

UCF School of Visual Arts and Design (SVAD) Annual Evaluation Standards & Procedures

Annual Faculty Evaluation Procedures

Certain performance measures are expected from each SVAD faculty member in terms of teaching, research and service activities. The SVAD Director will use the primary performance measures outlined in this document for annual faculty evaluations.

The objective of this section is to provide the SVAD faculty with the annual evaluation procedure, productivity measures and expected faculty performance, which will move SVAD forward and help us be recognized nationally.

The following procedures apply to all full-time faculty members in SVAD regardless of their assignment load.

Procedures: Each SVAD faculty member (tenured, tenure-track, visiting or lecturer) will prepare the required Faculty Annual Activities Report, describing his or her accomplishments in teaching, research, service and activities during the calendar year. An updated curriculum vitae, (resume) is required with the annual report.

The report and CV shall be due to the evaluator no sooner than fourteen (14) days after the end of the evaluation period,(the end of the semester) and no sooner than fourteen (14) days after receipt by the employee of all University provided materials. The Director will use these summary reports, CV and other relevant information from peers and students to assign a set of ratings that describes the performance of each faculty member. Documentation must accompany each annual report. For example, each claimed accomplishment must be represented by a letter of acceptance, a copy of a published article, a catalog of the relevant exhibition, or other dated documentation. The documentation must include specific information about where the work/ product appeared, in sufficient detail that it can be verified. In doing so, the school director will pay careful attention to the criteria outlined in this document.

For the annual evaluation, the Director of the School will have face-to-face meetings with all Assistant Professors and upon request with Associate and Full Professors. The face-to-face meetings will be to discuss:

- Productivity during the evaluation period
- Rating of teaching, research and service
- Overall rating
- Next year's plan and goals
- Open time to discuss any other issues, needs or concerns

This meeting is followed by a written review on the Evaluation Form from the Director for each faculty member of the School within 60 days after the end of evaluation period. This review should provide feedback on research, teaching and service.

After the meeting with the Director, each faculty member will be asked to sign the Evaluation Form and may choose to respond in writing to the annual review. This response also becomes a part of that faculty member's file.

Since it is the responsibility of the Director to ensure that candid, constructive and appropriate feedback is given to the faculty, the Director may actively consult with other faculty members in the department, as he/she deemed appropriate.

Rating Scales

Each faculty member will be given an overall performance assessment based on the ratings earned in teaching, research, service activities and other assigned duties. The overall rating will be determined using the percentages assigned to each activity as outlined below.

Professional Activity	3 Courses Taught
Teaching	60%
Research	30%
Service	10%

The overall evaluation rating and the rating for each of the three areas of professional activity will be based on the scale in the following table:

Evaluation	Point Values	Rating Scale Points
Outstanding	4	3.01--4.00
Above Satisfactory	3	2.01--3.00
Satisfactory	2	1.01--2.00
Conditional	1	0.50--1.00
Unsatisfactory	0	0.00—0.49

Evaluation of Tenure-Track Faculty: Annual Cumulative Progress Evaluation

Unlike tenured faculty, tenure-track faculty will undergo additional annual evaluation known as “Cumulative Progress Evaluation” to be conducted by the Tenure and Promotion Committee. The Tenure and Promotion Committee will evaluate each tenure-track faculty member based on his/her Faculty Annual Activities Report and CV.

The P&T Committee will then provide the Director with vote results and written comments concerning the progress of the tenure-track faculty in research, teaching and service.

The tenure-track faculty member has the responsibility to prepare and maintain his/her annual report and updated resume along with the necessary documentation of all research activities.

The P&T Committee reviews and makes its final recommendation by completing the Cumulative Progress Evaluation, signed by the P&T Committee chair and presented to the Director. The report will include an evaluation of whether the faculty member is on track, if he/she is making reasonable and appropriate progress toward tenure and will identify areas of strength and weakness.

The three-year review of tenure-track faculty follows the same process as the annual evaluation with the exception that the P&T Committee will be reviewing the tenure-track faculty contributions over three-year period. All the three-year review cases will be discussed and voted

upon by the tenured faculty of the School. The Director will independently prepare his/her own written evaluation of each tenure-track faculty member's progress toward tenure.

After the reviews are completed, the Director will meet with the Tenure-track faculty member and discuss the reports and recommendations, giving candid and constructive feedback to the faculty member on his or her progress, and specifically identify areas needing strengthening.

