



**Office of the Dean**

Buchtel College of Arts and Sciences  
Akron, OH 44325-1901

330-972-7880 Office  
330-972-7222 Fax

**DATE:** May 21, 2012

**TO:** William M. Sherman  
Sr. Vice President, Provost and C.O.O.

**FROM:** Chand Midha  
Dean

**RE:** Reappointment, Tenure and Promotion Guidelines and Criteria

The attached guidelines have been approved by the faculty of the School of Communication on May 21, 2012.

I have approved all attached guidelines and criteria.

If you concur, we ask that you also approve the guidelines and criteria.

Al Zubair Graham  
Department Chair or Faculty Representative

5/21/2012  
Date

John T. Zapp  
Dean

5/21/2012  
Date

Mike Sherman  
Senior Vice President, Provost  
and Chief Operating Officer

5.22.12  
Date

**School of Communication  
College of Creative and Professional Arts  
The University of Akron**

**Guidelines for Reappointment, Tenure and Promotion**

2012 Revisions approved on April 13, 2012 by:  
The Faculty at The School of Communication  
2012 Additional Revision approved by May 21, 2012 (electronically)

Electronic Submission to Dean's Office: May 21, 2012

## **Introduction**

The University of Akron-Akron AAUP Collective Bargaining Agreement (CBA) contains processes, timelines and procedures for Retention, Tenure and Promotion of Bargaining Unit members, and should be referred to for such matters. This document serves to enumerate the minimum criteria for tenure/promotion relevant to the disciplines represented in the academic unit listed above. These criteria may include quantitative and/or qualitative measures, and meeting these minimum criteria does not guarantee a positive recommendation. Nothing contained in this document can conflict with the CBA or University rules.

### **I. Materials for the RTP File**

In addition to following the criteria required under the CBA, candidates for reappointment, tenure, and promotion shall include the following materials for their RTP file:

#### **A. Teaching:**

Candidate shall include the following for their RTP File:

1. Statement of Philosophy of Teaching;
2. Summary of teaching activities;
3. Student evaluations of classroom performance, numerical and written;
4. Course syllabi;
5. Peer evaluation by School Director and/or senior faculty within the School.

#### **B. Research /Creative Activities:**

Candidates shall include the following for their RTP file:

1. Statement of philosophy of research/creative activities;
2. Summary of research/creative activities;
3. Evidence of research/creative activities;

#### **C. Service**

Candidates shall provide the following for their RTP file:

1. Statement of Philosophy of Service;
2. Summary of service activity;
3. Evidence of service activity.

## **II. Annual Reappointment**

- A. Candidates for reappointment are judged on the basis of teaching, research/creative activity and service. Candidates for reappointment shall demonstrate a continuing record

of teaching, research/creative activity and service. In evaluating a candidate for reappointment, the School Reappointment Committee shall evaluate the candidate's contributions in the field of teaching, research/creative activity and service during his/her probationary period at The University of Akron.

- B. The School Reappointment Committee's recommendation letter to the candidate and the School Director shall contain an explicit assessment of the candidate's strengths and weaknesses, if any. In the event of a perceived weakness, the Committee shall recommend a plan to give the candidate an opportunity to correct any deficiencies before the time of application for Tenure.
- C. It is the responsibility of a tenure-track candidate for Reappointment to provide evidence that he/she shall be able to meet the criteria for Tenure and Promotion to Associate Professor (if applicable) at the end of the probationary period.
- D. The following guidelines for teaching, research/creative activity and service exemplify the minimum standard of what is meant as a continuing record of teaching, research/creative activity and service. The achievement of these minimum standards does not guarantee reappointment.

*Teaching:* Candidates for reappointment shall provide evidence of a continuing record in successful teaching at The University of Akron.

*Research/Creative Activity:* Candidates for reappointment shall provide evidence of a continuing record in research/creative activity at The University of Akron. Candidates for reappointment shall present a case of a continuing record of either scholarly research, creative activity or some combination of these appropriate to the candidate's duties, interests, teaching field and/or advanced education.

*Service:* Candidates for reappointment shall demonstrate continuing service at The University of Akron.

### **III. Promotion to Associate Professor**

- A. Promotion to the rank of Associate Professor recognizes continuing achievement in research/creative activity, teaching and service at The University of Akron. Candidates for promotion to Associate Professor shall demonstrate continuing achievement in teaching, research and service while serving in their probationary period at The

University of Akron. In evaluating a candidate for the rank of Associate Professor, the School Promotion Committee shall evaluate the candidate's contributions in the field of research/creative activity, teaching and service while serving in his/her probationary period at The University of Akron.

