

## Teaching Performance Levels

In reviewing the characteristics at each level, no faculty member will exactly fit the description in any one column. The evaluation goal is to identify the column that best describes an individual faculty member's performance in this area.

Acceptable	Preferred	Exceptional
<p><b>Student evaluations</b></p> <ul style="list-style-type: none"> <li>Rate instructor's teaching effectiveness "very good" or higher (see section 5.260)</li> </ul> <p><b>Classroom Instruction</b></p> <ul style="list-style-type: none"> <li>Evidence of a commitment to improve instruction, such as: <ul style="list-style-type: none"> <li>Self-evaluation that demonstrates understanding of the characteristics of an effective teacher and a strong commitment to improvement of effectiveness through specific goals and objectives that arise from that understanding</li> <li>Demonstration of progress toward those goals and objectives.</li> </ul> </li> <li>Evidence of implementation of effective practices, such as <ul style="list-style-type: none"> <li>Reflection and self-improvement</li> <li>Engaging teaching methods</li> <li>Providing meaningful classroom experiences</li> </ul> </li> </ul>	<p><b>Student evaluations</b></p> <ul style="list-style-type: none"> <li>Rate instructor's teaching effectiveness at or near "outstanding" (see section 5.260)</li> </ul> <p><b>Classroom Instruction</b></p> <ul style="list-style-type: none"> <li>Evidence of a commitment to improve instruction and implement practices and progress toward improvement of teaching (see acceptable column)</li> <li>Beyond evidence of effective practices (see acceptable column), also shares successful and/or innovative practices with colleagues and/or the campus or broader community in presentations and/or professional workshops</li> </ul>	<p><b>Student evaluations</b></p> <ul style="list-style-type: none"> <li>Rate the instructor's teaching effectiveness well into the "outstanding" category (see section 5.260)</li> </ul> <p><b>Classroom Instruction</b></p> <ul style="list-style-type: none"> <li>Evidence of a commitment to improve instruction and implement practices and progress toward improvement of teaching (see acceptable column)</li> <li>Beyond evidence of effective practices (see acceptable column), also shares successful and/or innovative practices with colleagues and/or the campus or broader community in presentations and/or professional workshops</li> <li>Recognized by colleagues as a highly skilled and knowledgeable instructor</li> <li>Models excellent teaching</li> <li>Demonstrates attention and responsiveness to student needs</li> </ul>

Promotion and tenure guidelines for the Department of Communication

<p><b>Curricular Development</b></p> <ul style="list-style-type: none"> <li>• Participates in curricular revisions by making meaningful recommendations for curricular changes that reflect student and market demands</li> <li>• Integrated courses into departmental programs, such as; <ul style="list-style-type: none"> <li>○ Effectively prepares students for subsequent courses</li> <li>○ Effectively builds on students prior learning</li> <li>○ Effectively addresses departmental learning outcomes</li> </ul> </li> </ul> <p><b>Departmental Needs</b></p> <ul style="list-style-type: none"> <li>• Cooperates with program faculty in meeting departmental loading needs</li> </ul>	<p><b>Curricular Development</b></p> <ul style="list-style-type: none"> <li>• Beyond integrating courses into departmental programs (see acceptable column), also is an effective partner in curricular and program design and delivery</li> </ul> <p><b>Mentoring</b></p> <ul style="list-style-type: none"> <li>• Actively involved in some student mentoring activities</li> <li>• Involved in some mentoring of colleagues</li> </ul> <p><b>Departmental Needs</b> (see acceptable column)</p>	<p><b>Curricular Development</b> (see preferred column)</p> <p><b>Mentoring</b></p> <ul style="list-style-type: none"> <li>• Significant student mentoring activities (either in quantity or quality of work with students)</li> <li>• Mentors colleagues to develop their instructional abilities (assessment, curricular design, effective delivery, etc.) both within and outside of the department</li> </ul> <p><b>Departmental Needs</b> (see acceptable column)</p>

## Scholarship Performance Thresholds

In reviewing the characteristics at each level, no faculty member will exactly fit the description in any one column. The evaluation goal is to identify the column that best describes an individual faculty member's performance in this area. The characteristics developed by departments refer to an accumulation of evidence across a 5-year timespan (or the full-time equivalent). *[When evaluating faculty performance in this area during any portion of a 5-year evaluation period (such as annual evaluation or mid-cycle review), we consider both the faculty member's progress-to-date and any anticipated publications, presentations, and/or grant applications during the remainder of the 5-year timespan.]*

