

TENURE AND PROMOTION GUIDELINES APPLICABLE TO ALL CASE FACULTY

(Approved February 1, 2012; Title Amended September 25, 2017; Updated September 1, 2020; approved by College Chairs, September 29, 2020; updated to reflect college name change and department number June 11, 2021; updated to include all schools January 30, 2024)

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*, Section 2.6. 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, Sciences, and Engineering is composed of the School of the Arts, the School of Humanities and Social Sciences, and the School of Natural Sciences, Engineering, and Mathematics, encompassing more than twenty-five 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, Sciences, and Engineering 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 and/or promotion in the College of Arts, Sciences, and Engineering.

Scholarship and creative accomplishment are essential to the academic profession. Every successful candidate for tenure and/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 activity should include performances, presentations, 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 and/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.

Criteria for Professor Merit:

Those seeking Professor Merit after five years in or in the fifth year of the rank of Professor should demonstrate ongoing, excellent, and significant activity over the past five years in the areas of teaching, research/creative activity, and service.

For teaching, self-assessment, chair evaluations, peer review, and student evaluations should reflect effective teaching, syllabi should contain appropriate student learning outcomes with effective assessments that match the learning outcomes, and there should be evidence that the candidate continues to be abreast of recent developments or activity in the field during the past five years.

For research/creative activity, there should be documented and ongoing evidence of a national and/or international presence in venues deemed by their department to be of appropriate and high quality in the discipline during the past five years.

For service, there should be evidence of continued service at the department, college, and university levels as well as an indication of professional service during the past five years.

Criteria for Senior Lecturer:

Those seeking Senior Lecturer after five years in or in the fifth year of the rank of Lecturer should demonstrate ongoing, excellent, and significant activity over the past five years in the areas of teaching and service.

For teaching, self-assessment, chair evaluations, peer review, and student evaluations should reflect effective teaching, syllabi should contain appropriate student learning outcomes with effective assessments that match the learning outcomes, and there should be evidence that the candidate continues to be abreast of recent developments or activity in the field during the past five years.

For service, there should be evidence of continued service at the department, college, and university levels as well as an indication of professional service during the past five years.

University of North Alabama
Department of Communication
Tenure and Promotion Guidelines

Revised Spring 2022
Updated Spring 2024

The University of North Alabama's *Faculty Handbook* (Chap. 2, Section 2.6) indicates that candidates for tenure and/or promotion are expected to demonstrate significant contributions in the following categories: Effectiveness in Teaching; Effectiveness in Research, Scholarship, and Other Creative Activities; and Effectiveness in Rendering Services.

As of Fall 2021, the UNA Faculty Handbook (Chap. 2, Section 2.6) includes the following:

1. Effectiveness in Teaching/Effectiveness in Role as Library or Educational Technology Faculty.

The candidate is evaluated upon evidence such as the following: knowledge of subject matter, including current developments in the discipline; active concern for the student's academic progress; evidence of success in supporting mentoring and student research and creative activity; ability to organize and effectively present and evaluate coursework, including effectiveness in oral and written communication; ability to motivate student interest and participation; ability to relate coursework to other fields with a view to broadening the student's general knowledge; evidence of conscientious preparation; and use of effective methodology and teaching techniques. The non-teaching faculty candidate (e.g., Librarians, Instructional Designers, etc.) is evaluated upon evidence of professional effectiveness such as the following: knowledge of the field, including current developments in the field; demonstrated active concern in providing resources that support student, faculty, and staff development and enhance academic progress; effectiveness in oral and written communication; and ability to develop their own unique contribution to their area and the university.

2. Effectiveness in Research, Scholarship, and Other Creative Activities.

The candidate is evaluated upon the University of North Alabama's mission in research (including basic, applied, and pedagogical research, creative accomplishments, and other forms of scholarship) through recognition that active participation in one's academic discipline promotes intellectual growth and enhances and informs classroom, laboratory, clinical, and studio instruction. Scholarly inquiry and learning vary by discipline and the individual is evaluated upon evidence that one's scholarly accomplishments are valued by others in the discipline. Examples of such recognition would include publication of one's work in peer-reviewed outlets (books, monographs, journal articles) or invited contributions to scholarly works (book chapters); presentations and/or chaired sessions at professional society meetings; invited presentations at exhibits or recognition at juried shows; professional acclaim for performances or contributions to performances; honors or awards recognizing scholarly accomplishment; competitively awarded grants or contracts that support professional growth; selection as a professional referee or editor; and other generally recognized scholarly accomplishments.

