DEPARTMENT OF MASS MEDIA, COMMUNICATION, AND THEATRE
TEXAS A&M UNIVERSITY-COMMERCE
CRITERIA DETERMINING FACULTY PERFORMANCE LEVELS FOR
ANNUAL EVALUATION, TENURE AND PROMOTION

Mass Media, Communication, and Theatre is a department of separate academic disciplines united through their approaches to human and electronic communication arts and sciences. Faculty members are diverse and highly specialized. Consequently, standards for Teaching, Scholarly/Creative Activity and Service are diverse and highly specialized.

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<th>TENURE AND PROMOTION</th>
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Faculty wishing to be considered for Tenure or for promotion to Associate Professor must demonstrate achievements beyond those associated with an Assistant Professorship and establish a proven record of increasing professional responsibilities and institutional usefulness, of sustained and current intellectual and/or creative contributions to the academic field, and of continued and consistent excellence in classroom teaching as measured by department constructs.

For those seeking tenure, a program of goals and standards satisfying tenure requirements may be reached in close counsel with the department head and, where appropriate, the dean of the college.

Faculty desiring tenure should accomplish the following by the year of tenure review:

1. A consistent record of outstanding teaching as measured by the department’s teaching evaluation procedures.
2. A consistent record of service as measured by the department’s guidelines.
3. A demonstrated record of scholarly, creative, and/or applied performance Primary Activity that equals six or more points by the year of tenure review.

The Department uses the following criteria for faculty performance levels, in addition to the College of Arts and Sciences guidelines for tenure and promotion:

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<th>TEACHING</th>
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1. Quality instruction is the professor/instructor’s most important activity within the department. Teaching in this department has traditionally constituted a minimum of 50% of the overall faculty evaluation, but that percentage may be negotiated lower if circumstances or professional responsibilities require it. The criteria below must be consistent with Texas A&M University-Commerce Rules 12.06.99 R1 “Annual Evaluation of Faculty.” A faculty member will be evaluated through
   • Assessment of Student Evaluations
   and at least one of three methods:
     • Teaching Portfolio

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Faculty wishing promotion to Associate Professor or Professor must demonstrate a continuing record of significant achievement in teaching in the classroom and should consider using all methods listed in B through E below.

A. **STUDENT EVALUATIONS** are mandatory and collected at the end of each semester by the Head. At the beginning of the next semester, the Head gives each instructor the statistics for the faculty member’s courses, and copies of student comments.

B. **TEACHING PORTFOLIO.** Members of the department regard a portfolio not just as a showplace for curriculum materials, but as an opportunity for each faculty member to assess his/her success with each course. The following documents may constitute a portfolio:

- A list of all courses taught during the calendar year listed by semester. If needed, a commentary on the particular or unique demands made by that work load.
- Course syllabi and assignment schedules for at least two representative courses. Syllabi will include course description and objectives, with stated learning goals; required and recommended texts; evaluation policy, examination dates, attendance policies, office hours and location, telephone number.
- Copies of examinations or records of activities used as major evaluative instruments during the semester.
- Representative handouts, information sheets, or other materials given to students. Special materials, such as videotapes, computer programs, Internet exercises, may be described or submitted.
- Evidence of professional advancement for undergraduate and graduate students through portfolio preparation and presentation, design exhibits, conference participation and presentation, performances, success in student competitions at the regional or national levels, etc.
- A narrative highlighting one of the three portfolio courses, showing its particular merit or interest to the major, to the department or to the University. This narrative may examine innovations, additions, changes in previously taught courses, or new course designs. The faculty member may include (a) the instructor’s analysis of what did and did not work; (b) a plan for improving the next version of the course; and (c) an evaluation plan that clearly reflects the learning goals set forth for the course.

C. **PEER CLASSROOM VISITS.** Two tenured senior faculty will visit the faculty member’s classroom at least once during mutually agreed-upon times during the evaluation period.

D. **DEPARTMENT HEAD CLASSROOM VISITS.** The Department Head will visit the faculty member’s classroom at least twice during a mutually agreed-upon time the evaluation period.

E. **MISCELLANEOUS MATERIALS FOR SUBMISSION**

- Curriculum development activities.
- Masters Theses supervised.
- Attendance at Professional Conferences/Workshops concerning pedagogy.
- Campus- or System-sponsored workshops on pedagogy.
- Teaching awards.