Acceptable	Preferred	Exceptional
<p><b>Originality</b></p> <ul style="list-style-type: none"> <li>Each publication, presentation and/or grant application cited includes some original content from this faculty member</li> <li>For Film, Television and Convergent Media, the quantity and/or quality of creative/scholarly activity includes some original contribution from this faculty member to a solo or collaborative film, video, writing or television project, including fulfilling one or more roles of writer, editor, director, cinematographer, producer or other essential credited role</li> </ul> <p><b>Meaningfulness</b> <b>Promotion to Associate</b></p> <ul style="list-style-type: none"> <li>Attendance at a minimum of two regional, national or international meeting/conferences in the candidate's primary field <b>and</b> presentation of at least one scholarly, peer-reviewed research paper at a regional, national or international meeting/conference.</li> </ul>	<p><b>Originality</b></p> <ul style="list-style-type: none"> <li>Each publication, presentation and/or grant application cited includes some original content from this faculty member and at least one lists the faculty member as lead or sole author</li> <li>For Film, Television and Convergent Media, the quantity and/or quality of creative/scholarly activity includes some original contribution from this faculty member to a solo or collaborative film, video, writing or television project, including fulfilling one or more roles of writer, editor, director, cinematographer, producer or other essential credited role</li> </ul> <p><b>Meaningfulness</b> <b>Promotion to Associate</b></p> <ul style="list-style-type: none"> <li>Presentation of at least two scholarly, peer-reviewed research papers at regional, national or international meeting/conferences</li> </ul>	<p><b>Originality</b></p> <ul style="list-style-type: none"> <li>The quantity and/or quality of publications, presentations and/or grant applications cited are well above average, with significant original content from this faculty member, with most citing the faculty member as lead author, or as sole author</li> <li>For Film, Television and Convergent Media, the quantity and/or quality of creative/scholarly activity involves making a significant contribution to a solo or collaborative film, video, writing or television project, including fulfilling one or more roles of writer, editor, director, cinematographer, producer or other essential credited role</li> </ul> <p><b>Meaningfulness</b> <b>Promotion to Associate</b></p> <ul style="list-style-type: none"> <li>Presentation of two scholarly, peer-reviewed research papers at regional, national or international meeting/conferences</li> </ul>