3. Effectiveness in Rendering Service.

The candidate is evaluated upon evidence such as recognition in the professional field; consultant services of high professional quality in business, cultural, educational, governmental, and industrial endeavors; activities in learned and professional societies; contributions to academic and university development and growth, including grants submissions and sponsored research; effective performance on committees and administrative assignments; and contributions to the improvement of student life. Evidence of service outside the university should ideally be related to the faculty member's profession or should contribute to promoting the University. Other contributions to the community are encouraged; however, such efforts should not constitute a majority of the evidence for effective service.

In addition, faculty members seeking tenure and/or promotion within the Department of Communication must hold a terminal degree within their field or within a closely related field.

It will be the task of the Peer Review Committee, Department Chair, and other university administrators to determine how well each applicant has met the criteria listed for tenure and/or promotion. These evaluators will seek to determine the quality of the examples selected, the level of documentation provided, and make an assessment concerning the candidate's overall worthiness for tenure and/or promotion.

Whenever departmental guidelines are in dispute with the requirements set forth by the University, those stipulated within the *Faculty Handbook* will supersede those expressed within this document.

Mid-tenure Review

Probationary faculty on the tenure-track will receive a formal mid-tenure review of their performance, generally held in the 3rd year of a six-year probationary period (adjusted for shorter probationary periods).

The mid-tenure review is designed to: (a) assess the faculty member's progress toward tenure and promotion, (b) inform the faculty member of the assessment outcome and steps to be taken to improve the prospects for tenure and promotion, and (c) inform the appropriate dean(s) of the assessment outcomes.

The review is structured like the established procedures used for tenure and promotion to the rank of Associate Professor (described below). It is recommended that the candidate submit their mid-tenure review file organized in a fashion to an actual tenure and promotion portfolio.

LECTURER: Seeking Promotion to Senior Lecturer

Those seeking Senior Lecturer after five years in or in the fifth year of the rank of Lecturer should demonstrate ongoing, excellent, and significant activity over the past five years in the areas of teaching and service.

For teaching, self-assessment, chair evaluations, peer review, and student evaluations should reflect effective teaching, syllabi should contain appropriate student learning outcomes with effective assessments that match the learning outcomes, and there should be evidence that the candidate continues to be abreast of recent developments or activity in the field during the past five years.

For service, there should be evidence of continued service at the department, college, and university levels as well as an indication of professional service during the past five years.

ASSISTANT PROFESSOR: Seeking Tenure and/or Promotion to Associate Professor

Teaching – The combined median scores for the instructor on the student evaluations of teaching should be equal to or exceed the mean of the combined medians for both the college and university during the Fall and Spring semesters for the last two years of instruction while on probationary status. The candidate must include student evaluations from at least five (5) semesters of teaching at UNA. Additionally, the candidate may use peer review to substantiate excellence in teaching. The candidate must also provide a teaching portfolio or comparable documentation that lists numerous examples of evidence of excellence teaching effectiveness according to the following criteria: The candidate must demonstrate a thorough and current knowledge of the field at excellent levels, as well as excellent teaching abilities, including preparation and presentation of course materials, organization of subject matter, consistent, fair and thorough evaluation, and clear communication of objectives, expectations and assignments. In addition, the candidate must provide evidence to support excellent teaching effectiveness through evidence of sound, college-level work required and produced by students; continual intellectual and personal development; evidence of personal and ethical responsibility to students, courses, and the University; and a willingness to participate in university and departmental teaching evaluation procedures for the purpose of updating and improving course content and presentation.

Research, Scholarship, and Other Creative Activities – Candidates are expected to show a minimum of four (4) examples from different categories listed below of research, scholarship, or creative activity in their respective fields. Examples of such activity include (but are not limited to) the following:

Scholarly

- International, national, and/or regional conference presentations or competitions
- International, national, and/or regional journal publications
- Editor or author of textbook, book, or chapter
- Received an externally- or internally-funded grant
- Published review of performance, script, or book for an academic journal
- Editor of international, national, and/or regional publications
- Panel participation in international, national and/or regional conferences/associations

Creative

- Mass Communication production (such as newswriting, audio/video production, visual design, public relations campaign)
- Festival/event director or co-chair
- Workshop director

Rendering Service – Categories include (but are not limited to) the following:

- Students
 - Advising – provide evidence of academic advising (number of students/meetings per year).

