



TENURE UNIT STANDARD ROUTING SHEET

In support of the following academic policy statements, tenure unit performance standards will be maintained and made publicly available by the Office of the Provost's Faculty Records Team. Per policy, each of these sets of standards will be reviewed every five (5) years, submitted to the Office of the Provost using this routing form for all signatures.

- APS [900417](#), Faculty Reappointment, Tenure, and Promotion of Tenured and Tenure-Track Faculty
- APS [980204](#), Performance Evaluation of Tenured Faculty (Post-Tenure Review)
- APS [820317](#), The Faculty Evaluation System of Tenured and Tenure-Track Faculty

Please note the following:

- Use a separate routing sheet for each set of tenure unit standards.
- Submit files in portable document format (PDF) only.
- Ensure the set of standards being submitted ***have been approved*** by the tenure unit ***and*** college dean.

Tenure Unit: Mass Communication

College/Unit:

- | | | | | |
|---|-------------------------------|-------------------------------|--------------------------------|------------------------------|
| <input checked="" type="checkbox"/> CAM | <input type="checkbox"/> COCJ | <input type="checkbox"/> CHSS | <input type="checkbox"/> COM | <input type="checkbox"/> NGL |
| <input type="checkbox"/> COBA | <input type="checkbox"/> COE | <input type="checkbox"/> COHS | <input type="checkbox"/> COSET | |

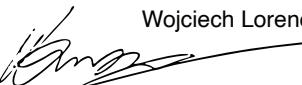
Standard:

- Promotion and Tenure Post-Tenure Review Faculty Evaluation System (FES)

Contact:

Name (first & last): Wojciech Lorenc
 SHSU Email: wlorenc@shsu.edu
 Phone: 936.294.3651

Approved By:


 Wojciech Lorenc
 Department Chair

Ronald E. Shields
 Digitally signed by Ronald E. Shields
 Date: 2022.11.30 16:24:48 -06'00'
 College Dean

Provost & Sr. VP for Academic Affairs

Mass Communication Department

Performance Standards

For Tenured and Tenure-Track Faculty

October 18, 2022

This document outlines standards for meritorious performance in teaching, scholarly and creative activities, and service of tenure-track and tenured faculty. Professionalism and willingness to further the mission of the department, college and university is expected of all faculty as a baseline condition of meritorious performance. The Mass Communication Department Promotion and Tenure Advisory Committee (DPTAC) evaluates its faculty members for reappointment, tenure, and promotion at regular intervals.

As stated in the policies below, these standards will apply to those tenure-track members with three years or fewer in rank as of fall 2022. Prior standards (2012) will apply to tenure-track members for whom the third-year review has already occurred, and upon promotion and tenure the new standards will take effect for the subsequent review period as tenured faculty. Likewise, the prior (2012) standards for periodic evaluation of tenured faculty will apply until the next review period, whereafter these (2022) standards will then apply.

Standards apply to three distinct purposes:

1. Probationary faculty reappointment, tenure, and promotion to associate professor (see Academic Policy Statement APS 900417)
2. Promotion to full professor (APS 900417)
3. Periodic evaluation of tenured faculty (APS 980204)

These standards are also expected to align with the annual Faculty Evaluation System (FES - APS 820317). Detailed standards for each purpose are outlined further below.

The faculty member under review is expected to prepare a portfolio that demonstrates meritorious performance in three categories—teaching, scholarly and creative activities, and service—according to the guidelines below. The portfolio consists first of a curriculum vita that lists academic training, work experience, scholarly and creative contributions (with juried [peer-reviewed] activities separate), funded grants (external and internal separate), honors, awards, and other special recognitions. Second, activities listed in the annual FES dossiers for the period under review. Third, narrative statements for each category (one or two pages long) that describe activity across the review period, highlight key efforts, and outline their ongoing strategy for sustained professional development in their career. Supplementary documents that attest to key efforts and add detail should also be included for each category. Individual members have the discretion to choose whatever information and documents they deem significant in the portfolio and should clarify their significance in narrative descriptions and through other evidence where not obvious to potential reviewers. The portfolio should be uploaded to the university's designated online system by the second Monday in January. The timeline for review and

recommendation, as well as the appeals procedure, are specified in the academic policy statements referenced above.