Promotion and tenure guidelines for the Department of Communication

<ul style="list-style-type: none"> <li>• Publication of at least one peer-reviewed article in a regional, national, or international scholarly journal.</li> </ul> <p><b>For Film, Television, and Convergent Media (FTCM) faculty, the equivalent achievement of scholarly work represented by creative activities relevant to the broad and evolving scope of contemporary film, television, journalism, and emerging media practices (see explanatory notes below).</b></p> <ul style="list-style-type: none"> <li>• One public screening of a film or video work to a film festival, academic association, university-sponsored group, or public or private museums, libraries, and other cultural institutions; <u>or</u></li> <li>• Broadcast or distribution of film or video work by one regional commercial or public television outlets (including streaming services geared toward regional audiences); <u>and</u></li> <li>• One or more external presentations such as conference papers, workshop presentations, or public discussions of creative work(s).</li> </ul>	<ul style="list-style-type: none"> <li>• Publication of at least one peer-reviewed article in a national publication <u>or</u> at least two peer-reviewed articles in regional or multi-state publications</li> <li>• A record of scholarship and/or creative activity that meets the acceptable standards <u>and</u> that exceeds expectations as assessed by the Department Chair and Personnel Committee through combination of:</li> <li>• Holding office and/or reviewing of papers for a professional association</li> <li>• Review of textbooks or articles for scholarly publications in the primary field of research</li> <li>• Publication in professional monographs, working papers and/or other non peer-reviewed venues</li> <li>• Publication of a chapter in a textbook published by a university or other press recognized as a significant scholarly press</li> <li>• Scholarly editing</li> </ul> <p><b>For Film, Television, and Convergent Media (FTCM) faculty, the equivalent achievement of scholarly work represented by creative activities relevant to the broad and evolving scope of contemporary film, television, journalism, and emerging media practices (see explanatory notes below).</b></p> <ul style="list-style-type: none"> <li>• Two or more public screenings of a film or video work to a film festival, academic association, university-sponsored group, or public or private museums, libraries, and other cultural institutions; <u>or</u></li> <li>• Broadcast or distribution of film or video work by two or more regional commercial and/or public television outlets (including streaming services geared toward regional audiences); <u>and</u></li> </ul>	<ul style="list-style-type: none"> <li>• Publication of at least two peer-reviewed article in a national publication <u>and</u> several (at least two) peer-reviewed articles in regional or multi-state publications</li> <li>• A record of scholarship and/or creative activity that meets the acceptable standards <u>and</u> that exceeds expectations as assessed by the Department Chair and Personnel Committee through combination of:</li> <li>• Holding office and/or reviewing of papers for a professional association</li> <li>• Review of textbooks or articles for scholarly publications in the primary field of research</li> <li>• Publication in professional monographs, working papers and/or other non peer-reviewed venues</li> <li>• Publication of a chapter in a textbook published by a university or other press recognized as a significant scholarly press</li> <li>• Scholarly editing</li> </ul> <p><b>For Film, Television, and Convergent Media (FTCM) faculty, the equivalent achievement of scholarly work represented by creative activities relevant to the broad and evolving scope of contemporary film, television, journalism, and emerging media practices (see explanatory notes below).</b></p> <ul style="list-style-type: none"> <li>• Two or more public screenings of a film or video work to a film festival, academic association, university-sponsored group, or public or private museums, libraries, and other cultural institutions; <u>or</u></li> <li>• Broadcast or distribution of film or video work by one national commercial and/or public television outlets (including streaming services geared toward regional audiences); <u>and</u></li> <li>• Three or more external presentations such as conference papers, workshop presentation, or public discussions of creative work(s).</li> </ul>
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Promotion and tenure guidelines for the Department of Communication

<p><b>Other activity for consideration include:</b></p> <ul style="list-style-type: none"> <li>• Written grant proposals and other fundraising activities</li> <li>• Reviews and written essays</li> <li>• Awards</li> <li>• Online publication on a discipline-specific web log (“blog”) related to the candidate’s discipline</li> <li>• Engagement in editorial/curatorial activities (online, print or video)</li> <li>• Achievement of professional distinction through being featured or mentioned in discipline relevant interviews, essays, articles, and other indices of public recognition (public events, screenings).</li> </ul> <p><b>Promotion to Full Professor</b></p> <ul style="list-style-type: none"> <li>• Attendance at a minimum of two regional, national or international meeting/conferences in the candidate’s primary field <u>and</u> presentation of at least two scholarly, peer-reviewed research papers at a regional, national or international meeting/conference</li> </ul> <p><b>AND</b></p> <ul style="list-style-type: none"> <li>• Publication of at least two peer-reviewed articles in regional, national, or international scholarly journals.</li> </ul>	<ul style="list-style-type: none"> <li>• Two or more external presentations such as conference papers, workshop presentations, or public discussions of creative work(s).</li> </ul> <p><b>Other activity for consideration include:</b></p> <ul style="list-style-type: none"> <li>• Written grant proposals and other fundraising activities</li> <li>• Reviews and written essays</li> <li>• Awards</li> <li>• Online publication on a discipline-specific web log (“blog”) related to the candidate’s discipline</li> <li>• Engagement in editorial/curatorial activities (online, print or video)</li> <li>• Achievement of professional distinction through being featured or mentioned in discipline relevant interviews, essays, articles, and other indices of public recognition (public events, screenings).</li> </ul> <p><b>Promotion to Full Professor</b></p> <ul style="list-style-type: none"> <li>• Regular attendance at regional, national or international meeting/conferences in the candidate’s primary field (three or more years out of the five under review) <u>and</u> presentation of at least three scholarly, peer-reviewed research papers at a regional, national or international meeting/conference</li> </ul> <p><b>AND</b></p> <ul style="list-style-type: none"> <li>• Publication of at least three peer-reviewed articles in national or international scholarly journals <u>or</u> two peer-reviewed articles and one book chapter in an edited collection</li> </ul>	<p><b>Other activity for consideration include:</b></p> <ul style="list-style-type: none"> <li>• Written grant proposals and other fundraising activities</li> <li>• Reviews and written essays</li> <li>• Awards</li> <li>• Online publication on a discipline-specific web log (“blog”) related to the candidate’s discipline</li> <li>• Engagement in editorial/curatorial activities (online, print or video)</li> <li>• Achievement of professional distinction through being featured or mentioned in discipline relevant interviews, essays, articles, and other indices of public recognition (public events, screenings).</li> </ul> <p><b>Promotion to Full Professor</b></p> <ul style="list-style-type: none"> <li>• Regular attendance at regional, national or international meeting/conferences in the candidate’s primary field (three or more years out of the five under review) <u>and</u> presentation of at least three scholarly, peer-reviewed research papers at a regional, national or international meeting/conference</li> </ul> <p><b>AND</b></p> <ul style="list-style-type: none"> <li>• Publication of at least three peer-reviewed articles in national or international scholarly journals <u>or</u> two peer-reviewed articles and one book chapter in an edited collection</li> </ul>
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Promotion and tenure guidelines for the Department of Communication