Normally candidates for promotion to Associate Professor shall apply at the same time as they apply for indefinite tenure. In cases where there are clearly justifying circumstances, promotion to Associate Professor may be granted before a candidate applies for indefinite tenure, contingent upon the candidate's meeting the teaching, research, and service criteria for Promotion to Associate Professor.

- B. The following guidelines for teaching, research/creative activity and service exemplify the minimum standards of what is meant by continuing achievement. Attainment of minimum standards does not guarantee promotion to Associate Professor.

*Teaching:* Candidates for promotion to Associate Professor shall provide evidence of continuing achievement in teaching during their time at The University of Akron. Teaching expectations are the same as for Indefinite Tenure.

*Research/Creative Activity:* Candidates for promotion to Associate Professor shall provide evidence of continuing achievement in research and/or creative activity. Candidates for promotion to the rank of Associate Professor shall present a case for achievement in either scholarly research, creative activity or some combination of these appropriate to their duties, interests, teaching field and/or advanced education. Work done elsewhere may be taken into consideration by the School Promotion to Associate Professor Committee. The quality and impact of the candidate's scholarly work shall be judged in part by the external reviews. Early promotion candidates are reminded that they must still have a minimum number of works (as specified under the section of "Indefinite Tenure" of the School of Communication RTP guidelines) that bear The University of Akron address when applying for tenure. Candidates for promotion to Associate Professor shall accomplish and provide evidence of one of the following:

1. Four articles in peer-reviewed scholarly journals or book chapters. Chapters and essays published in scholarly books are, for these purposes, equivalent to articles published in journals. Two of these works must bear The University of Akron address.

One monograph or one book may be viewed as one or more articles. The School Promotion to Associate Professor Committee

shall assess the length, scope, depth, and quality of the work to determine the number of articles to which the work is equivalent. In order to be considered equivalent to one or more articles that bear The University of Akron address, a monograph or a book must bear The University of Akron address.

OR

2. Three creative works which have been exhibited, presented, or broadcast in professional venues. Two of these works must have been exhibited, presented, or broadcast since the candidate was hired by The University of Akron.

A creative work of substantiated research, writing, production, and post production processes may be considered as one or more works. The School Promotion to Associate Professor Committee shall assess the length, scope, depth, and quality of the work to determine the number of creative works to which the work is equivalent. In order to be considered equivalent to one or more works that have been exhibited, presented, or broadcast since the candidate was hired by The University of Akron, a creative work must have been exhibited, presented, or broadcast since the candidate was hired by The University of Akron.

In addition, candidates for promotion to Associate Professor shall accomplish and provide evidence of at least two of the following in at least one category:

1. Presentations at a scholarly conference in the field of Communication or a related field;
2. Creation of a database of scholarly and/or creative works. The candidate must establish that the publication is equivalent in rigor to one published by a peer-reviewed process;
3. Publication of an entry accepted in an encyclopedia. The candidate must establish that the publication is equivalent in rigor to one published by a peer-reviewed process;
4. Publication placed in a professional venue. The candidate must establish that the publication is equivalent in rigor to one published by a peer-reviewed process;

5. Winning of competitive, external and/or internal grants;
6. Professional work applying communication theory and research of an exemplary, extensive and influential quality;
7. Creative work applying communication theory and research of an exemplary, extensive and influential quality.

*Service:* Candidates for promotion to Associate Professor shall demonstrate continuing service to the School during their probationary period at The University of Akron. Candidates shall accomplish and provide evidence of the following:

1. Participation in School as well as college and/or university committees;
2. Regular attendance at faculty meetings;
3. Regular formal advising of undergraduate/graduate students.

Candidates for promotion to Associate Professor are expected to perform and to provide evidence of other service activities including, but not limited to, one or more of the following:

1. Advising/supervising student groups, clubs or other organizations;
2. Organizing/supervising events to promote the School or other organizations;
3. Performance of community and/or professional service related to the discipline;
4. Writing non-peer reviewed published articles and reviews that provide a significant service to the community and/or the profession.

In addition, the School RTP committee may consider that the extent of contribution and time involved in one or more service areas may compensate for lesser degrees of participation in other areas of service.

#### **IV. Indefinite Tenure**

- A. Indefinite tenure acknowledges and rewards a record of continuing achievement in teaching, research/creative activity and service during the probationary period at The University of Akron. Candidates for indefinite tenure shall demonstrate continuing achievement in teaching, research/creative activity and service during that time. In evaluating a candidate for indefinite tenure, the School Tenure Committee shall evaluate

the candidate's contributions in the field of research/creative activity, teaching and service during his/her probationary period at The University of Akron.