Teaching

Excellence in teaching is the primary goal of the university. Mass Communication Department faculty members normally carry a teaching load of nine hours per semester. Members who do not conduct research or creative work normally carry a load of twelve hours per semester. Expectations for scholarly and creative activities, and for service, are based upon this teaching load. Members are expected to remain current in their areas of expertise and demonstrate a high level of effectiveness as teachers.

The following supplementary documents must be included in the portfolio:

- i. Syllabuses
- ii. Evaluation documents
 - Student evaluations including both qualitative and quantitative data
 - Peer (DPTAC) evaluation
 - Department chair's evaluations (FES)

The portfolio may include other documents or information on activities such as:

- New course adoption forms
- Description of substantive curricular revisions
- Other instructional materials such as assignments or exams
- Reviews from alumni
- Chairing, or participating on the committee, of capstone or graduate thesis projects
- Teaching directed study courses, practicum courses, or contracts with honors students
- Supervision of teaching assistants and graduate assistants
- Nomination for teaching awards
- Grant proposals for teaching-related projects
- Direction of student productions for department media outlets (e.g. KSHU 90.5, Channel 7 and The Houstonian)
- Professional development related to teaching (may include industry-related certifications, workshops, programs, or activities outside of the university.)
- Special responses to departmental needs (e.g. willingness, if needed, to teach required courses, development and teaching of online courses, being assigned overloads)

It is not expected that junior members will include all of these optional documents; they are merely listed as examples of teaching-related activities that merit recognition.

Scholarly and Creative Activities

Scholarly and creative activities are fundamental endeavors of the faculty that demonstrate expertise in an academic field, develop leadership, and reflect credit on the institution. A sustained pattern of annual activity is expected of faculty who conduct scholarly or creative activities as part of their appointment. Given the wide range of activities within the department, it is incumbent on the faculty member to demonstrate the merits of their individual performance.

Criteria for evaluation include quality, renown, and relevance. The DPTAC, led by members in the subfield, evaluates the quality of scholarship and creative activity internally. For scholarship, quality involves the contribution to the field, richness of composition or data, and the leadership role of the faculty member. For creative activity, technique, subject, scale, innovation, and leadership are components of quality. Technique involves standards in a field, but creative decisions may stem from the subject or budget conditions. Leadership is generally important to demonstrate a capacity for continued activity and for mentorship of students or junior faculty. The faculty member's role in the activity, its composition, and its contribution to the field should be clear.

Renown names the public footprint of the activity. The stature of the entities that publicize, fund, review, or recognize the activity indicate renown, as well as quantitative data on impact, audience reception, or commercial value. For scholarship, academic publishers and venues are favored, especially national professional associations. A geographical scale of regional/national/international normally indicates modest/significant/grand renown. Where internet media has made that scale less useful, other information of the work's reach should be given such as acceptance rate, viewership data, or other ranking. The renown of a creative work is evaluated by the ensemble of venues where publicly exhibited. In other words, a film screened in three festivals is evaluated as one activity, not three. Awards may be important indicators of renown. Documentation of work in progress can be provided, but actual publication is the criterion. The renown of activities should be described truthfully and with accuracy, offering comparison wherever useful.

The activity's relevance to teaching in the field and to the community, through engagement, is an important consideration. Activity specifically relevant to the faculty member's areas of instruction in the department is favored. For instance, most favored are a public relations instructor who publishes an article in a PR journal, a film instructor who creates short films, and so on. By contrast, a journalism instructor who performs in a band has little relevance because music performance is not an activity taught in our department. Although education science is not our expertise, research on pedagogy in the department's fields of instruction is most relevant. Collaborative engagement with the community is encouraged. Guidelines from the Carnegie Foundation & American Council on Education, and from the SHSU Center for Community Engagement, will be considered when evaluating the activity's relevance to the community.