<p><b>OR</b></p> <ul style="list-style-type: none"> <li>• Publication of a book relevant to the candidate's field of study.</li> </ul> <p><b>For Film, Television, and Convergent Media (FTCM) faculty, the equivalent achievement of scholarly work represented by creative activities relevant to the broad and evolving scope of contemporary film, television, journalism, and emerging media practices (see explanatory note below).</b></p> <ul style="list-style-type: none"> <li>• Two or more public screenings of a film or video work to a film festival, academic association, university-sponsored group, or public or private museums, libraries, and other cultural institutions; <u>or</u></li> <li>• Broadcast or distribution of film or video work by two or more regional commercial and/or public television outlets (including streaming services geared toward regional audiences); <u>and</u></li> <li>• Two or more external presentations such as conference papers, workshop presentations, or public discussions of creative work(s).</li> </ul>	<p><b>OR</b></p> <ul style="list-style-type: none"> <li>• Publication of a book relevant to the candidate's field of study</li> </ul> <p><b>For Film, Television, and Convergent Media (FTCM) faculty, the equivalent achievement of scholarly work represented by creative activities relevant to the broad and evolving scope of contemporary film, television, journalism, and emerging media practices (see explanatory note below).</b></p> <ul style="list-style-type: none"> <li>• Two or more public screenings of a film or video work to a film festival, academic association, university-sponsored group, or public or private museums, libraries, and other cultural institutions; <u>or</u></li> <li>• Broadcast or distribution of film or video work by two or more regional commercial and/or public television outlets (including streaming services geared toward regional audiences); <u>and</u></li> <li>• Two or more external presentations such as conference papers, workshop presentations, or public discussions of creative work(s).</li> </ul>	<p><b>OR</b></p> <ul style="list-style-type: none"> <li>• Publication of a book relevant to the candidate's field of study</li> </ul> <p><b>For Film, Television, and Convergent Media (FTCM) faculty, the equivalent achievement of scholarly work represented by creative activities relevant to the broad and evolving scope of contemporary film, television, journalism, and emerging media practices (see explanatory note below).</b></p> <ul style="list-style-type: none"> <li>• Two or more public screenings of a film or video work to a film festival, academic association, university-sponsored group, or public or private museums, libraries, and other cultural institutions; <u>or</u></li> <li>• Broadcast or distribution of film or video work by two or more regional commercial and/or public television outlets (including streaming services geared toward regional audiences); <u>and</u></li> <li>• Two or more external presentations such as conference papers, workshop presentations, or public discussions of creative work(s).</li> </ul>
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## Promotion and tenure guidelines for the Department of Communication

