

Department of Communication Studies RTP Evaluation Policy and Criteria

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A. Priorities

The Communication Studies Department regards 1. Effective teaching as the primary and essential ingredient for a good RTP review (50%); 2. In equal importance following teaching is Scholarship, and/or creative and professional activities (20%) and 3. University service (20%); 4. Community service is then considered (10%). The Department recognizes and values the diversity of its members' contributions in these areas and evaluates each faculty member's performance holistically. The program values media literacy on a local, national and global level as it fosters the university's mission toward excellence in teaching and faculty development.

B. Assessment categories:

1. Teaching Effectiveness

We expect the faculty member under consideration to be skilled and knowledgeable, well prepared, accessible to students, fair, responsible, inspiring, motivating, adept at differing learning pedagogies (especially including active learning), creative in presenting material, proactive in creating a diverse and supportive learning environment, innovative, and so forth.

- a. Two peer reviews of teaching effectiveness per year shall consist of class observations by two faculty members. One of the two must be tenured faculty.
- b. Quantitative and qualitative student evaluations will be collected from all classes each semester, and from these, two classes will be selected by the candidate, as specified in current University policy, for summary and analysis for the RTP document. Average SETE scores of 3.5 or greater is highly recommended.
- c. The candidate shall prepare a written self-assessment as specified in the current University RTP policy.

2. Scholarship, Research, Creative Achievements, and Professional Development

Given the university's mission toward teaching and an obligation to participate in faculty governance, the Department of Communication Studies recognizes that at a minimum at least two major publications, or creative/professional activities, as well as one conference presentation will sufficiently meet the requirements for tenure and promotion to associate professor at Sonoma State University, although additional endeavors are highly encouraged. For promotion to full professor at least one additional publication/creative activity or substantial nationally recognized grant that leads to publication is required at a

minimum, and more is encouraged given the competition on the university level. Participation in professional conferences for all faculty continues to be highly valued in that it raises the profile of the university, encourages networking and keeps faculty current in their field of expertise in the classroom. These works generate classroom material, such as assigned readings, etc. These criteria are in recognition of the university's commitment to fostering professional development and its mission to promote a local, national and international reputation among the academy.

The Communication Studies Department counts professional creative achievements as fully equivalent to scholarship and research for purposes of reappointment, tenure and promotion depending on the individual faculty member's expertise and passion. Candidates may enter academe directly from the professional world of media. Many in the field will develop a combination of scholarly research and professional creative activities. Candidates for RTP are reminded that the highest priority in RTP deliberations is quality of teaching, and they are encouraged to reflect upon how their scholarship and creative activities serve this central mission.

Candidates should list or describe all grants, awards, prizes, honors or recognitions received by virtue of their scholarly or professional creative activities. Where available, candidates should include scholarly citations, copies of published reviews and/or other material that supports the professional stature and scholarly reputation of their research and creative activities.

Assessment will follow the categories and guidelines for this area as specified in the current RTP university policies.

We believe the area of "Research and Scholarship" may include, but is not limited to the following (presented in no particular order):

A. *Publications*

1. Books or textbooks that contribute to the history, theory, criticism, practice or teaching of communication studies or related areas.
2. Chapters in scholarly books or textbooks that contribute to the history, theory, criticism, practice of communication studies or related areas.
3. Articles in top tier peer reviewed or other influential professional journals in communication studies and related areas.
4. Other significant publications (e.g., monographs; conference proceedings, etc.)

B. *Presentations to Scholarly and Professional Audiences*

1. Invited addresses at peer reviews forums
2. Reports of research projects/results at peer reviewed forums
3. Accepted presentations from invitations or calls for papers, performances or screenings for professional organizations

4. Symposium and panel coordination, presentation, or discussant roles

Candidates should explain the level of peer review for each “publication” (top tier journal publication in the field, internet journal, national or international conference, etc.).

A. Professional/Creative Activities

“Professional Creative Activities,” may include a wide variety of professional expression appropriate for RTP candidates in Communication Studies. Our goal here is to document the types of professional creative activities that we find acceptable for our RTP candidates to include under the category of “Scholarship and Professional Creative Activity.” The field of communications is ever evolving and the categories and nomenclature will evolve as well. This document serves as a blueprint. The following examples should serve as a guide to all levels of personnel-committee evaluators in assessing the merit of items submitted as “professional creative activity.” We acknowledge that this document cannot be an exhaustive listing of all possibilities and invite faculty candidates for RTP to bring forward additional examples to the departmental personnel committee at any time., especially as new technologies in the field develop.

