

## **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.

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**COLLEGE OF Arts, Sciences, and Engineering**  
**DEPARTMENT OF Entertainment Industry**  
**GUIDELINES FOR TENURE AND PROMOTION**  
**January 2022**

**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, Sciences, and Engineering.

**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 and Assistant Professor**

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

**For tenure and associate professor**

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

**For full professor**

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

**Scholarly or Creative Performance**

It should be noted that each candidate's profile will likely be different. Some will present only traditional research and publication while others will be solely creative, and yet others will present a mix of the two. All are acceptable. Refereed scholarship is somewhat easier to determine with traditional publication. It is more difficult with creative works. Consideration will be given as to how and where creative works and performances are distributed and performed, and the rigor of the review process used to determine its worth.

**Publications**

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

- peer-reviewed, single-author scholarly, creative, or journalistic books
- edited texts
- collaborative publications

- textbooks
- refereed articles in professional journals or refereed chapters in books
- book reviews and encyclopedia entries
- the delivery of scholarly papers or creative work at conferences
- Grant proposals, funded and unfunded
- Authoring manuals, handbooks, newsletters and/or press kits for performing arts events

### Creative Activity

Possible areas of activity including, but not limited to):

- original compositions
- recordings
- media productions (film, video, graphics, sound effects, etc)
- films
- software
- Theatrical productions and performances
- Directing festivals, workshops, and seminars outside of UNA

### Professional activities

It is sometimes difficult to differentiate between scholarly work and public service with regard to professional activities. An attempt is made below at a *guideline only*.

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

- receipt of major honors and awards, including fellowships and research grants
- the presentation of invited papers and lectures

## **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
- holding of offices in professional organizations and membership on editorial and advisory boards

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