The reports from the Promotion and Tenure Committee and the Director will become a permanent part of the faculty member's tenure file. At the meeting with the Director, or within 7 days after the meeting, the tenure-track faculty member may respond in writing, and this response will become a part of the tenure file.

Sustained Performance Evaluations

SVAD will follow the guidelines provided in Article 10 of the BOT-UFF Collective Bargaining Agreement in carrying out the faculty sustained performance evaluation as summarized in this section.

At the end of seven years of tenured service and each subsequent seven-year period the Director will evaluate a faculty's sustained performance. This evaluation will consist of a review of the annual evaluations for that seven-year period. If the faculty's performance is, on average, below satisfactory for that seven-year period in any area of assigned duties, then the faculty must be issued a performance improvement plan. For each area of assigned duties, the average shall be determined by assigning a value of 4 for Outstanding, 3 for Above Satisfactory, 2 for Satisfactory, 1 for Conditional, and 0 for Unsatisfactory to each of the faculty's evaluations in that area over the seven year period and computing the numeric average. A value below 1.5 shall be considered below satisfactory performance in that area of assigned duties.

A performance improvement plan shall be developed by the faculty in concert with the director and shall include specific measurable performance targets with target dates that must be completed in a period of three years. The performance improvement plan shall address only those areas of the assignment for which performance was found to be below satisfactory, provided that the faculty maintains satisfactory performance in other areas of the assignment.

When a faculty has a performance improvement plan, the director will evaluate the faculty's performance on the plan. The dean will also provide a separate evaluation of the faculty's performance on the plan.

It is the responsibility of the faculty to attain the performance targets specified in the performance improvement plan. Lack of success may result in dismissal. The faculty may attach a concise response to the evaluation, which will be included in the evaluation file.

Expected Performance Measures: All faculty members

Faculty evaluations will be based on expected productivity measures in teaching, research and service outlines in this section.

Section 1: TEACHING

These definitions and guidelines are for use during annual reviews. *Student Perception of Instruction* rankings within the school and the college will be given due consideration in the overall evaluation process.

Unsatisfactory - Meets less than half of the requirements for *Satisfactory*.

Conditional -- Meets at least half the requirements for *Satisfactory*.

Satisfactory -- Faculty member meets regularly assigned classes (typically 3 courses) and demonstrates satisfactory performance in the classroom, provides **(to the students and to the School)** a syllabus and course outline for each class, maintains accurate records of student performance, meets with students during final examination period in compliance with university regulation and handles student problems appropriately. The faculty member also keeps scheduled office hours and attends departmental meetings. In addition, the faculty member must submit grades on time and submit book orders on time, as required by state legislation.

Above Satisfactory – To achieve *Above Satisfactory*, the faculty member's alternatives are: Meets criteria for *Satisfactory* listed above and teaches three courses each semester (each 3 credits or more) during the academic year, excluding Summer, unless release time has been granted, for other assigned duties.

Or

Teaches one large course: (For example) in *Digital Media* greater than 50 students in one class or multiple lab sections, in *Art Studio*, greater than 25 students in one class, in *Architecture* greater than 15 students in one class.

Or

Demonstrates equivalent performance in at least 2 related teaching activities such as those outlined below, and provides adequate documentation for evaluation:

1. Supervises three or more internships (of one or more credit hours) with evidence of adequate monitoring and professional performance resulting in completion of the internship contractual obligation, (*minimum hours required for service and documentation of work produced for organization, company or individual*).
2. Teaches three or more independent study courses with evidence of adequate monitoring of the student's work activities.
3. Guides students in a class who present their work to a local group or convention or who present their work through off-campus media.
4. Assists students in developing their skills outside the classroom through game, animation, web or other presentations, developing student organization web pages, or other related and documented activities.
5. Serves on two or more thesis committees to completion.

Outstanding -- To achieve *Outstanding*, the faculty member's alternatives are:

Meets criteria for *Above Satisfactory* and must have the breadth of knowledge needed to either cover several areas or relate the results of other areas to his/her own area of specialty, have depth of knowledge to awaken students' interests to at least one field of specialization within the disciplines of SVAD, be innovative in the creation of learning activities, is both prompt and fair in giving students feedback and keeps abreast of the field and shares this new knowledge with students.

Or

Receives regional or national recognition for teaching or curriculum development, receives a TIP award or other college or university recognition for outstanding teaching activities, secures a

significant grant (over \$5000) for the preparation of instructional materials.

