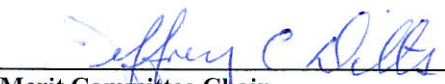


Revised

**The University of Akron
College of Business Administration
Department of Marketing**

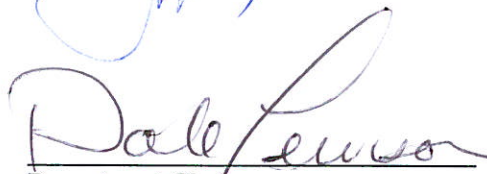
MERIT PAY DISTRIBUTION PROCEDURE

Approval Signature Sheet



Merit Committee Chair

3/05/07
Date



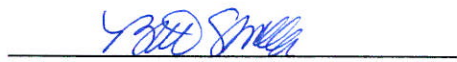
Department Chair

03/05/07
Date



CBA Dean

Mar 3, 2007
Date



University Provost

3/26/07
Date

MERIT REVIEW GUIDELINES:
MARKETING DEPARTMENT, COLLEGE OF BUSINESS ADMINISTRATION
As of March 14, 2007

The Department of Marketing subscribes to the philosophy that its Merit Evaluation procedure and criteria should, to the extent possible, reflect the mission and the goals/objectives of the department, the College of Business Administration, and The University of Akron. To that end, the faculty of the Department of Marketing faculty has adopted the following resolution:

The faculty of the Department of Marketing expects each member of the department to perform each aspect of teaching, research, and service at a level that will ensure student learning and exceed the minimal requirements for maintaining AACSB accreditation.

The Department of Marketing values the contributions of its faculty in teaching, research, and service, and has attempted to identify any and all aspects of contributions and/or accomplishments in these areas in its criteria for merit evaluation.

a.) For both tenured and tenure-track faculty, the weights will be:

Teaching	40%
Research	40%
Service	20%

b.) For instructors, the weights will be:

Teaching	80%
Research	10%
Service	10%

c.) For college lecturers, the weight will be

Teaching	100%
----------	------

All the criteria and guidelines in the following document may subsequently be modified only by a majority vote of the department bargaining unit members, approval of the Dean and Provost.

Departmental Review Process

The department chair shall conduct an annual evaluation of each bargaining unit member in accordance with the bargaining agreement. These evaluations will take place after a faculty committee has convened and examined materials presented by each bargaining unit member. The committee will make recommendations to the department chair and then the chair will make the final decision based on the following guidelines.

In preparation for the chair's evaluation, all Members of the Bargaining Unit will submit to the department chair a report of the three components of the evaluation: teaching, research, and

service for the period of evaluation. **The report should be no more than one single-spaced typed page for each component of the evaluation. Supporting materials may be attached in an Appendix.**

Note: A deadline for submission of the required materials will be announced at least 10 working days prior to that deadline. A faculty member failing to submit the merit report by the deadline (unless an extension is requested and granted by the chair due to very unusual circumstances), will be assigned a default score of 1 (unsatisfactory) in each category for the review period in question.

A department merit evaluation committee will be elected. It will consist of three bargaining unit faculty members who did not serve on the committee in the previous year. They will evaluate materials submitted and determine the ranking of each of the faculty members with regard to teaching, research, and service using the following characterizations and values:

“Unsatisfactory”	is characterized as below the required quality standard.
“Satisfactory”	is characterized as being what is needed without being in excess; of moderately good quality but less than meritorious.
“Meritorious”	is characterized by being slightly above average; deserving honor, respect and admiration.
“Outstanding”	is characterized as being far beyond what is usual, normal, or customary.
“Extraordinary”	is characterized as being even better than outstanding. An individual receiving this rating has performed at a level that is truly exceptional.

“Unsatisfactory”	=	1
“Satisfactory”	=	2
“Meritorious”	=	3
“Outstanding”	=	4
“Extraordinary”	=	5

Any discrepancies across the evaluators will be discussed and resolved by a simple majority vote. Upon completion of the evaluation, the committee shall forward their recommended evaluations to the department chair. The role of the department merit evaluation committee is advisory or consultative only.

The committee recommends and the chair decides. At the chair’s discretion, a committee meeting can be held to review recommendations. The department chair will have the responsibility of writing the final recommendation letter. Each individual faculty member should receive his or her evaluation letter within a 30-day period from the deadline for submission of the materials.

Any faculty member who disagrees with the evaluation may send a written response to the chair. If the faculty member and the chair are unable to reach an agreement, then the evaluation materials, the chair’s evaluation letter, and the faculty member’s written response will be sent to

the college dean for resolution. The dean shall provide a copy of his or her decision to the faculty member and department chair.

Merit evaluation is not subject to the grievance procedure unless the faculty member has been rated less than meritorious and then only as to procedural error and/or inadequate consideration in the review process. After the Dean's review, a faculty member may appeal a merit evaluation with which they disagree to the Senior Vice President and Provost.

