

## From the Operations Manual, Department of Communication Studies, (January 2000) pages 13-16

### CRITERIA FOR PROMOTION AND TENURE

#### 1. Teaching

In all educational programs of the University, detailed and substantial evidence of effective teaching should be included in recommendations for promotion. Evidence should be drawn from both faculty and students. Faculty are asked to evaluate not only ACE form summaries, but also the objectives, methods, and materials of courses that have been designed and taught by the individual, and they may, upon agreement with the individual, visit classes or view videotapes of class sessions. Students should be asked to evaluate the in-class performance of the individual, as well as his or her pedagogical strengths in critique of student work, conferences outside of class, and the like. Where appropriate, the committee will examine workshop materials, convention presentations concerned with teaching, textbooks, work done for publishing companies dealing with textbook proposals and materials, and any other materials relevant to the pedagogy of the individual's area or discipline.

#### 2. Research Scholarship or Artistic Production

A. *Research and Scholarship.* For most members of this department, the maintenance of an active research and scholarly writing program is essential. Review committees are expected to read an individual's scholarly books, book chapters, articles in refereed and non-refereed journals, magazines, convention and conference papers, and, if offered, any work in progress at the time of the review. In addition, in years when promotion is being considered, one or more outside experts in the individual's field(s) also will be asked to evaluate that body of material. The following criteria will be applied by the review committee and other members of the department when evaluating research and scholarly writing:

##### Promotion to Tenured Associate Professor:

- (a) Regularity of Publication. The department expects its tenured faculty members to present their work to the intellectual community frequently; regularity of publication will thus be a criterion used in decisions about tenure and promotion.
- (b) Significance of the Work. Review committees look for signs that scholarly work is significant; typical measures of significance include (1) positive recognition and quotation by other scholars in the area, (2) signs that an individual goes beyond descriptive research and into theoretical questions of import, and (3) publication in refereed, national and international journals widely recognized as important in one's field.
- (c) Scholarly Growth. An individual's publication record ideally should illustrate intellectual growth' more recent publications and convention

papers, for example, should be more penetrating and intellectually rich than earlier works.

- (d) Coherence. The review committees will be concerned that an individual's scholarly work fit into a "research program," into a kind of pattern which demonstrates that the person is systematically and consistently moving toward intellectual goals in his or her research and scholarship.

Promotion to Full Professor:

In addition to the above criteria, other considerations for promotion to Full Professor include:

- (e) Distinction. A full Professor in the department is expected to have his or her research and scholarly writing adjudged to be of highest quality. Typical measures of distinction include (1) books published by recognized presses in one's field, and, if available, copies of reviews of those books; (2) positive recognition of one's contributions to a field in the form of scholarly awards for work done, prestigious grants and fellowships for new work, laudatory citation in the work of others, essays in prestigious journals, convention or conference programs devoted to a person's work, invitations to be considered for or to join the faculty of prestigious programs in one's field (copies of which should be placed in one's departmental file); and (3) testimony from an outside expert in one's primary field of work.
- (f) Reputation. Given the importance of national visibility especially to the department's graduate programs, Full Professors should be taking the lead in maintaining the department's scholarly reputation. Signs of a strong national (and even international) reputation include: (1) appointment or election to posts of importance in international, national, and regional professional associations; (2) invitations for visiting professorships and guest lectureships at prestigious institutions in one's field; (3) invitations to write review or survey essays in books over viewing one's field; (4) positive citation in the work of other scholars; (5) invitations to review the faculty and departmental operations at other institutions; (6) appointment to editorial boards of important international, national, and regional journals; (7) invitations to address important universities or research groups; and the like.
- (g) Impact. Beyond distinction of thought and reputation as a professional, Full Professors in this department ought to be able to demonstrate the impact of their work—the fact that they have made some important intellectual difference in the academic community. Measures of impact can include: (1) the appointment of one's graduate students to important posts; (2) the publication of work done by students and guided by the faculty member; (3) an indication that others are using

concepts, ideas, or frames of thought traceable to the individual's scholarly work; (4) even an indication that other strong scholars feel the need to attack one's work, thus taking it into account seriously; (5) book and scholarly journal editorships; and the like.

*B. Artistic Production.* For some faculty, as specified in their letters of appointment, artistic creation is an alternative to published scholarly research. Although an individual may engage in both scholarly writing and artistic creation, and while both should be evaluated by review committees, excellence in one or the other will be required for a recommendation of promotion and tenure. Criteria for evaluation of artistic work parallel those set forth for research and scholarship.

#### Promotion to Tenured Associate Professor

- (a) *Frequency and Regularity of Exhibition.* Tenured faculty members are expected to regularly and frequently produce and exhibit new work locally, regionally, nationally and even internationally.
- (b) *Significance of the Work.* Review committees look for signs that artistic work is significant; typical measures of significance include (1) reviews of one's work, (2) exhibition in juried artistic festivals widely recognized as important in one's field, and (3) awards received at juried exhibitions.
- (c) *Artistic Growth.* An individual's artistic products should show signs of artistic growth by demonstrating interests in new areas of experimentation and new conceptual fields or art forms.
- (d) *Coherence.* An individual must be able to demonstrate that his or her art work has a kind of conceptual or artistic coherence.

#### Promotion to Full Professor

In addition to the above criteria, other considerations for promotion to Full Professor include:

- (e) *Distinction.* Typical measures of distinction include (1) prestigious awards for one's artistic works, (2) prestigious grants and fellowships for the creation of new work, (3) positive reviews of one's art products, and (4) citation of one's work in the critical writings of others.
- (f) *Reputation.* The review committee will look for ways in which a person's reputation is attested to locally, regionally, nationally, and internationally. Typical indications of this would include (1) invitations to artistic festival as an exhibitor or a judge, (2) requests for commissions of one's work, and (3) the housing of one's work in museums or other permanent collections of artistic work.
- (g) *Impact.* Given the closeness with which university artists and their students work, review committees also take into account the degree to which an artist's students produce work which is recognized by others in the field.

The general criteria for promotion on artistic grounds are the same as those for research and scholarship, although they are somewhat adjusted. The evaluation process is also somewhat adjusted. In addition to the review committees themselves examining the individual's artistic creations, other outside and local experts usually offer evaluations as well.

### **3. Service**

While "service" is a term covering potentially a multitude of different activities, and hence while review committees may be willing to consider a great variety of professional activities in its name, the department generally evaluates professional service in the following categories:

- (a) Departmental Service. Amount and quality of service on departmental and divisional committees, candidate committees, etc., and work as an adviser of undergraduate and graduate students.
- (b) Collegiate and University Service. Amount and quality of service on committees, task forces, boards, assemblies or senates, and the like of the College of Liberal Arts and the University.
- (c) Professional Service. Amount and quality of work in local, state, regional, national, and international professional organizations; service on editorial boards; work for scholarly and pedagogical publishing houses; and work for non-professional organizations but in professional ways (e.g. workshops on film making through the Iowa City Public Library, parliamentarian for an organization, help in preparing advertising campaigns for charitable organizations, and the like, so long as the service makes use of one's professional skills).
- (d) Non-Professional Service. Individuals seeking promotion and tenure certainly may indicate the range of non-professional service they offer to individuals and organizations locally, and beyond, although generally such service will not be taken into account as a factor to be evaluated by the review committee.