

**The University of Central Florida
Rosen College of Hospitality Management
Hospitality Services (HS) Department
Annual Evaluation Standards & Procedures**

Introduction

The purpose of this document is to provide standards and procedures to evaluate the annual performance of all faculty members in the Hospitality Services (HS) Department at the Rosen College of Hospitality Management. Annual evaluations will be based on this document, which conforms to the 2010-2012 UCF BOT-UFF CBA.

General Guidelines

Faculty members are expected to contribute to the orderly and effective functioning of the University of Central Florida, the Rosen College of Hospitality Management, and the HS Department. The annual evaluation will be based upon the professional performance in the areas of teaching, research, service, and other assigned duties. Instructional activities, meeting with students during office hours and other duties are responsibilities that require performance at a specific time and location. However, other non-scheduled assigned activities such as research projects and site visits may be appropriately performed in a manner and place determined by the faculty member, with the agreement of the Chair of the HS Department.

Each faculty member and the Department Chair will agree on the percentage of her/his assignments in teaching, research, service, and other assigned areas as applicable, six weeks prior to the start of each academic year. Each faculty member should have measurable objectives related to standards outlined under teaching (see Table 1), research (see Table 2), and agreed upon service (see Table 3). If new tasks are undertaken beyond the activities listed in Tables 1, 2 and 3, the Department Chair will work with the faculty member to readjust the AA-46 Faculty Assignment of Duties Form and evaluate the faculty member accordingly.

The ratings used for faculty members will be Outstanding, Above Satisfactory, Satisfactory, Conditional, and Unsatisfactory. Each of these ratings will correspond to points received in each area as follows:

Outstanding: The faculty member receives 9.6 to 12 points in total.

Above Satisfactory: The faculty member receives 8.4 to 9.5 points in total.

Satisfactory: The faculty member receives 7.2 to 8.3 points in total.

Conditional: The faculty member receives 6.0 to 7.1 points in total.

Unsatisfactory: The faculty member receives 5.9 or fewer points in total.

The overall rating will be determined based on the percentage distribution of activities stated for each faculty member in the AA-46 Faculty Assignment of Duties Form. For example, if a faculty receives 8.5 points for teaching, 7.5 points for research, and 8 points for service, these points would be calculated using a weighted average. Therefore, a faculty member who was assigned .60 FTE for teaching, .30 FTE for research, and .10 FTE for service would have an overall rating figured by $(.60*8.5) + (.30*7.5) + (.10*8) = 8.15$, which will be satisfactory. As illustrated in Tables 1, 2 and 3, each faculty member can accumulate points in each of the three areas by undertaking specific activities and/or achieving certain outcomes. However, when determining the overall annual evaluation rating, a maximum 11 points will be given in each area (teaching, research, and service). In order to have an overall rating of above satisfactory or

outstanding, the faculty member must have a minimum of 7.2 points in each of the rated sections (teaching, research, and service as applicable).

Evaluation of Teaching Performance

The time frame for this teaching portion of the evaluation is one calendar year. Each faculty member will be evaluated for teaching based on the standards in Table 1. Each faculty member is expected to provide high quality instruction. The evaluation of teaching performance shall include consideration of the individual's effectiveness in imparting knowledge and skills, stimulating students' critical thinking and creative abilities, the development or revision of curriculum and course structure, effective student performance evaluation procedures, and adherence to accepted standards of professional behavior in meeting teaching responsibilities to students.

The learning objectives of each course, the means of assessing learning objectives, and the actual outcomes of the assessment should be evaluated as part of the teaching performance. The Department Chair will take into account the teaching portfolio of each faculty member, which may include but not be limited to, class notes, syllabi, student exams and assignments, and any other materials relevant to the teaching assignments. The teaching evaluation should take into account any relevant materials, including the Student Perception of Instruction (SPI) survey results and classroom visits or observations by the Department Chair or others after notifying the faculty at least two (2) weeks in advance of the date, and place. Faculty members are expected to perform teaching related activities such as new course development, course revisions, and/or the development of innovative teaching methods.