Specific standards for each category of faculty review are detailed in the appropriate section below.

Combination of Activities. Faculty may do both creative work and scholarship alternatively. It is not necessary to choose one track or the other. But they should aim to undertake activity in each area intentionally in order to build a coherent profile that sustains expertise.

Outside Review of Scholarly and Creative Activities. The department chair will solicit three expert reviewers from outside the department for tenure and all promotion decisions. At least two months before the review portfolio is due, the member under review can propose up to five names to the chair (two peers may also be named as blocked from selection). Past collaboration, advising, or other relationship that could pose a conflict of interest should be disclosed. The DPTAC will also propose up to five names. The chair directly contacts the reviewers and passes their blind evaluations to the committee.

Service

All faculty members must demonstrate a continuing commitment to high-quality, impactful service to the Sam Houston State University, the Profession/Academic Discipline, and the community. The DPTAC's evaluation of service will focus on the quality, scope and time commitment of service performed. The faculty member should prepare a narrative statement that overviews their service, accompanied by documents that highlight key contributions. Faculty members are expected to serve three distinct kinds of entities, as directed by the department chair and illustrated by the following sample activities:

Department. (The primary duty, especially for junior members)

- Serving on departmental committees, noting specific projects and tasks (e.g. evaluating BFA applications)
- Coordination of tracks, courses, or internships
- Leadership in administration (e.g. Associate Chair) or on committees
- Organizing recruitment events (e.g. Saturday@Sam) and leading visitor tours
- Organizing events such as conferences or guest speakers
- Developing department resources (e.g. facilities and equipment)
- Mentoring and helping student job searches through contacts and recommendation letters
- Advising student organizations
- Senior faculty mentoring junior faculty, or other mentoring
- Attendance at departmental events such as guest speakers or artists, Heatwave Media & Film Festival, award ceremonies, and university convocation
- Contributing to department promotional efforts

College and University. (Examples of duties expected of senior members)

- Committees

- Faculty Senate
- Leadership role in college and university events
- Assistance with campus functions as requested by administration such as filming guest speakers and hosting alumni
- Organization of a cross-disciplinary event

Profession and Community. (Examples of duties expected of senior members)

- Membership in appropriate professional organizations
- Attendance and participation in professional conferences such as a chair, moderator, or respondent of a panel
- Editorships of journals, proceedings, books, or creative projects
- Leadership and participation in governance of professional societies
- Leadership and involvement in community-engagement projects, in tandem with scholarly activity
- Participation in civic associations and community organizations as a representative of the university faculty

This list is not exhaustive and not a list of requirements, but a collection of different possible service activities. Junior members are expected to serve primarily the department, while senior members are expected to serve other entities as well. Junior members presented with opportunities outside the department should consult with a senior mentor to ensure a productive balance of duties. Service to renowned national and international entities is encouraged. It is incumbent upon the faculty member to provide evidence of their service in their portfolio for consideration by the DPTAC.

Tenure and Promotion to Associate Professor

To be recommended for an award of tenure and/or promotion, an applicant must document a sustained pattern of professional competence and effectiveness in teaching, scholarly/creative activity, and service. In addition, the member shall have a clearly developed, ongoing strategy for sustaining professional development throughout their career. Tenure-track faculty undergo a probationary period, normally six academic years, and are reviewed for tenure and promotion in the final semester of the period.

A mentor from the DPTAC will advise the junior member on decisions relating to career development. The probationary faculty member should seek out a mentor and notify the department chair of the mentor's name by the end of the first year; the department chair will assign a mentor if necessary. The mentor's role is strictly an advisory one. It is the responsibility of the faculty person to perform their duties effectively.