Or

Presents convincing documented evidence of outstanding teaching activities that have not been mentioned in this document (e.g., student awards from material generated in the faculty member's classes, outstanding graduate school acceptance rates for students directly supervised by the faculty, etc.)

Section 2: RESEARCH AND CREATIVE ACTIVITIES:

The following is the list of research and other creative activities that will drive the faculty evaluation in the research area:

- Refereed Journal Publications
- Refereed Conference Publications.
- External Research Funding by major agencies, especially Federal and other external sources as PI and as Co-PI plus
- Competitive regional, national and international exhibitions or awards.
- National or International solo exhibitions
- Invited papers in prestigious journals/proceedings
- Internal Research funds
- Involvement with research and industry partnerships
- Conferences/workshops/tutorials as PC/Keynote or invited Speaker
- Conference/workshop/tutorials as an instructor
- Proposal submission activities
- Involvement with interdisciplinary research

The entire corpus of research and creative work will be considered in the review process. This evaluation method is based upon the idea that the quality of a candidate's work should be the primary determinant in the evaluation process, but the overall quantity of the work will also be taken into consideration.

The candidate should submit as much information as possible about these works including publications, reviews, and imagery if appropriate in his/her annual report. The candidate's materials, evidence and accomplishments will weigh towards the tiers of Outstanding, Above Satisfactory, Satisfactory, Conditional or Unsatisfactory (see below).

Criteria Relevant to Annual Reports:

Time Interval (scholarly and creative work) Only works that actually appeared or were published during the period of evaluation should be listed in the annual report. Letters of acceptance for future publication or exhibitions should only be included in the "plans for next year" section of the annual performance evaluation.

Time Intervals (proposals) Proposals submitted, pending, rejected or accepted during the reporting period should all be included, with complete details including submission date, agency, amount, etc.

Multiple Authors and Shared Credit:

Multiple Authors. In Digital Media publications, collaborative work is the norm and most publications have multiple authors. The ordering of faculty authors normally represents their relative contribution to the work, with the first faculty author receiving primary credit. However, some disciplines (e.g., Computer Science) are now following different standards for author priority ordering. Candidates publishing in such disciplines' journals and conferences must make this fact known when submitting materials for evaluation. Student authors' names may appear on the paper in any order, and do not affect the distribution of faculty credit.

Most creative artistic works are by single artists. Collaborative works should be reported with annotation describing the relative credit toward each artist.

2A. Shared Credit (Publications and Exhibitions). In a faculty member's annual report, authors of collaborative works should report the relative credit attributed to each author. The authors should be careful to file consistent reports. Collaborative work is encouraged.

2B. Shared Credit (Grants). Most grant proposals are submitted with a Proposal Transmittal Form (PTF) provided by the UCF Office of Research and Commercialization. For PI and CO-PI reporting grants awarded, the percentage credit should be included in the Annual Report. There is normally no credit awarded to those who are financially supported by a grant but who are not listed on the PTF as Principal or Co-Principal Investigators.

For other types of grants, provide documentation of percentage as agreed upon by the authors.

Section 3: SERVICE AND PROFESSIONAL DEVELOPMENT

The Collective Bargaining Agreement (CBA) describes public service as activities that extend professional or discipline-related contributions to the community; the state, including public schools; and the national and international community. This public service includes contributions to scholarly and professional organizations, governmental boards, agencies, and commissions that are beneficial to such groups and individuals. Service also includes participation in the governance processes of the University through significant service on committees, councils, and senates, beyond that associated with the expected responsibility to participate in the governance of the University through participation in regular departmental or college meetings.

Unsatisfactory

Conducts little or no service activity.

Conditional

Conducts little service activity but falls substantially short of fulfilling the percentage of full-time as specified in the faculty member's Assignment of Duties.

Satisfactory:

Carries out service activities in at least one of the following categories to fulfill the percentage of full-time as specified in the faculty member's Assignment of Duties.

1. Serves the University by serving as a member on any departmental, college, or university committee
2. Serves the community by providing professionally-related services (e.g., lectures, seminars, serving as a judge for art competitions or shows, etc.) to a local group, organization, school or serve as moderator at a local convention

3. Serves the community by serving on a committee or board as an officer for a local organization (profession-related service)
4. Serves the profession by reviewing a manuscript for a professional journal or by serving as a juror an art exhibition
5. Involves students in community projects related to academic area.
6. Demonstrates multiple participations under any one of the five service categories represented in criteria above (e.g., membership service on several departmental, college, or university committees)
7. Otherwise demonstrates satisfactory academic service to the university, community, or profession

Above Satisfactory:

Meets the requirement for Satisfactory; and at least two of the following activities are included in the faculty member's service.