First, we believe work at a professional organization in news, public relations, broadcasting, advertising or related field can be considered as “professional creative activity” experience, and therefore may be included within a candidate’s record of “Research and Creative Activity” for RTP. We particularly value such work that meaningfully applies relevant knowledge and/or creative expression used by the RTP candidate in his/her classroom teaching assignments. Such work must be found within the professional arena of a faculty generalist in journalism and mass communication. Work that results in creative works will be highly valued.

Professional creative activity may include, but is not limited to the following: broadcast audio or video production in peer reviewed news, public affairs, documentary or public service programming, books, book chapters, book reviews, newspaper articles, published photographs, professional commentary in industry/trade publications or general-audience newspapers or magazines. Such works should be for print a minimum of 3500 words and for TV, radio, film or video a minimum of 30 minutes (or an equivalent accumulation of a substantial body of work appropriate to the medium). Other examples include PR campaigns for corporate and non profit organizations such as Webinars, webcasts, podcasts, ezines, blogs, VNR's, Public Service Announcements and advertisements, social media, utube productions and any additional opportunities for media convergence. In addition, material published on a CD or DVD, online site, “e-

Book” or some media format similar in nature on the internet may also be appropriate for listing under “ Professional Creative Activity”.

Work-in-progress or unpublished manuscripts, unaired audio or video productions or similar activity will not be considered as relevant “creative activity” material for tenure and promotion. Such work may become useful and should be documented at the reappointment stage.

It will be up to the RTP candidate to explain how their work fits these criteria. The department of Communications knows its own field. Reappointment candidates should describe the title, purpose and/or nature of works in progress or productions under development and briefly describe the present status and estimated date of completion of each item.

B. *Presentations to Scholarly and Professional Audiences*

5. Invited keynote addresses in peer reviewed forums
6. Reports of research projects/results to clients
7. Accepted presentations from invitations or calls for papers, performances or screenings for professional organizations
8. Symposium and panel coordination, presentation, or discussant roles
9. Local television and radio appearances, video festivals, etc.
10. Public readings (such as poetry readings at bookstores)

Candidates should explain the level of peer review for each “publication” (top tier journal publication, major market broadcasting outlet, local, national or international venue, non profit organization, etc.)

3. Service to the University

Assessment will follow the categories and guidelines for this area as specified in the current University RTP policy.

The Department of Communication Studies recognizes the great importance of faculty governance and representation within the CSU and therefore strongly encourages RTP candidates to actively participate in all levels of university and department service. Likewise, faculty will be expected to serve as academic advisors. After a one year grace period, it is expected that faculty will develop a significant body of service, participating in at least one departmental, one school and one university committee and/or equivalent service (such as the major development of grants for curriculum and pedagogy) for tenure and promotion. Consistent service is expected throughout ones career at SSU. The department values faculty governance and representation as well as advising support of its students.

Likewise, the department also strongly encourages faculty to seek out leadership roles in service, especially for promotion to associate and full professor. Therefore, chairing committees, and taking initiative in spearheading projects that develop our

mission and vision as a department should be highly regarded at the departmental, school and university levels. This service will help candidates achieve tenure, promotion, sabbaticals and DIPs.

4. Public Service and Service to the Community

Assessment will follow the categories and guidelines for this area as specified in the current University RTP policy. The Department of Communication Studies strongly encourages community participation, which gives a voice to SSU within the local, national and international constituencies. Service that relate to the field of communications is highly lauded. Leadership roles are expected for promotion to full professor. These may include liaison to local media outlets, involvement in literacy programs within California School Districts, local, national and global activism in media lobbies and campaigns, editorial involvement in professional media organizations as well as a whole host of other activities.

5. Reappointment Schedule

Faculty will be considered for 1 or 2 year reappointments. Annual reviews will require submissions of RTP materials according to University criteria on a yearly basis. Two-year reappointments will require submissions of RTP materials after 2 years.