The department chair will evaluate the faculty member's performance by assigning points from a pre-determined range for each contribution/accomplishment in each performance category.

- (1) Merit Evaluation for bargaining unit faculty on leave will be guided by the following:
 - (a) Professional Development Leave: Use the individual's average performance over the past three years for teaching and service. Research accomplishments will be evaluated in the standard manner.
 - (b) Sick Leave (for less than one semester): No special consideration.
 - (c) Sick Leave (for one semester or more): Use the individual's average performance over the past three years for teaching, research, and service.
 - (d) Leave of Absence: No credit for teaching or service during the absence period. Research accomplishments will be evaluated in the standard manner.
 - (e) Other considerations may be taken into account by the chair in determining how teaching, research, and service accomplishments will be evaluated during periods of leave.
- (2) The aggregate scores in each performance category will be translated into one of the UA Merit Scale classifications based on a pre-determined formula (See Appendix D). The UA Merit Scale assigns points as follows (classifications were mentioned previously):

Unsatisfactory	=	1
Satisfactory	=	2
Meritorious	=	3
Excellent	=	4
Outstanding	=	5

Note: Performance scores will be interpolated from within pre-determined performance score ranges into Merit scores (rounded up to the nearest 10th).

- (3) A faculty member's overall merit score for the current review period will be determined by multiplying his/her Merit Scale Evaluation Score in each performance category times the Marketing Department's category weights.

- (4) Each faculty member will schedule a meeting with the chair to review the faculty member's performance and the chair's evaluation of same. Appeals regarding any aspect of the chair's evaluation of a faculty member's performance will be conducted in accordance with the procedures set forth in the current collective bargaining agreement.
- (5) A faculty member's salary adjustment will be computed according to the formula specified in Article 16, Section 8.c of the collective bargaining agreement between The University of Akron and the Akron-AAUP chapter.

Teaching Performance

The evaluation of teaching will be done on the following basis:

100 points will be the basis of the evaluation.

- 1) 60 points will be assigned based on the average value across all classes taught during the review period for the average rating across all questions in section "F" of the CBA Student Course and Instructor Evaluation Form.

UA Merit Scale	Merit Classification	Overall Average of "Section F"
1 =	"Unsatisfactory"	1.00 – 2.99
2 =	"Satisfactory"	3.00 – 3.99
3 =	"Meritorious"	4.00 – 4.49
4 =	"Outstanding"	4.50 – 4.74
5 =	"Extraordinary"	4.75 – 5.00

- 2) 40 points will be assigned by the chair on the basis of the teaching portfolio. As input, faculty members will submit a reasonably concise letter to the chair addressing each of the following areas that are relevant to the courses the faculty member teaches:

Teaching Portfolio

- a. Teaching materials: Including course syllabi, teaching materials, examples of graded student work; other pertinent materials.
- b. Professional Development (Specific to Teaching): training (development of teaching skills, use of technology in the classroom), continued study (content-based knowledge)
- c. Curriculum & Course Development: new program/course development, current program/course revision, and revision of existing courses in terms of content, resources used, grading rubrics, learning objectives and assessment of learning

- d. Course Delivery: Use of variety methods of pedagogy in an effort to enhance course delivery and student learning (e.g., use clickers in class, software introduction, use of new course information management system such as WebCT, etc.).
- e. Other: The faculty member can submit other evidence of teaching performance, including use of guest speakers, field projects, site visits, etc. This list of items a-d is not exhaustive.

Research Performance

Notes regarding the evaluation of research performance:

Research will be computed based on a three-year rolling average. Points will be assigned using the values in Appendix B. When a range of points is provided, the value will be determined by qualitative factors such as number of coauthors, quality/contribution of the project, degree of linkage to a strategic priority of the college, length of the completed project, ranking within a category, etc.

See notes in Appendix E concerning Academically Qualified (AQ) and Professionally Qualified (PQ) Status

Service Performance

Points will be assigned using the values in Appendix C. When a range of points is provided, the value will be determined by qualitative factors such as the amount of time the project required, the value/contribution of the project, degree of linkage to a strategic priority of the college, etc.

Appendix A

Teaching Evaluation	Max Points	Total
Student Evaluation of Teaching (Based on Overall Average of "F")	60	
Teaching Portfolio Evaluation (by Chair)	40	
Overall Teaching Total	100	