### RESEARCH/CREATIVE ACTIVITY

Faculty members develop a program of research or creative activity or a combination of both. This program is the result of discussion with the department head and, where appropriate, the dean of the college. Program expectations for new faculty should be clearly spelled out during the interview and hiring process. Faculty members who produce scholarship must document the methods by which that scholarship was achieved.
was carried out and the criteria applied by editors, referees and other kinds of evaluators in assessing the work.

Individual faculty members are encouraged, and tenure-track and promotion-seeking faculty are required, to maintain a portfolio of scholarly and/or creative activity.

- Research relies on methods of discovering, interpreting, and disseminating information, facts and knowledge.
- Creative and applied work includes performance as journalists, public relations professionals, mass communications professionals, and theatre/oral interpretation practitioners.

But both traditional research and creative work are bound together, one supporting the other as research provides the intellectual foundations for creative work. But, as stated in the Broadcast Education Association’s Guidelines for Promotion and Tenure for Electronic Media Faculty Involved in Creative Work: “The creative process also involves discovery in the development of effective aural and visual forms and provides integration as these forms are united with content to create the final work.” (See “Tenure and Promotion” below.)

In addition, faculty members should seek letters from respected peers in their academic areas from other campuses or organizations that can attest to the faculty member’s professional standing in RSCA.

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For those seeking tenure, a program of goals and standards satisfying tenure requirements may be reached in close counsel with the department head and, where appropriate, the dean of the college.

Faculty desiring tenure should accomplish the following by the year of tenure review: A demonstrated record of scholarly, creative, and/or applied performance Primary Activity that equals six or more points by the year of tenure review.

Primary Activity points may be acquired from among the following, or other similar measures of success as judged by a peer review committee evaluating the tenure-track faculty member’s scholarly and/or creative activity and output as a whole:

- A book published by a university press or commercial publisher (other than vanity press) that contributes in a significant way to the individual faculty’s field of study. (4 per book; 2 points for co-authored book)
- Textbook written as author or co-author. (4 per individually authored book; 2 per co-authored book)
- Full-length articles in the faculty member’s field published in peer reviewed journals that show breadth, depth and significance. (2 per article)
- A chapter in a book from a recognized university press or commercial publisher (2 points).
- Editing a professional or learned journal. (1 for book or performance review editor for a term of 3 years; 2 for primary editor for a term of 3 years)
- Peer-reviewed materials on the Internet, published reports for governmental or non-governmental organizations within the faculty member’s discipline, essays in anthologies, reference works, etc. (1 per document)
- Collaborative teaching units or projects that result in the publication of new models for interdisciplinary research, pedagogy, or scholarly dissemination. (1 per published project)
- Literary productions in professional periodicals, newspapers, magazines, Internet, CDs, DVDs, or other Electronic Media with regional or national distribution. (1 per)
- Completed electronic media editing projects national distribution (1 point)
- Professional theatre or media projects from among costume, lighting, properties, scenic, and sound design; or art direction (1 per).
- Regional or national professional theatre or media projects from among playwriting, directing, acting, performance art, media design, professional coaching, technical direction, stage management, choreography (1 per).
• Published software development or interactive Internet development in areas related to media, creativity and production. (1 point).
• Book, theatre, film, radio, or television reviews in periodicals or electronic media. (1 point).
• National exhibitions of design or production work (1 point).
• Significant national awards for creative activities or significant commissions, prizes, honors for applied or creative work (1 point).
• Directing a University Playhouse production (1/2 point)
• Completed electronic media editing projects with regional distribution (1/2 point)
• Audio tapes, video tapes, PSAs, documentaries, etc. as writer, sound designer or engineer, videographer, voice-over, on-air narrator; set, production or specialty designer at established festivals, contests, industrial shows, conventions, or broadcast through electronic media (1/2 point).
• Evidence of anchoring, writing, producing, or other significant contributions to ongoing media projects such as news (print and electronic), special programming, sports, public affairs, governmental, social service, etc. (1/2 point).
• Serving as the dramaturg of a regional or national professional theatre production (1/2 point per show).
• Fully-documented professional public relations project(s) involving media producing, promotion, PR, or Internet activity (1/2 point).
• Fully-documented results of professional consulting projects (1/2 point).
• Regional exhibitions of design or production work (1/2 regional).
• Significant regional awards for creative activities or significant commissions, prizes, honors for applied or creative work (1/2 point).
• Consulting, Guest, Contributing Editor to periodical in print or on the Internet (1/2 point).
• Record of grant-writing and successful grantsmanship: (grant <$25,000, ¼ point; $25-50,000, ½ point; $50-100,000, 1 point; >$100,000, 2 points).
• Designing or acting in a University Playhouse production, or producing a student TV show for one semester (1/4 point per show)
• Published reviews of industry trends, new equipment, proceedings, etc. (1/4 point).
• Peer-reviewed papers or a combination of papers, speaking, organizing, or participating on panels in meetings of professional associations or organizations (1/4 point).
• Organization of a regional or national conference or meeting that provides for cross-disciplinary methods of organizing, conducting and disseminating intellectual and/or artistic inquiry (1/4 point).
• Serving on editorial board(s) of professional or learned journals (1/4 point).
• Organization of a regional or national conference or meeting in which the professor has proposed topics, arranged speakers, secured outside funding, coordinated paper submission, or other relevant contributions to the success of the program (1/4 point).
• Guest lecturer or seminar leader in workshops conducted at meetings or symposia in activities that demonstrate new findings in, or new pedagogical approaches to, the faculty member’s field (1/4 point).
• Selection for a visiting exchange program nationally or internationally (1/4 point).
• Professional internship or residency (1/4 point).
• Peer-reviewed presentations in symposia, festivals, contests, conferences and or professional meetings concerning the faculty’s field of study (1/4 point).
• Coordination of off-campus professional programs in which the candidate is a part of the organization’s efforts (1/4 point).
• Contributions to other universities, high schools and student groups in initiatives that serve the candidate’s academic field (1/4 point).