- Provide evidence of advising (advisor or co-advisor) for at least one Recognized Student Organization (RSO) or other on-campus student group for a minimum of two years during the probationary years.
- Co-curricular advising as a faculty advisor for student professional organizations.
- Mentoring or support of student efforts outside of classroom

- Community - Applying expertise in a community setting as a speaker, or service on a board or serve as a volunteer, all of which foster college-community unity and interdependency.
- University- Serving on an average of one college or university-level committee(s).
- Provide evidence of development or participation in workshops (extra weight is assigned to individuals giving workshops) or holding leadership positions on university committees)

- Department –
 - Provide evidence of service on departmental/college committees.
 - Provide annual evaluations that show a record of support towards meeting departmental needs.
 - Departmental committee(s) chaired
 - Student recruitment
 - Support or supervision of independent studies, internships, etc.
 - Provide evidence of participation in college and university-level recruitment efforts each year during the probationary years, e.g., Preview Day, committees, workshops, leadership, (extra weight is assigned to individuals holding leadership positions on departmental committees)

- Profession –
 - Provide evidence of roles or offices held, committee assignments, or leadership roles in professional organizations at the local, state, regional, national and/or international membership, (extra weight assigned to individuals possessing leadership positions within these organizations)

ASSOCIATE PROFESSOR: Seeking Promotion to Professor

Teaching – The combined median scores for the instructor on the student evaluations of teaching should be equal to or exceed the mean of the combined medians for both the college and university during the Fall and Spring semesters for the last two years of instruction before applying for promotion. The candidate must include student evaluations from at least five (5) semesters of teaching at UNA. Additionally, the candidate may use peer review to substantiate an excellent level of teaching. The candidate must also provide a teaching portfolio or comparable documentation that lists numerous examples of evidence of excellent teaching effectiveness according to the following criteria: The candidate must demonstrate thorough knowledge of the field at excellent level, as well as excellent level teaching abilities, including preparation and presentation of course materials, organization of subject matter, consistent fair and thorough evaluation, and clear communication of objectives, expectations and assignments. In addition, the candidate must provide evidence to support excellent teaching effectiveness through evidence of sound, college-level work required and produced by students; continual intellectual

and personal development; evidence of personal and ethical responsibility to students, courses, and the university; and a willingness to self-evaluate and participate in university and departmental teaching evaluation procedures for the purpose of updating and improving course content and presentation.

Research, Scholarship, and Other Creative Activities – Candidates are expected to show a minimum of four (4) to five (5) examples from different categories listed below of research, scholarship, or creative activity in their respective fields. Examples of such activity include (but are not limited to) the following:

Scholarly

- International, national, and/or regional conference presentations or competitions
- International, national, and/or regional journal publications
- Editor or author of textbook, book, or chapter
- Received an externally- or internally-funded grant
- Published review of performance, script, or book for an academic journal
- Editor of international, national, and/or regional publications
- Panel participation in international, national, and/or regional conferences/associations

Creative

- Mass Communication production (such as newswriting, audio/video production, visual design, public relations campaign)
- Festival/event director or co-chair
- Workshop director

Rendering Service – Categories include (but are not limited to) the following:

• Students

- Advising – provide evidence of academic advising (number of students/meetings per year).
- Provide evidence of advising (advisor or co-advisor) for at least one Recognized Student Organization (RSO) or other on-campus student group for a minimum of two years during the probationary years.
- Co-curricular advising as a faculty advisor for student professional organizations.
- Mentoring or support of student efforts outside of classroom

- Community - Applying expertise in a community setting as a speaker, or service on a board or serve as a volunteer, all of which foster college-community unity and interdependency.
- University- Serving on an average of one college or university-level committee(s).
- Provide evidence of development or participation in workshops (extra weight is assigned to individuals giving workshops) or holding leadership positions on university committees)

• Department –

- Department Chair or Program Director
- Provide evidence of service on departmental/college committees.
- Provide annual evaluations that show a record of support towards meeting departmental needs.

- Departmental committee(s) chaired
- Student recruitment
- Support or supervision of independent studies, internships, etc.
- Provide evidence of participation in college and university-level recruitment efforts each year during the probationary years, e.g., Preview Day, committees, workshops, leadership, (extra weight is assigned to individuals holding leadership positions on departmental committees)
- Profession –
 - Provide evidence of roles or offices held, committee assignments, or leadership roles in professional organizations at the local, state, regional, national and/or international membership, (extra weight assigned to individuals possessing leadership positions within these organizations)

PROFESSOR: Seeking Merit Award

Those seeking Professor Merit after five years in or in the fifth year of the rank of Professor should demonstrate ongoing, excellent, and significant activity over the past five years in the areas of teaching, research/creative activity, and service.

For teaching, self-assessment, chair evaluations, peer review, and student evaluations should reflect effective teaching, syllabi should contain appropriate student learning outcomes with effective assessments that match the learning outcomes, and there should be evidence that the candidate continues to be abreast of recent developments or activity in the field during the past five years.

For research/creative activity, there should be documented and ongoing evidence of a national and/or international presence in venues deemed by their department to be of appropriate and high quality in the discipline during the past five years.

For service, there should be evidence of continued service at the department, college, and university levels as well as an indication of professional service during the past five years.