Appendix B

Intellectual/Research Contribution Categories	Points		Total
Refereed Journal Publications:			
Category (A)	60-80		
Category (B)	40-50		
Category (C)	20-40		
Refereed Conference Proceedings:			
National/International	10-20		
Regional	5-10		
Reviewed Publications (Books):			
Textbook	40-80		
Readings, Casebook, Monograph, Trade/Professional	40-60		
Reviewed Publications (Supplements):			
Instructor's Manual, Test Bank	10-20		
Student Manual, Workbook	10-20		
Software	10-20		
Reviewed Publications (Other):			
Book Chapter	15-25		
Case (in Casebook – first time only)	10-20		
Book Reviews, Exercises, Games	5-10		
Other Articles	5-10		
Other Research/Scholarly Activity:			
Paper Presentation at National/International Conference*	10		
Paper Presentation at Local/Regional Conference*	5		
Paper Reviewer/Discussant at National/International Conference	5		
Paper Reviewer/Discussant at Local/Regional Conference	5		
Editorial/Review Activities:			
Editor / Refereed Journal	25		
Editorial Review Board / Refereed Journal	10		
Manuscript Review for Academic Journal	3		
Grants: (Submissions, Awards)	0-100		
Recognition:			
Awards (Best Paper, Outstanding Researcher, Etc.)	0-40		
Overall Research Total			

*Not to be double counted if points received for proceedings.

Appendix C: Service Performance

Service Contribution Categories (Weight)	Points	Number	Total
University Service:			
Department, College and University Committees			
Member (3 activity levels: low, medium, high)	5-10-15		
Chair (3 activity levels: low medium, high)	10-20-30		
Student Organization Advisor (3 activity levels)	10-20-30		
Extraordinary University Service	Up to 30		
Professional Service:			
Service including, but not limited to, activities in the following lists: (3 activity levels: low, medium, high)			
Association / Organization Involvement			
Officer (8)	4-8-12		
Board Member (6)	3-6-9		
Committee Member (4)	2-4-6		
Speaker (2), Other Participation (2)	1-2-3		
Conference / Seminar / Meeting Involvement			
Program Chair (20)	10-20-30		
Track Chair (8), Program Committee (8)	4-8-12		
Session Chair (4)	2-4-6		
Panel Member (2)	1-2-3		
Extraordinary Professional Service	Up to 30		
Public Service: (related to discipline)			
Service including, but not limited to, activities in the following lists: (3 activity levels: low, medium, high)			
Charity / Civic Organization			
Board Member, Officer	2-4-6		
Committee Member, Other Involvement	1-2-3		
Specific Event Involvement			
Sponsor / Planner / Misc	1-3-5		
Extraordinary Public Service	Up to 20		
Recognition:			
Awards (Outstanding Service, Etc.)	3-6-9		
Overall Service Total			

Appendix D: Translation of Performance Category Scores into Merit Scale Values

TEACHING:

Teaching Performance Score	Merit Value	Merit Classification
below 60	1	Unsatisfactory
60 – 69	2	Satisfactory
70 -79	3	Meritorious
80 -89	4	Outstanding
90-100	5	Extraordinary

RESEARCH:

Research Performance Score	Merit Value	Merit Classification
0-19	1	Unsatisfactory
20-39	2	Satisfactory
40-69	3	Meritorious
70-99	4	Outstanding
100 and above	5	Extraordinary

SERVICE:

Service Performance Score	Merit Value	Merit Classification
below 20	1	Unsatisfactory
20 – 34	2	Satisfactory
35 – 59	3	Meritorious
60 – 89	4	Outstanding
90 and above	5	Extraordinary

OVERALL MERIT SCORE:

Performance Category	Merit Value	Weight	Weighted Value
Teaching		40%	
Research		40%	
Service		20%	
Total Weighted Merit Score		100%	

Appendix E: Miscellaneous

UA CBA Interpretation of AACSB AQ and PQ Status

Any tenure-track faculty member who maintains AACSB “academically qualified” status (AQ) or “professionally qualified” status (PQ), as defined by the College of Business Administration, will receive a minimum “meritorious” value of 3 for the research category.

During the first merit review conducted during 2006 for the previous period, whether or not the faculty member is “academically qualified” or “professionally qualified” (according to The University of Akron College of Business Administration interpretation of the AACSB standards) will not be considered.

Subsequently, a faculty member who is not AQ or PQ and is not making significant progress towards becoming AQ or PQ shall be limited to a merit rating of less than 2 on research. This will be implemented for the evaluations starting July 1 and ending June 30 for the year 2006-2007 and in future reviews..

By August 31 of each year, each faculty member will be informed of his or her “AQ” or “PQ” status and The University of Akron College of Business Administration’s current interpretation of the AACSB standard for academically or professionally qualified.

A faculty member who is not AQ or PQ, but believes that he or she is making significant progress towards becoming AQ or PQ shall have the opportunity to submit such evidence to the department chair. If the department chair agrees that significant progress has occurred, the restriction limiting the faculty member to a merit rating of less than 2 will not apply

Other

To the extent it is possible to discriminate, there should be no "double-dipping," where an outcome counts for performance in two different categories or is compensated for in some other category or mechanism by the college.

Department chair determines the workload and makes final workload distribution. Any subsequent changes in workload weightings must be determined by the department chair.

Signature Page

By signing this document, I indicate that I have reviewed the enclosed materials and agree with the committee's rating of this faculty member.

Department Chair _____

College Dean _____

Provost _____