Teaching effectiveness guidelines are provided below for the ratings of unsatisfactory, conditional, satisfactory, above satisfactory, and outstanding. Please refer to Table 1 for teaching requirements and activities as well as for the total points required for the ratings of Outstanding, Above Satisfactory, Satisfactory, Conditional, and Unsatisfactory.

Outstanding: The faculty member receives 9.6 to 12 points in total.

Above Satisfactory: The faculty member receives 8.4 to 9.5 points in total.

Satisfactory: The faculty member receives 7.2 to 8.3 points in total.

Conditional: The faculty member receives 6.0 to 7.1 points in total.

Unsatisfactory: The faculty member receives 5.9 or fewer points in total.

Table 1: Teaching Standards¹

	Points²
Annual average of Student Perception of Instruction (SPI) evaluations	
4.00-5.00	5.00
3.75-3.99	4.00
3.25-3.74	3.00
2.75-3.24	2.00
Professional or peer instructional evaluations (per review; max of two per year)	1.00
Chair of thesis/dissertation committee per student (max 3.0 points per year)	1.50
Member of thesis/dissertation committee per student (max 2.0 points per year)	1.00
Chair of undergraduate honors thesis per student (max 2.0 per year)	1.00
Member of undergraduate honors thesis per student (max 1.00 per year)	0.50
Newly assigned course resulting in a new preparation (per class) (never taught before) OR Refresh an existing course to mirror current industry	0.75
Faculty advising of student clubs (per association)	1.00
Course coordinator (per course max 2 per year)	0.50
M or W course taught (per class)	0.50
Large class size (per class)	
40-99 students	0.10
100+ students	0.25
Production of College Event (i.e. Career Fair)	1.00
Creator of E-media (development, simulation, etc.)	0.50
Active participant in Career Fair or similar event	1.00
Graduate Class	0.50
Intensive writing assignments	0.50
Industry immersion, such as participating in webinars, site visits, and industry advisory boards	0.50
Individual professional development efforts such as professional diplomas, certifications, etc.	0.25
Course Materials	
Clear evidence of updates to all courses, including syllabi and content	0.75
Clear evidence of updates to most courses, including syllabi and content	0.50
Clear evidence of updates to some classes, including syllabi and content	0.25
Learning Assessment	
Multiple types (at least 4) of learning assessments used in all classes	0.75
Multiple types (at least 3) of learning assessment used in most classes	0.50
Multiple types (at least 2) of learning assessment used in some classes	0.25
Pedagogy	
Employs at least 4 different teaching methodologies across all classes	0.75
Employs at least 3 different teaching methodologies across all classes	0.50
Employs at least 2 different teaching methodologies across all classes	0.25
Student Mentoring and Advising	
Works with at least 1 RAMP, LEAD Scholar, or Honor student.	0.75

¹ All scores for this section are for the typical FTE assignment for each faculty. An assignment that varies from the typical assignment will be adjusted to accommodate that change.

² Each faculty member can accumulate a maximum of five points from section II in Table 1.

Works with more than 1 RAMP, LEAD Scholar, Honor student.	0.50	
Works with more than 1 RAMP, LEAD Scholar, Honor student.	0.25	
Department/College approved independent study (per student up to 2 students)	0.50	
Active participation/presentation at a teaching and learning conference/workshop (per event)	0.50	
Special teaching and curriculum development assignments outside the Rosen College (e.g., Aruba)	1.00	
Teaching Award (Current Year only)		
External Teaching award from ICHRIE or other respected institutions	3.00	
University Teaching Award	3.00	
College or Departmental Teaching Award	2.00	
Student Association Teaching Award	1.00	
Total Points allowable in this section: 12 - Teaching		

Outstanding: 9.6 to 12 points
 Above Satisfactory: 8.4 to 9.5 points
 Satisfactory: 7.2 to 8.3 points
 Conditional: 6.0 to 7.1 points
 Unsatisfactory: 5.0 or fewer points.