For the normal probationary term of six academic years, the minimum standard for scholarly/creative activities is represented by the following conditions:

1. Four peer-reviewed journal articles or creative activities (e.g. a film at a juried festival) that meet standards for quality, renown, and relevance described above
 - a. Lead author of at least two peer-reviewed activities in a relevant field
2. Four peer-reviewed conference activities that meet standards for quality, renown, and relevance described above
 - a. Two must be national or international conferences
 - b. For creative activities, exhibitions at national or international venues may be considered equivalent to peer-reviewed conference participation

Once quantitative minimums are met, the quality of scholarly and creative activities will be more heavily weighted than quantity. The above model is based upon the journal article; books, series, creative activities, and other projects (including grant-funded projects) will be evaluated individually. Members undertaking longer works or non-traditional projects should consult with DPTAC faculty, especially a senior mentor, to ensure that their activity meets these minimum standards.

Third-Year Review. DPTAC will comprehensively review tenure-track faculty at the midpoint of the probationary period, normally in the third year. Their portfolio should demonstrate capability to meet standards for the full term in teaching, scholarly/creative activities, and service.

Previous Experience. Faculty hired for a period or rank that differs from the six-year template should negotiate the inclusion of previous work at the time of hire. A statement from the department chair or dean should be included in the portfolio that attests to these special conditions. Performance for the period at Sam Houston State University should meet minimum standards when adjusted for that period; in other words, the member is expected to sustain performance while at Sam and not rest on laurels awarded previously.

Faculty members with previous experience in non-tenure-track positions in the department can include evidence of that experience to demonstrate their sustained performance in service and teaching. Scholarly and creative activity outside the tenure-track period should have its inclusion specified at the time of hire and attested by a statement from the chair.

Other Non-Standard Review Periods. Faculty members who have had their probationary period adjusted (i.e. tenure clock suspended) should provide official documentation that attests and specifies the adjustment.

Promotion to Professor

The rank of professor is distinguished by leadership. Policy 900417 describes areas of leadership in section 5.01.b2. Review for promotion from associate to “full” professor considers all of the member’s service to the university and all the scholarly and creative activities across their career,

including research published while at previous institutions. Excellence should be demonstrated in teaching, scholarly and creative activities, and service.

Appeals for Promotion and Tenure

Policy 900417 section 12 states that appeals to non-renewal or termination decisions on promotion and tenure must be presented to the President at the end of the member's contract term.

Periodic Evaluation of Tenured Faculty

To improve performance, faculty members are reviewed according to the process outlined in academic policy statement 980204. It is not a re-tenure process. Review normally occurs every fifth year after tenure and promotion.

The minimum standard for scholarly/creative activities, for members with a normal teaching load, is represented by the following conditions:

1. Two peer-reviewed journal articles or creative activities (e.g. films in a juried festival) that meet standards for quality, renown, and relevance described above
 - a. Lead author of at least one peer-reviewed activity in a relevant field
2. Two peer-reviewed conference activities that meet standards for quality, renown, and relevance described above
 - a. Two must be national or international conferences
 - b. For creative activities, exhibitions at national or international venues may be considered equivalent to peer-reviewed conference participation

(These are not standards for promotion. See previous section on promotion from associate to professor.)

With regard to service, tenured faculty are expected to provide evidence of service to the college and university, and to the profession and community, as detailed above.

Abnormal Teaching and Service Loads. The minimum standards for scholarly/creative activities are predicated upon normal teaching and service loads. Faculty who have higher loads should include a statement from the chair in their portfolio that clarifies any extra load and its period. Policy 790601 on instructional workload notes a deadline of April 15 for requests to shift to higher teaching load in lieu of research for the academic year to follow.

Timeline. In accordance with policy 980204, by October 1 the chair will notify faculty members up for review; requests for early evaluation must also be made by this date. A portfolio must be submitted by March 1. The DPTAC will vote by secret ballot and provide written notification of the outcome to the member under review, chair, dean, and provost, by April 1. Members who do

not receive a simple majority vote, as having met the minimum standard, shall then be subject to prompted comprehensive performance evaluation, as outlined in policy 980204 section 5.