<p><b>Review</b></p> <ul style="list-style-type: none"> <li>• External peer review for publications; juried or curated review for acceptance/exhibit/dissemination in venues deemed significant by artistic/intellectual communities relevant to genre and affiliation</li> <li>• The review process film and video <u>is</u> the process of acceptance at a venue or by a distribution outlet. Additional forms of review, though less common, include invited talks and presentations, festival awards, and published interviews, reviews, or citations in scholarly, professional, or popular publications. Multiple showings of a creative work may also act as a barometer of the quality of that work. These forms of review should be considered above and beyond the expected norm.</li> </ul> <p><b>Dissemination</b></p> <ul style="list-style-type: none"> <li>• Regional/national and/or international</li> </ul>	<p><b>Review</b></p> <ul style="list-style-type: none"> <li>• External peer review for publications; juried or curated review for acceptance/exhibit/dissemination in venues deemed significant by artistic/intellectual communities relevant to genre and affiliation</li> <li>• The review process film and video <u>is</u> the process of acceptance at a venue or by a distribution outlet. Additional forms of review, though less common, include invited talks and presentations, festival awards, and published interviews, reviews, or citations in scholarly, professional, or popular publications. Multiple showings of a creative work may also act as a barometer of the quality of that work. These forms of review should be considered above and beyond the expected norm.</li> </ul> <p><b>Dissemination</b></p> <ul style="list-style-type: none"> <li>• Regional/national and/or international</li> </ul>	<p><b>Review</b></p> <ul style="list-style-type: none"> <li>• External peer review for publications; juried or curated review for acceptance/exhibit/dissemination in venues deemed significant by artistic/intellectual communities relevant to genre and affiliation</li> <li>• The review process film and video <u>is</u> the process of acceptance at a venue or by a distribution outlet. Additional forms of review, though less common, include invited talks and presentations, festival awards, and published interviews, reviews, or citations in scholarly, professional, or popular publications. Multiple showings of a creative work may also act as a barometer of the quality of that work. These forms of review should be considered above and beyond the expected norm.</li> </ul> <p><b>Dissemination</b></p> <ul style="list-style-type: none"> <li>• Regional/national and/or international</li> </ul>
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### Explanatory Notes:

The following lists are not intended to be comprehensive, but representative to guide COMM faculty in evaluating potential venues:

- The determination of multi-state versus national is based on the breadth of the audience reached. In some cases, multiple regional activities may result in a national reach; in others digital distribution may be based on analytics or attendance/audience size and breadth
- Scholarship in film and video is demonstrated by dissemination of creative work to the public and the evaluation of that work by professional or scholarly experts. The selection of a film or video for public showings and/or distribution is considered dissemination of the work to the public, equivalent to that of a scholarly publication. Evidence of scholarship includes the selection of creative work for screening by film festivals, academic associations, university-affiliated organizations, public or private museums, libraries and other cultural institutions.
- For Communication Studies and for Film, Television and Convergent Media, examples of regional or multi-state venues (or the equivalent thereof): presentations at regional conferences such as Western States Communication Association (WSCA), Northwest Communication Association); or presentation at state level for state agencies; presentations at national conferences such as National Communication Association (NCA), International Communication Association (ICA), Association for Education in Journalism and Mass Communication (AEJMC), VisComm; or presentation at international conferences, such as International Association for Media and Communication Research (IAMCR); other.
- For Film, Television and Convergent Media display or presentation, examples of venues include: at public or private museums, libraries, and other cultural institutions; broadcast or distribution of film or video work by regional commercial or public television outlets (including streaming services geared toward regional audiences), such as SOPTV, local network affiliate television stations; exhibition or collection of visual creative work in curated, peer-reviewed or juried contexts including local or regional galleries, museums and institutional collections; staging a one-person show devoted to creative work in image, video or other media production in an independently curated context such as a gallery, museum or institutional collection; undertaking significant enterprise journalistic writing projects, published in regional or national outlets, and achieving regional or national visibility for fulfilling public needs for information.
  - External recognition for creative or academic accomplishments may include: reviews and written essays; awards; substantial online publication in blogs related to the candidate's discipline; invited participation in editorial/curatorial activities, film festivals, artists talks or workshops; mention in discipline-specific interviews, essays, articles; participating in a curated or invited speech or public panel on a significant topic related to the field, and which raises the visibility of the scholar or the institution; other indices of public recognition such as public events, screenings or exhibitions
  - For faculty primarily involved in journalism or non-fiction writing for public dissemination, appropriate forms of professional activity or consulting services may include: writing non-fiction books that are published and widely distributed; writing non-fiction articles that are published in national and regional consumer magazines, or national and regional professional magazines and journals; producing a substantial body of non-fiction work or opinion, such as an extensive in-depth series or a regular column or commentary, that is published or broadcast regionally; writing and producing a non-fiction documentary, using audio, video, film,



still photography, or multi-media, that is shown nationally or regionally; participation in social media activities to produce and disseminate content related to the field, and which raises the visibility of the scholar or the institution.