshops, seminars
- d. Development of scholarly applications of media technology
- e. Consultation that involves scholarly application of professional expertise

C. In-Service Scholarship

- a. Election or appointment to offices in learned societies or professional associations at the national, regional, or state level, e.g., AEJMC, BEA, ICA, NCA
- b. Significant committee work or service to learned societies and professional associations, e.g., AEJMC, BEA, ICA, NCA
- c. Chair panels for learned societies and professional associations, e.g., AEJMC, BEA, ICA, NCA
- d. Moderate panels for learned societies and professional associations, e.g., AEJMC, BEA, ICA, NCA
- e. Judge or moderate professional, scholastic, and creative competitions