

STANDARDS FOR TENURE AND PROMOTION

Nicholson School of Communication

Introduction

Nicholson School of Communication (NSC) criteria for tenure and promotion are intended to serve as guidelines and standards. These criteria reflect the broad disciplinary and academic interests of the school and its sub-disciplines. The criteria provided at the academic unit level are intended to supplement those existing at the level of College and University. Employees are referred to UCF Regulation 3.015, Articles 14 and 15 of the UCF Board of Trustees – UFF Collective Bargaining Agreement, and the College of Sciences' Criteria for Promotion and Tenure Document for college- and university-level criteria.

The granting of tenure and promotion are two separate decisions. The former represents a commitment by the University to continued employment of faculty members, and the latter represents recognition of substantial scholarly and professional achievement in academic disciplines.

Performance Categories for Tenure and Promotion

NSC recognizes three basic categories of activities as essential to the promotion and tenure process. They are teaching, research, and service. The successful candidate will demonstrate excellence in all three categories. Examples of each category are provided below.

I. Teaching Activities (the following activities are not rank ordered):

- a) classroom instruction;
- b) intern direction and supervision;
- c) direction of independent studies, student research projects, theses, and other research supervision;
- d) academic advising;
- e) involvement and participation in workshops, seminars, and other forums which have as their principal themes or foci curricular interests, teaching or the learning process;
- f) program and course development.

II. Research Activities (the following activities are not rank ordered):

- a) published refereed research (peer reviewed journal articles, book chapters, scholarly books);
- b) scholarly presentation activity;
- c) other creative activity (e.g. public museum exhibit, etc.);
- d) acquisition of grants and contracts (external funding).

III. Service Activities (the following activities are not rank ordered):

- a) university service: activity devoted to the administrative function, improvement, and/or enhancement of the school, college, and university;
- b) professional service: participation in professional organizations related to faculty members' disciplines or general faculty roles;
- public or community service: activity that utilizes professional background and expertise in the community outside of the University.

Other activities may be included if their appropriateness is convincingly demonstrated by the individual faculty member. Except for invitations of distinction, unassigned activities compensated by sources other than the university generally will not be credited for tenure or promotion.

Criteria for Tenure and Promotion to Associate Professor

Because the broad range of academic disciplines in NSC precludes extensive specification of criteria for promotion, the following provides general criteria.

Promotion to Associate Professor requires demonstrated excellence in teaching, research, and service. Evidence of the quality of performance in the teaching category must include student evaluations for all courses taught while at the university. Other evidence may include course syllabi, course examinations, grade profiles of courses taught, special reviews, peer visits, or other information that reflects the quality of instruction provided by the faculty member. The evidence provided will be interpreted in terms of the type of courses taught, the level of students, instructor familiarity with the subject matter (new preparation), and other relevant information.

In order to advance to associate professor rank, a faculty member must provide evidence of a successful research program through publications in refereed outlets. Faculty seeking tenure are expected to have published or have in press a minimum of eight refereed articles, or the equivalent, at the time the file is submitted. A peer-reviewed book with a university or other respected academic publisher typically counts as four publications. Publications should normally have occurred since the tenure-earning appointment at UCF, with sustained research productivity evident.

Quantity of publications is not the sole determinant of the level of a candidate's research productivity. The general expectation for number of publications is accompanied by the stipulation that these will be of high quality at a level appropriate for a research university. Publications of lower quality will not be evaluated as favorably as those publications of documented quality. Quality of research can be demonstrated by, for example, the rigor and impact of the journals or presses where publications appear, citations, prestigious invitations to present results, etc. Candidates with a high proportion of multi-authored publications candidates should provide evidence of leadership on some of those publications.

Candidates who are being evaluated on their creative activity should demonstrate productivity, external recognition of their creative works, and a clear trajectory leading to regional or national impact or recognition. Examples of such recognition might include

but is not limited to: public exhibition of work in invitational or juried venues, selection for screening at academic conferences, disseminated and evaluated screenplays. Candidates who wish to include creative activity as a component of the promotion and tenure dossier must have negotiated the evaluation of creative work as a component of performance evaluation at the time of hire. Variations in types of activities among faculty members' research efforts will be reviewed on an individual basis.

A candidate's record should also demonstrate an appropriate level of service. For promotion to Associate Professor, service to NSC is emphasized over college and university service. Professional service (e.g., reviewing for academic journals, work for national or international associations) and community service related to faculty area of expertise may also be documented.

Criteria for Promotion to Professor

Promotion to Professor requires a record of sustained excellence in scholarship that has led to national or international reputation, coupled with sustained excellence and leadership in teaching and service.

Candidates for promotion must provide evidence of excellence in their teaching. Evidence of the quality of classroom teaching must include student evaluations for all courses taught since promotion to Associate Professor. Other evidence may include course syllabi, course examinations, grade profiles of courses taught, special reviews, peer visits, or other information, which reflects the quality of instruction provided by the faculty member. Additionally, candidates for promotion to Professor are expected to demonstrate excellence in mentoring undergraduate and graduate students, and leadership in teaching and curriculum creation and innovation.

In research, faculty must demonstrate sustained productivity of high quality that has led to a substantial scholarly reputation. Evidence of impact is essential. Possible evidence includes publications in high-quality journals and presses, grant and contract success, prestigious invited presentations or contributions, evidence of influence on other researchers, awards and other recognitions, editorship of significant journals, panel and board memberships, and similar accomplishments. Both quality and quantity of publications and their equivalents listed above are important, but precise numbers are impossible to establish in advance. Normally, a minimum volume of published work comparable to 14 articles in refereed research outlets after promotion to Associate Professor is expected before promotion to Professor. Generally, such accomplishment will be considered necessary for promotion, although not necessarily sufficient. More may be required depending on the quality of work, joint and senior authorship, and other factors. The chief question is whether the body of scholarship has had significant impact that has led to a substantial professional reputation.

Likewise those on a creative track should have demonstrated sustained productivity in creative endeavor. Possible evidence includes competitive selection for broadcast in national or international markets, external funding for creative work, festival prizes and

other awards, production by recognized professional production companies, and published reviews in academic or professional publications. Evaluation of creative work is similar to evaluating scholarship. Some sort of peer review or vetting of quality is essential. The onus is on the candidate to make argument that the quality of creative work is appropriate.

In service, faculty must have a strong record of excellence and leadership. This may take the form of service to NSC, college, university, community, office holding in national or international professional organizations or other service to the profession. There must be clear evidence that the quality of service was excellent.