

**School of Journalism and Mass Communication  
SJMC Standards for Tenured Faculty Review**

*SJMC Approved September 7, 2012  
Approved by the College of Liberal Arts & Sciences*

*Note: All evaluations of faculty achievements within any review process will accurately weigh and fairly take into account agreements with individual faculty members approved under the CLAS/UI Policy on Post-tenure Allocation of Effort <http://clas.uiowa.edu/faculty/appointments-review-post-tenure-allocation-effort>*

Preface: We recognize that one of the great strengths of JMC schools is the intellectual, methodological and applied diversity of faculty, whether they be humanistic or social scientific scholars, journalistic or strategic communication practitioners, creative artists or some combination of the three. Nevertheless, based on our experience and knowledge, there are standards of excellence and accomplishment for the review and evaluation of each member of the faculty.

**TEACHING**

Since journalistic and media professions require apprenticeship and professional training, teaching is one of the core missions of the SJMC. It is expected that faculty will regularly revise existing courses to keep them abreast of innovative technologies and emerging media platforms. They are further expected to develop new courses that reflect evolving media trends, address student interest and meet the needs of the College and the School.

Teaching assignments generally involve a mix of introductory, intermediate, and advanced conceptual and professional classes at both the undergraduate and graduate levels. It is expected that enrollment in these courses will meet minimum CLAS requirements; ACEJMC guidelines for enrollment are also a factor in evaluating teaching. Faculty are also expected to work with undergraduate students in a variety of ways: honors and capstone projects and other curriculum student activities (such as student organization advisers).

Student evaluations of faculty teaching are required for each class taught in the School of Journalism and Mass Communication. All faculty members will use ACE forms for their teaching evaluations, which may be supplemented with questions of the instructor's choice. Assessments of teaching will be carried out in the context of periodic reviews of faculty performance for purposes of annual review, tenure and promotion review, and post-tenure peer reviews. The teaching contributions of faculty members can be assessed in part on the basis of the number of student credit hours they generate as well as the evaluations they receive. Since some faculty members' allocation of effort may change from time to time, agreements with individual faculty members approved under the CLAS/UI Policy on Post-tenure Allocation of Effort will be a factor in the evaluation process. Faculty are expected to design and teach a variety of courses ranging from large lectures to multi-section courses, professional skills courses, conceptual undergraduate and graduate seminars.

Tenured faculty members are expected to contribute to the School's graduate programs, either at the MA level or the doctoral level or both. Graduate student mentoring is an important component of teaching in the School of Journalism and Mass Communication. All tenured faculty members are expected to advise students from the Candidacy Petition stage to the completion of their MA & Ph.D. theses, and also to serve as committee members for other graduate students. More specifically, pedagogical contributions include participation in graduate teaching and curriculum issues, attending doctoral seminars, and most of all advising graduate students. In the last case, each tenured faculty member is expected to welcome new advisees, within the limits of time and areas of expertise, and is responsible for mentoring them through their coursework, exams, and thesis or dissertation. In addition, the role of adviser entails modeling the qualities of a collegial, socially responsible and ethical scholar or practitioner and helping graduate and undergraduate students to develop these qualities.

It is expected that professors will advise and serve on a greater number of student committees than associate professors. For the health of any program, the balance of numbers of advisees should not become too skewed so that the bulk of advising or committee work falls on a few faculty members.

Advising undergraduate students is an important activity of the School of Journalism and Mass Communication. Although the School has an academic adviser, each faculty member is expected to participate in career and skills advising on an equitable basis as the need arises. All faculty members, regardless of their research and teaching focus or their professional specialization, are required to be familiar with the undergraduate curriculum and be able to provide sound academic, career and skills advice to all majors.

### **RESEARCH (academic scholarship, professional publication, creative endeavors)**

Because the School's faculty members engage in a diverse range of academic and professional activities, post-tenure review will evaluate accomplishments according to whether they demonstrate high levels of achievement in their respective domains. A tenured faculty member, in line with his or her credentials and expertise, can achieve high levels of productivity in academic scholarship, professional publication, creative endeavors or some combination of the three. Note: In the following all three activities will jointly be referred to as "research."

Faculty members are expected to provide clear evidence of productive research and increasing visibility in ways consistent with their specializations at the national and/or international level. Faculty members must demonstrate success in disseminating their research in their professional communities and, as applicable, through public engagement. The examples below are neither exhaustive nor exclusive:

- In sub-disciplines where books are considered important indicators of scholarly productivity, a sustained record of publishing books with reputable and prestigious trade or academic publishers and pursuing ongoing book projects is essential.
- In sub-disciplines where journal articles are the standard, a sustained record of peer-reviewed articles in respected journals is required.
- For practitioners, for whom professional publications or creative endeavors are the metrics of accomplishment, there must be indicators of sustained and high-caliber

productivity in the form of publications in nationally recognized outlets, juried exhibitions or screenings, reviews, invited readings/lectures or professional projects for the creation of new forms, models, publications and methods of journalistic or strategic communication practice that gain national or international recognition for their excellence, innovation or impact.

- Field- or profession-wide visibility and peer recognition may be demonstrated by presenting refereed conference papers, organizing panels, and/or delivering keynote talks at peer-reviewed conferences. Invited lectures at noteworthy venues will also be recognized.
- Faculty members may demonstrate success in public engagement regarding scholarship through activities involving interaction with external communities and constituencies.
- Evidence of validation of quality includes grants, awards and honors.
- Reviews of books published by faculty, and faculty reviews of scholarly books published by others will be taken into account.

## **SERVICE**

Service for post-tenure faculty members is crucial to the School's growth and development. Each promotion in seniority and rank brings an expectation for increased leadership and service to the School, College, university, profession and community. Within the department, service includes: committee chair or membership, administration, curriculum development, liaison roles with other departments or programs, and mentoring of recognized professional student organizations.

Within the college and university, service includes: committee membership, interdepartmental activities, administration and other contributions to the campus community. Within the profession, service includes: reviewing manuscripts for scholarly journals and peer-reviewed professional conferences, appointments to organizational boards, committee membership, coordinating conferences and seminars, and other pursuits that contribute to the field.

Within the community, service includes: local or state committee and board membership, participation in local and state events, as well as public outreach and engagement with media outlets, community organizations and institutions. Memoranda of understandings with faculty regarding joint appointments, cluster hires and other specific service arrangements will be taken into consideration.

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