- B. The following guidelines for teaching, research/creative activity and service exemplify the minimum standard of what is meant by continuing achievement. Attainment of minimum standards does not guarantee the award of indefinite tenure.

*Teaching:* Candidates for indefinite tenure shall provide evidence of continuing achievement in teaching during the probationary period at The University of Akron through:

1. Generally consistent above-average scores (i.e., any score better than that of one standard deviation below the School mean) on student evaluations of teaching;
2. Generally positive peer evaluations of teaching by the School Director and/or senior faculty within the School.

*Research/Creative Activity:* Candidates for indefinite tenure shall provide evidence of achievement in research and/or creative activity during their probationary period at The University of Akron. Candidates for indefinite tenure shall present a case for achievement in either scholarly research, creative activity or some combination of these appropriate to the candidate's duties, interests, teaching field and/or advanced education. Candidates for tenure shall accomplish one of the following during the probationary period at The University of Akron:

1. Four articles in peer-reviewed scholarly journals or book chapters. Chapters and essays published in scholarly books are, for these purposes, equivalent to articles published in journals.

One monograph or one book may be viewed as one or more articles. The School Tenure Committee shall assess the length, scope, depth, and quality of the work to determine the number of articles to which the work is equivalent.

OR

2. Three creative works which have been exhibited, presented, or broadcast in professional venues.



A creative work of substantiated research, writing, production, and post production processes may be considered as one or more works. The School Tenure Committee shall assess the length, scope, depth, and quality of the work to determine the number of creative works to which the work is equivalent.

*Service:* Candidates for indefinite tenure shall demonstrate continuing service to the School during their probationary period at The University of Akron. Candidates shall accomplish and provide evidence of the following:

1. Participation in School as well as college and/or university committees;
2. Regular attendance at faculty meetings;
3. Regular formal advising of undergraduate/graduate students.

Candidates for indefinite tenure are expected to perform and to provide evidence of other service activities including, but not limited to, one or more of the following:

1. Advising/supervising student groups, clubs or other organizations;
2. Organizing/supervising events to promote the School or other organizations;
3. Performance of community and/or professional service related to the discipline;
4. Writing non-peer reviewed published articles and reviews that provide a significant service to the community and/or the profession.

In addition, the School RTP committee may consider that the extent of contribution and time involved in one or more service areas may compensate for lesser degrees of participation in other areas of service.

## **V. Promotion to Professor**

- A. Promotion to the rank of Professor recognizes a faculty member's sustained quality of performance as a faculty member. Candidates for promotion to Professor shall demonstrate a continuing record of excellence and accomplishment in teaching, research/creative activity, and service. In evaluating a candidate for the rank of Professor, the School Promotion Committee shall evaluate the entire body of the candidate's work with emphasis on work since tenure.

- B. The following guidelines for teaching, research/creative activity, and service exemplify the minimum standard of what is meant by a continuing record of excellence and accomplishment. Attainment of minimum standards does not guarantee promotion.

*Teaching:* Candidates for promotion to Professor shall provide evidence of continued success in teaching, including the option of a teaching portfolio. Candidates for promotion to Professor shall provide evidence of the quality of their teaching through:

1. Generally consistent above-average scores (i.e., any score better than that of one standard deviation below the School mean) on student evaluations of teaching;
2. Generally positive peer evaluations of teaching by the School Director and/or senior faculty within the School.

The School of Communication has traditionally insisted on and produced a very high quality of teaching. Candidates for promotion to Professor must also have demonstrated leadership in curricular or course development. Considering all of the information presented, the School Promotion Committee must be able to judge that the candidate for promotion can demonstrate excellence in teaching over a significant period of time.

*Research/Creative Activity:* Candidates for promotion to Professor shall provide evidence of a continuing record of scholarly and/or creative accomplishment in communication. Evidence includes, but is not limited to, presentation, publication, exhibition or broadcast or digital/electronic dissemination of scholarly and creative work. Candidates for promotion to the rank of Professor shall present a documented case for excellence in scholarly research, creative activity, or some combination of these appropriate to the candidate's duties and interests. Candidates who present combined work in research and creative activity shall present evidence that the accomplishment is judged equivalent in weight to the standards of either research or creativity activity considered independently. Candidates for promotion to Professor shall accomplish one of the following since tenure:

1. Five articles in peer-reviewed scholarly journals or book chapters. Chapters and essays published in scholarly books are, for these purposes, equivalent to articles published in journals, or some combination thereof.

One monograph or one book may be viewed as one or more articles. The School Promotion Committee shall assess the length, scope, depth, and quality of the work to determine the number of articles to which the work is equivalent.

