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Instructor and Lecturer Promotion Criteria
Hospitality Service Department

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I.   Introduction

The Hospitality Services Department of the University of Central Florida Rosen College of Hospitality Management provides a set of criteria as an overall framework to fairly evaluate the performance of instructors and lecturers for promotion. The framework has referenced the Instructor/Lecturer Promotion Dossier Guidelines of the University of Central Florida, Tenure & Promotion Guidelines of the UCF, and of the college

II.   The Purpose and the Use of the Criteria

The list of criteria can be used to help both candidates prepare their Promotion Dossier, and the Department assess the quality of individual candidates' performance by flexibly addressing the dossier material. It is important to recognize that by no means applicants' activities need to meet with all criteria. Appropriate criteria must be selected to address and assess the records as presented in dossier.

Candidates are advised first to recognize that they are not required to meet with all criteria; and secondly, to prepare their dossier by categorizing their academic activities into appropriate dimensions. Each candidate's academic activities may take different formats depending on the unique nature of the courses they teach.   Candidates should present in their dossier appropriate records are   that are relevant to teaching and services.

Both applicants and the Review Committee must be aware that the intent of the criteria is to introduce various type of activities each candidate can conduct to achieve their effective teaching goal that converges in students' learning outcome enhancement. It should be reiterated that by no means that candidates should cover all criteria or Review Committee needs to require all of them.

III.   Criteria for Evaluating Faculty Teaching Performance

There are three (3) categories introduced in this section.

Associate Instructor/Associate Lecturer Candidates applying for promotion will demonstrate sustained records of activities in #1 below and either of #2 or #3 below.

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Senior Instructor/Senior Lecturer Candidates applying for the promotion must demonstrate sustained records of activities <u>in all three (3) categories below</u> since promotion to Associate.
Senior Instructor/Senior Lecturer Candidates are expected to demonstrate leadership initiative in the department, college, university and profession in Teaching & Service-related areas.

1. <u>The Category of Candidates' Teaching Strategy to Enhance Students' Learning Outcome need to be evaluated using the following</u> criteria .

    - Well-defined objectives of the course taught, supported by practically-structured list of Expected Learning Outcomes and Assessment Criteria presented in the syllabus

    - Consistent and positive teaching performance as evaluated by the department chair both in the Annual Evaluation Standards & Procedures (AESP) and other possible channels.

    - Records of student engagement and/or mentoring as presented in the dossier with supporting evidence (e.g., inviting industry leader guest speakers, hosting meetings with students), and student perceptions (e.g., SPI and/or comments, and other materials) including content analysis of comments submitted.

        o Applicants are recommended to conduct and present a brief content analysis of the students' comments of a course (or more) on the SPI results in the dossier to verify the reliability of the score.

    - Peer evaluations or peer-reviewed teaching awards.

    - Other relevant criteria may be added in this category.

2. <u>The Category of Candidates' Continuous Effort to Improve Effective Teaching can be evaluated by using</u> the following criteria.

    - Course content development, revision, or modification of teaching methods

    - Course assessment, including grading rigor as evidenced by desirable grade distribution with the evidence of continuously updated teaching material, exams, and/or research assignment materials.

    - Appropriate teaching methods based on both size and/or modality of classes

    - Course management philosophy, and relevant efforts to enhance student learning

experience/outcome including:

- o Course assignments/classroom activities

- o Instructor availability to students including office hour provisions or beyond for guidance or mentoring. Examples include using the "Discussion" option in the Canvas, and /or e-mail correspondence for Q&A.

- o Engaging, encouraging, motivating students to conduct class or research projects, advising students/groups, and other relevant teaching activities.

- Other relevant criteria may be added in this category.

3. <u>The Category of Professional Development for Intellectual Growth and Contribution can be evaluated by</u> the following criteria:

- Continuous effort to enhance teaching to drive student intellectual growth

- Contributions to industry practice, industry partners, industry professionals

- Pedagogical research to improve teaching effectiveness

  - o Participation in academic activities (e.g., attending conferences, publishing, reviewing journal articles, development of teaching methods).

- Application of the material learned in teaching workshops participated, successful completion of academic course work relevant to teaching areas, training seminars, acquisition and professional certifications can also be presented. Examples include, but are not limited to:

  - o Earning Quality or High-Quality Designations for online courses provided by the Center for Distributed Learning

  - o Earning High Impact Practices Course Designations: Interactive Learning Experience, Research Intensive, Service Learning, and Global Learning

  - o Earning additional course designations offered through UCF, CDL (Center for Distributed Learning), or Rosen College of Hospitality Management

- Other relevant criteria may be added in this category.

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IV. **Criteria for Evaluating Faculty Service Performance**

There are two (2) categories introduced in this section.

Associate Instructor/Associate Lecturer Candidates applying for the promotion will demonstrate sustained records of excellence in # 1 below.

Senior Instructor/Senior Lecturer Candidates for promotion must demonstrate sustained records of excellence in both (2) dimensions below since promotion to Associate.

Senior Instructor/Senior Lecturer Candidates also will demonstrate exemplary leadership in the department, college, university and be demonstrated in other Service-related activities.

1. Active and Cooperative Participation in Service Activities: The criteria may include, but are not limited to, the following:

   - Evidence may include committee work of the department, college, and university

   - New course or program development or revisions

   - Evidence of offering additional effort beyond fulfilling office hours and other responsibilities as deemed necessary by the department and college

   - Faculty, peer, and/or student mentoring

   - Active participation and teamwork in meetings, conducting events, presentations

   - Good citizenship within department (e.g., flexibility in course schedule, acceptance of new course preparations/assignments, substitute/support for other faculty)

   - Participation in college or university events such as career fairs, commencements, open house, scholarship ceremonies, alumni events, as examples.

2. Leadership Initiative of Service Activities: The criteria may include, but are not limited to, the following.

   - Similar activities listed in #1 are expanded in range beyond the department to college, university, community, industry in regional, national, international areas.

   - Service activities may take a variety of forms, and may include leadership initiative; examples may include, but are not limited to:

     o Efforts to engage students, face-to-face interaction with students, faculty

     o Mentoring of students, faculty, and industry partners

      o   Engagement with students, faculty, industry, and community as a leader.

In addition to the above, candidates are advised to follow the [regulations and procedures](#) provided for instructors and lecturers as well as follow the recommendations for [dossier contents](#) as provided by Academic Affairs.