Evaluation of Research and Other Scholarly Activities

Each faculty member will be evaluated for research and other scholarly activities based on the standards listed in Table 2. The total score of 11 reflects the annual evaluation and does not reflect the accumulation for the period of 3 academic years. Total points collected for three years will be divided by three to reach annual average points. The evaluation will correspond with her/his assigned duties in the area of research and scholarly activities. When a faculty member joins the university with prior credit years towards promotion and tenure, her /his publication and scholarly activities will be counted for the years of the prior credit granted. In the case of new assistant professors, their research output will be evaluated from the academic year in which they started.

The Department Chair shall consider the full range of research and scholarly activities and the contribution of accomplishments. Evidence of research and other creative activities shall include, but not be limited to, published books, articles, and papers in professional refereed journals, papers presented at meetings of professional conferences, funded grant activities, and research and creative activities that have resulted in publication, display, or performance. The evaluation shall include consideration of the employee's research quality and productivity during the evaluation period, other creative programs and contributions, and recognition by the academic and professional community.

Research effectiveness guidelines are provided below for the ratings of unsatisfactory, conditional, satisfactory, above satisfactory and outstanding. Please refer to Table 2 for research requirements and activities as well as for the total points required for the ratings of Outstanding, Above Satisfactory, Satisfactory, Conditional, and Unsatisfactory.

Outstanding: The faculty member receives 9.6 to 12 points in total.

Above Satisfactory: The faculty member receives 8.4 to 9.5 points in total.

Satisfactory: The faculty member receives 7.2 to 8.3 points in total.

Conditional: The faculty member receives 6.0 to 7.1 points in total.

Unsatisfactory: The faculty member receives 5.9 or fewer points in total.

Table 2: Research and other scholarly activity standards³

	Points ⁴
SECTION I	
Accepted and/or published refereed journal article in indicative journal list (see next page) (per article)	3.00
Accepted and/or published refereed journal article in non-indicative journal (per article)	1.00
Principal Investigator/Co-Investigator of external grant/contract funded (per grant)	
Below \$10,000	1.50
\$10,001 to \$25,000	2.50
\$25,001 and above	3.50
Total Points allowable in this section: 7 – Section I	
SECTION II	
Principal Investigator/Co-Investigator external grant/contract submitted and awaiting funding or unfunded (per grant)	0.50
Principal Investigator/Co-Investigator internal UCF or college grant funded (per grant)	1.00
Author/co-author of published text	2.00
Author of published scholarly book chapter or case study	2.00
Refereed paper presentation (per presentation)	0.50
Refereed poster presentation (per presentation)	0.25
Research awards (current year only; per award)	
Best paper/outstanding paper award from a journal (per paper)	2.00
Best paper/outstanding paper award from a conference (per paper)	1.00
University research award (per award)	3.00
College or Departmental research award (per award)	2.00
Scholarly work cited by other scholars during the evaluation period (per citation) ⁵	0.10
Industry publication such as a report, an interview, newspaper and magazine article	0.25
Non-funded Community Research Project (per project)	0.50
Total Points allowable in this section: 5 Section II	
Total Points – Research (maximum allowable in this section:12)	

Outstanding:	9.6 to 12 points
Above Satisfactory:	8.4 to 9.5 points
Satisfactory:	7.2 to 8.3 points
Conditional:	6.0 to 7.1 points
Unsatisfactory:	5.0 or fewer points.

³ All scores for this section are for the typical FTE assignment for each faculty. An assignment that varies from the typical assignment will be adjusted to accommodate that change. Research activities in Section I of Table 2 are accumulated based on a period of the most recent three calendar years. Research activities in Section II of Table 2 are discreet, one time activities that are counted in the most recent calendar year in which the activity occurred.

⁴ Each faculty member can accumulate a maximum of seven points from section I and a maximum of five points from section II in Table 2.

⁵ Faculty member is required to provide a list of her/his citations and evidence for each citation.