1. Serves as a reviewer for a research manuscript for a national or international journal
2. Serves as an invited consultant (non-paid) or spokesperson for a state or national organization
3. Serves the community by providing professionally related services such as: lectures, seminars, serving as a judge for art competitions or shows, etc., to a regional group, organization, school or serve as moderator at a regional convention.
4. Serves as a member of regional committee
5. Serves as Chair of a departmental, college, or university committee
6. Supervises an area program, equipment or departmental program
7. Serves as moderator of regional, state, or national convention; workshop or seminar
8. Significant academic service to a charitable organization
9. Advises or sponsors a student organization whose mission is part of the academic program of the department
10. Otherwise demonstrates above satisfactory service to the university, community, or profession

Outstanding:

Meets the criteria for Above Satisfactory, and at least one of the following activities is included in the faculty member's service.

1. Serves as a principal officer, editor of a professional journal or popular magazine, meeting organizer, or chair of a major committee for a state, national, or international organization
2. Receives public recognition for outstanding service to the university, community, or profession
3. Conducts a workshop or seminar for a public school system, a state, regional, or national professional organization, etc.
4. Chairs or directs a state, regional, or national non-profit academic-related organization
5. Otherwise demonstrates outstanding academic service to the university, community, or profession

Criteria for Overall Categories of Accomplishment

The following categories of activities help to organize the overall assessment of the **quality** of faculty's research and creative activities. Not all the items within a given category reflect the same quantity of work.

“Outstanding” Tier 1: These accomplishments occur a few times in the career of most successful academics; more frequently in those of top performers (e.g., holders of endowed chairs). Examples include: an award of a major commission for a creative work or artistic project in a nationally or internationally significant venue; the publication of a paper or monograph, or exhibition of a creative work, which is acknowledged in top-quality reviews as defining an entirely new approach, a fundamental breakthrough or result. Holding a solo exhibition, either current or retrospective, of work in a top-ranked national or international publication, organization or venue of record appropriate to the medium. An award of a major research or creative grant (such as an NSA or MacArthur Foundation Grant), comparable in size and significance to other major grants for similar work received by faculty in top ranked universities. "Exceptional" grants are normally associated with federal or other highly competitive national/international competitions. Receiving an industry-respected award of exceptional merit for individual or collaborative achievement in an applied area (such as the Gold award for editorial illustration by the Society of Illustrators, or the Directors Guild Award at Siggraph). Other accomplishments assessed by the Director as representing exceptional merit.

“Above Satisfactory” Tier 2: These accomplishments should occur regularly during the life of an active researcher or creative artist. They are not necessarily of the same weight; some may represent much more time and effort than others. Examples include: publication of a paper in a peer reviewed national or international journal that is regarded as one of the best in the relevant field, and having a relatively low acceptance rate. The publication of a book by an established academic publisher. A book may, depending on its size and scope, represent an effort equivalent to several papers. Texts would be weighted according to type (Scholarly vs. Academic). Its quality must be established by the inclusion of one or more reviews of the work. The publication of a paper in the proceedings of in a top-ranked conference with a low acceptance rate. Having a work included in a national or international exhibition, with consideration for whether it is produced as a one-of-a-kind work or in multiples. Receiving a grant to support your work that is commensurate in size with the average grant amount received by other active faculty in your area of work. Holding a solo exhibition in a respected state or regional venue. An award of a commission for a creative work or artistic project. Other accomplishments assessed by the Director as representing solid, first-rate work.

“Satisfactory” Tier 3: Examples include: holding a solo exhibition in a local venue, having a work included in a regional or local exhibition, receiving an in-house grant or a small external grant or subcontract, submission of grant proposals, proof of letters of submission to exhibitions. Exhibit or publish an article or creative work in a state, regional or national newspaper or magazine (not a refereed academic journal). Serve as a professional consultant to a regional or national group. Curate an exhibition.

“Conditional” Tier 4: Conducts some research or creative activity but falls substantially short of fulfilling the objectives listed in Tier 3 (Satisfactory).

“Unsatisfactory” Tier 5: Conducts little or no research or creative activities.