

COLLEGE OF ARTS AND SCIENCES

DEPARTMENT OF ENTERTAINMENT INDUSTRY

GUIDELINES FOR TENURE AND PROMOTION

TENURE AND PROMOTION GUIDELINES APPLICABLE TO ALL COLLEGE OF ARTS AND SCIENCES FACULTY
(Approved February 1, 2012)

All college and departmental guidelines are intended to provide guidance to faculty members seeking to meet the University's criteria for tenure and promotion set forth in the *Faculty Handbook*, sections 2.5.1 - 2.5.4. All faculty members should familiarize themselves with those principles, which govern the processes and standards for all departments and colleges of the University. This document is intended to provide clarity to the appropriate sections of the *Faculty Handbook*.

As UNA's largest and most diverse college, the College of Arts and Sciences is composed of seventeen academic departments encompassing more than twenty disciplines. Methods of demonstrating professional performance may vary with the traditions and goals of distinct disciplines. Teaching methods vary, as do the forms of scholarly or artistic performance, but all tenure-track faculty members are expected to demonstrate a pattern of sustained cumulative accomplishment in teaching, scholarly or creative performance, and service.

All faculty members in the College of Arts and Sciences should recognize the following common expectations:

Teaching is a foundational professional function of faculty members at the University of North Alabama. A record of demonstrable success in teaching, as a UNA faculty member, is expected of every successful applicant for tenure or promotion in the College of Arts and Sciences.

Scholarship and creative accomplishment are essential to the academic profession. Every successful candidate for tenure or promotion is expected to provide convincing evidence of a pattern of scholarly or creative accomplishment appropriate to his or her discipline during the period of employment at UNA. Scholarship should include research or other forms of intellectual discovery made available to professional peers through publication and/or presentation beyond this university and the local area. For those in the performing or visual arts, creative performance should include performances or exhibitions for audiences beyond the local area. Peer review or review by qualified critics is a proper consideration in the assessment of both scholarship and creative performance. Departments may consider professional consulting as an appropriate form of scholarship if the results of the consultation are made available to a professional audience beyond the proprietary interests.

Service is an indispensable element in the professional performance of each UNA faculty member. The operation of a university is dependent on services provided by its faculty members beyond their classrooms, laboratories, and studios. Applicants for tenure or promotion are expected to present a record of effective service to the university, the community, and the profession during their period of employment at UNA.

While previous accomplishments will be recognized, special consideration will be given to accomplishments during the period of employment at UNA and since the faculty member's last promotion. In evaluating teaching, scholarly or creative performance, and service, it is appropriate to consider both the quality and the extent of each element. Especially in scholarly and creative performance, there are recognized hierarchies of organizations, journals, publishers, forms of dissemination, and venues for performance or exhibition in each discipline. It is appropriate to take into account the professional recognition of the instrument or venue through which scholarship or creative performance is presented.

More specific interpretation is provided by departmental guidelines. Faculty members are invited to discuss questions or concerns in advance of application for tenure or promotion with the department chair, tenured members of the department, and the dean.

COLLEGE OF Arts and Sciences
DEPARTMENT OF Entertainment Industry
GUIDELINES FOR TENURE AND PROMOTION

Introduction

The composition of the department tenure committee shall be all tenured faculty. In the event there is not a minimum of three tenured faculty, members may be appointed from other disciplines upon the recommendation of the department chair and approval of the Dean of the College of Arts and Sciences.

Department of Entertainment Industry Tenure Evaluation

The Department of Entertainment Industry Tenure Committee will evaluate the quality and quantity of professional accomplishments in the three areas identified in section 3.5.4.2 of the *Faculty Handbook* and collegiality to make its recommendation for or against the granting of tenure.

- a. Teaching or other professional effectiveness;
- b. Scholarly or creative performance; and
- c. Service to the University and the community.
- d. An essential minimum of collegiality

Teaching

To receive a recommendation for tenure a faculty member must demonstrate effectiveness as a teacher. Evidence of teaching performance may be demonstrated through student evaluations, or observation of teaching by tenured faculty members. However, student evaluations alone are insufficient to create a complete understanding of teaching effectiveness and should not be considered apart from other variables such as grade distribution, class size, and class type. Other activities related to instruction include curriculum development, the development of new courses or instructional techniques, advising and the development of advising materials.

During the first three (3) years, tenure-track faculty will be observed annually

by a tenured faculty member or peer committee. Observations are to be conducted at a mutually convenient class or classes. Additional observations may be made by the department chair.

For tenure

| | |
|-------------------------------|-----|
| Teaching (including advising) | 60% |
| Service | 20% |
| Scholarship | 20% |

For assistant professor

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|-------------------------------|-----|
| Teaching (including advising) | 50% |
| Scholarship | 30% |
| Service | 20% |

For associate professor

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|-------------------------------|-----|
| Teaching (including advising) | 40% |
| Scholarship | 35% |
| Service | 25% |

For full professor

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|-------------------------------|-----|
| Teaching (including advising) | 40% |
| Scholarship | 40% |
| Service | 20% |

Service

Possible areas of service (including, but not limited to):

- departmental, college and university committees
- academic senate and shared governance
- Public service related to the discipline
- Service to the profession