Indicative List of Journals

The Department suggests the following indicative list of journals for publication which was compiled based on an exhaustive review of the existing literature on the matter.⁶ Important to note, however, each outside reviewer may evaluate a candidate's research publication quality based on the reviewer's perception on the journal's quality and ranking. Additionally, if a faculty member publishes in an area specific journal (e.g., human resource management, information technology, etc.), he or she should find evidence to support the quality of the journal. Lastly, the HS Department values the scholarship of teaching and learning, the creation of bodies of knowledge for emerging fields, and research in niche fields. Refereed journal articles that are reflective of these values will also be considered.

First-Tier Journals (listed alphabetically)

The following journals are identified and approved as tier one journals in the hospitality and tourism field by the Hospitality Services Department:

1. Annals of Tourism Research
2. Cornell Hospitality Quarterly
3. International Journal of Contemporary Hospitality Management
4. International Journal of Hospitality Management
5. International Journal of Tourism Research
6. Journal of Hospitality Marketing and Management
7. Journal of Hospitality and Tourism Research
8. Journal of Travel and Tourism Marketing
9. Journal of Travel Research
10. Tourism Analysis
11. Tourism Management
12. A top-tier journal accepted by other departments within the Rosen College is accepted as a top-tier journal by the HS department. (See Table below for the other two departments' indicative list of journals).

⁶ See, for example, Australian Business Deans Council – Journal Ratings List (Tourism Hospitality)

McKercher B., Law, R. and Lam, T. (2006). Rating tourism and hospitality journals. *Tourism Management*, 27, 1235-1252.

Murphy, J., and Law, R. (2008). Google Scholar visibility and tourism journals. *Annals of Tourism Research*, 35, 1074-1082.

Law, R., and Robert van der Veen (2008). The popularity of prestigious hospitality journals: A Google Scholar approach. *International Journal of Contemporary Hospitality Management*, 20(2), 113-125.

Severt, D. E., Tesone, D.V., Bottorff, T.J., and Carpenter, M.L. (2009). "A World Ranking of the Top 100 Hospitality and Tourism Programs," *Journal of Hospitality & Tourism Research*, Vol. 33, No. 4, pp. 451-470.

Tourism Events and Attractions Department's Indicative List of Journals	Foodservice and Lodging Operations Department's Indicative List of Journals
Annals of Tourism Research Cornell Hospitality Quarterly Current Issues in Tourism Event Management International Journal of Contemporary Hospitality Management International Journal of Hospitality and Tourism Administration International Journal of Hospitality Management International Journal of Tourism Research Journal of Hospitality and Tourism Research Journal of Hospitality Marketing and Management Journal of Leisure Research Journal of Sustainable Tourism Journal of Travel and Tourism Marketing Journal of Travel Research Journal of Vacation Marketing Leisure Sciences Tourism Analysis Tourism Economics Tourism Management	Cornell Hospitality Quarterly International Journal of Contemporary Hospitality Management International Journal of Hospitality Management International Journal of Hospitality and Tourism Administration Journal of Foodservice Business Research Journal of Hospitality & Tourism Research Journal of Hospitality Marketing & Management Journal of Human Resources in Hospitality & Tourism

*Journals marked in blue color are not included in the HS department's indicative list

Second-Tier Journals

In addition to the above list of first-tier journals, there are many other refereed journals in the hospitality and tourism field as well as in other fields. When a faculty member publishes a paper in a refereed journal outside the above list, it can be accepted as a second tier journal article as long as the faculty member provides evidence that the respective journal employs a double blind review process and the paper went through the double blind review process.

Evaluation of Service Performance

The service component of each faculty member's assignment will be evaluated annually by the Department Chair based on the standards in Table 3. Internal, community and industry service is a responsibility of all faculty members. Faculty should demonstrate a willingness to support the university, college and department through service and leadership roles. Service activities at the university should include various roles (e.g., member, chairperson) at various levels of service (e.g., department, college, university, industry, local, regional, national, and international).