OR

2. Three creative works which have been exhibited, presented, or broadcast in professional venues.

A creative work of substantiated research, writing, production, and post production processes may be considered as one or more works. The School Promotion Committee shall assess the length, scope, depth, and quality of the work to determine the number of creative works to which the work is equivalent.

In addition, candidates for promotion to Professor shall accomplish and provide evidence of at least two of the following in at least one category:

1. Presentations at a scholarly conference in the field of Communication or a related field;
2. Creation of a database of scholarly and/or creative work. The candidate must establish that the publication is equivalent in rigor to one published by a peer-reviewed process;
3. Publication of an entry accepted in an encyclopedia. The candidate must establish that the publication is equivalent in rigor to one published by a peer-reviewed process;
4. Publication placed in a professional venue. The candidate must establish that the publication is equivalent in rigor to one published by a peer-reviewed process;
5. Winning of competitive, external and/or internal grants;
6. Professional work applying communication theory and research of an exemplary, extensive and influential quality;
7. Creative work applying communication theory and research of an exemplary, extensive and influential quality.

*Service:* Candidates for the rank of Professor should demonstrate continuing service since tenure. Some of the service shall be in a leadership role. Candidates shall accomplish and provide evidence of the following:

1. Participation in School as well as college and university committees;
2. Regular attendance at faculty meetings;
3. Regular formal advising of undergraduate/graduate students.

Candidates for promotion to Professor are expected to perform and to provide evidence of other service activities including, but not limited to, one or more of the following:

1. Advising/supervising student groups, clubs or other organizations;
2. Organizing/supervising events to promote the School or other organizations;
3. Performance of community and/or professional service related to the discipline;
4. Writing Non-peer-reviewed articles and reviews published as a service to the community or profession.

In addition, the School Promotion committee may consider that the extent of contribution and time involved in one or more service areas may compensate for lesser degrees of participation in other areas of service.

### **External Review Guidelines**

Candidates for tenure and promotion must submit their documentation for External Review. The following are the procedures for the External Review for all Candidates for tenure and promotion in the School of Communication:

#### **I. External Reviewers**

The following guidelines shall be followed in selection of External Reviewers for Candidates for promotion and/or tenure in the School of Communication:

- A. External Reviewers shall have expertise in the same area of Communication as the Candidate for tenure and/or promotion.
- B. External Reviewers shall focus primary attention on the Candidate's Research/Creative Activity. However, should the Reviewer be familiar with the Candidate's teaching and/or service, they may comment on those areas as well.

- C. External Reviewers shall hold academic rank as follows or be working professionals in the Candidate's area.
1. External Reviewers for Candidates for tenure shall be one of the following:
    - a. Hold tenure at a rank greater than the one held by the Candidate,
    - b. Be a respected professional working in the Candidate's area of expertise.
  2. External Reviewers for Candidates for promotion to Associate Professor shall be one of the following:
    - a. Hold the rank of at least an Associate Professor,
    - b. Hold the rank of at least Associate Professor Emeritus,
    - c. Be a respected professional working in the Candidate's area of expertise.
  3. External Reviewers for Candidates for promotion to Professor shall be one of the following:
    - a. Hold the rank of Professor,
    - b. Hold the rank of Professor Emeritus,
    - c. Be a respected professional working in the Candidate's area of expertise.

## **II. Procedures for External Review**

- A. External Reviewers shall have at least one month to complete the evaluation of the Candidate's materials.
- B. The following materials shall be assembled by the Candidate for Tenure/Promotion in consultation with the chair of the Tenure and/or Promotion Committee and/or her/his designate, and sent to each External Reviewer:
  1. Guidelines for tenure and/or promotion as adopted by the School of Communication,
  2. Summary description of the School of Communication and its structure along with the teaching load that the Candidate has assumed,
  3. Candidate's current Curriculum Vitae,
  4. Representative samples of the Candidate's published and presented Research/Creative Activity,
  5. Teaching materials, which may include the Candidates teaching philosophy and sample syllabi,
  6. Cover letter outlining the parameters of the review (e.g., "The primary purpose of this External Review is to examine the caliber of the Candidate's Research/Creative Activity. If the reviewer feels qualified to comment on the candidate's teaching and/or service materials, the reviewer should be free to do so."). Concerning access to the material as outlined by the Office of the General Counsel,
    - (i) "The identity of the External Reviewer and the original of the review shall be deemed by the University and the

Candidate as confidential to the extent permitted by law;"

- (ii) "Upon the request of the External Reviewer, the Candidate may be requested to sign a release waiver;"
- (iii) "The reviewer shall be apprised that the reviewer may be subject to disclosure under such circumstances including but not limited to subpoena, validly issued court order, or public records request."