Appropriate point assignments for tenure worthy activities not listed here may be determined in counsel with the department head and, when appropriate, the Dean of the College of Arts and Sciences.
## Additional Factors in Research and Creativity

Some factors taken into consideration when assessing and evaluating, research and creative activities for annual evaluation, tenure/promotion purposes include, but are not limited to:

* Audience scope (local, regional, national)
* Significance of topic (serves important public or academic interest)
* Impact of work in improving educational or professional practice
* Impact of research and creative activity on department teaching, students and curriculum
* Impact of research and creative activity on department, college, and university mission

## SERVICE

Service is a demonstration of a faculty member’s contributions to the quality of department, university and community life. It is also identified as assisting the university through committee assignments and contributions made beyond the call of job expectations. Service includes, but is not limited to, diverse activities in three areas:

1. **Internal (Texas A&M University-Commerce):**
   - Committee chair
   - Committee member
   - University/Interscholastic League Contest Director
   - Workshop coordinator
   - Student Organization sponsor
   - Mentoring junior faculty
   - Organization president
   - Master’s comprehensive examination committee
   - Master’s thesis reader
   - Doctoral examination committee
   - Doctoral second or third reader
   - Graduate School representative on doctoral committee
   - Thesis reader outside the department
   - Master’s examination committees outside the department
   - Faculty Senator or Faculty Senator Alternate
   - University project consultant
   - Academic student advising
   - Commencement address
   - Faculty development presentation
   - Honors colloquium presentation
   - Student scholarship grant support
   - Recruiting new students

2. **External (outside Texas A&M University-Commerce, but within profession):**
   - Organization president, state, regional, national
   - Organization officer, state, regional, national
   - Executive secretary of an organization, state, regional, national
   - System committees/task forces
   - Texas Higher Education Board activities
   - UIL OAP adjudicator
   - UIL contest director
   - Committee chair, state, regional, national
   - Committee director, state, regional, national
   - State, regional or national organization sponsor

3. **Community:**
   - Committee chair
   - Committee member

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• Contest director or manager
• Contest judge, workshop coordinator
• Organization sponsor
• Organization president
• Organization officer other than president
• Special projects
• Project consultant
• Program presenter
• Recognized community leadership positions in social, religious, governmental agencies

PROMOTION TO SENIOR LECTURER
Faculty wishing to be considered for promotion to Senior Lecturer must follow the guidelines set forth in University Procedure 12.01.99.R0.06 “Appointment, Reappointment, and Promotion of Non-Tenure-Track and Clinical Faculty.”

PROMOTION TO ASSOCIATE PROFESSOR
Faculty wishing to be considered for promotion to Associate Professor must demonstrate accomplishment of the requirements listed for tenure candidates within a seven year period.

PROMOTION TO FULL PROFESSOR
Faculty wishing to be considered for promotion to Full Professor must demonstrate achievements beyond those associated with an Associate Professorship. He or she must establish proof of continued, sustained and significant contribution both to the university and to the academic discipline through teaching excellence, extensive scholarship/creativity, and service. This record of highly accomplished activity must extend beyond the University and be recognized at the regional and/or national levels and be supported by external peer reviews.