Service effectiveness guidelines are provided below for the ratings of unsatisfactory, conditional, satisfactory, above satisfactory and outstanding. Please refer to Table 3 for service requirements and activities as well as for the total points required for the ratings of Outstanding, Above Satisfactory, Satisfactory, Conditional, and Unsatisfactory.

Outstanding: The faculty member receives 9.6 to 12 points in total.

Above Satisfactory: The faculty member receives 8.4 to 9.5 points in total.

Satisfactory: The faculty member receives 7.2 to 8.3 points in total.

Conditional: The faculty member receives 6.0 to 7.1 points in total.

Unsatisfactory: The faculty member receives 5.9 or fewer points in total.

Table 3: Service Standards⁷

	Points
University and College Service and Awards (per committee, organization, award, or event)	
University committee - active member (outside duties as a member of the Faculty Senate) (if in leadership use below)	3.00
University committee leadership (i.e., P&T committee chair)	4.00
Current Faculty Senate Member	3.00
College Committee (Awards, Executive, GPCC, College P&T, Scholarship, UPCC, Ad Hoc, International Relations)	2.00
College Committee Leadership (Awards, Executive, GPCC, College P&T, Scholarship, UPCC, Ad Hoc, International Relations)	3.00
College Committee (Administrative Review, Auxiliary Activities & Facilities Review, Budget & Finance, Continuing Education, Faculty Development, Planning, Advisory Assessment)	1.00
College Committee Leadership (Administrative Review, Auxiliary Activities & Facilities Review, Budget & Finance, Continuing Education, Faculty Development, International Relations, Planning, Advisory Assessment)	2.00
Department Committee	1.50
Student Association Award – Non-Teaching (RSO)	1.50
Voluntary university/college service activities/events- (student events and gala dinners)	1.00
Graduation ceremony (per event)	0.25
Industry and Community Service and Awards (per committee, organization, activity, or event)	
Academic, Industry, or Community Association/Organization Membership	1.00
Academic, Industry, or Community Association/Organization Committee Member	2.00
Academic, Industry, or Community Association/Organization Officer, Board Member, Chair, or President	3.00
Academic/Industry Keynote Speaker	2.50
Academic/Industry Panel Member	1.50
Active participation in an industry/community event	2.00
Industry/Community Service/Scholarship Awards	1.00
Non-funded industry or community research project (per project)	0.50
Industry print or electronic media report, newspaper/magazine article, blog (per each report/article)	0.50
Active participation in industry advisory board	1.00
Service to the Academic Profession (per committee, organization, activity, or event)	
Editor of a book of academic papers	2.00
Editor of non-referred conference proceedings	1.00
Editor of an academic journal (per issue – maximum 6 points)	2.00
Guest Editor/Associate Editor of a Special Issue for an academic journal (per issue)	2.00
Editorial Board Member or Associate Editor of an academic journal (per journal – maximum 2 points)	1.00
Editor of refereed conference proceedings	2.00
Ad-hoc reviewer for an academic journal (per journal – maximum 2 points)	0.50
Chair/Co-Chair of national/international research/academic/industry conference	2.00
Conference Committee Member of national/international research/academic/industry conference (per conference – maximum 1 point)	0.50
Review for a of national/international research/academic/industry conference (per conference –	0.50

⁷ All scores for this section are for the typical FTE assignment for each faculty. An assignment that varies from the typical assignment will be adjusted to accommodate that change.

maximum 1 point)	
Editor of discipline-related book	2.00
Maximum Total Points permitted for this section: 12– Service	

Outstanding:	9.6 to 12 points
Above Satisfactory:	8.4 to 9.5 points
Satisfactory:	7.2 to 8.3 points
Conditional:	6.0 to 7.1 points
Unsatisfactory:	5.0 or fewer points.

Other Assignments: Other university duties are occasionally assigned for special activities, such as administrative duties or other special projects. Since these assignments usually vary by faculty member, no attempt has been made to specify the nature or weighting of these assignments in this document.