

Department of Advertising

**MERIT PAY CRITERIA FOR TEACHING, RESEARCH, SERVICE**

General

Achievement worth merit consideration goes beyond the basic duties assigned to the faculty and the beginning of a semester. This means one of two things.

1. An outstanding record of achievement in assigned duties that surpasses normal functioning of comparable faculty members in such roles.
2. Achievement that is clearly above and beyond assigned duties.

**Criteria used to Evaluate Teaching for Consideration of Merit Pay**

Student Evaluation

Excellent (above departmental average) student evaluations in Fall and Spring semesters.

Peer Recognition

Peer recognition as teacher: invited a guest lecturer, other teachers request permission to use your original materials, teachers refer students to you with written request for expert advice, leadership in curriculum development within the College.

Challenging Courses

Teaching “difficult” courses such as new courses assigned at the last minute, courses being restructured to meet new curriculum guidelines, courses with abstract hard-to-understand concepts, extremely small or extremely large classes where student evaluations may not be particularly meaningful, courses which rarely produce high evaluations regardless of who teaches them.

Teaching-Related Articles

Teaching-related papers and articles in such periodicals as *Journalism Educator* and sequence-related publications, AEJMC Teaching Standards session, national committees for curriculum review, or through some other means of attaining national recognition for teaching competence.

Reviewing

Reviewing papers, articles for journals or books which are primarily instructional in nature. Serving on a review board for a journal devoted to teaching or for teaching paper competition.

Proposal Writing

Preparation and submission of a proposal for contract or grant which would focus primarily on instruction. The granting agency should be outside the College.

Grant Supervision

Supervision of faculty or graduate students, or other employees, in a grant. Purpose of grant could be teaching, research or service.

Teaching Awards

Awards from College, student organizations or professional organizations for role as teacher.

Student Team Advisor

Advisor to student teams in state and national competition.

Alumni Evaluations

Structured evaluations received from College alumni on teaching which has proven to be particularly valuable to them over time.

#### Chairing Theses

Chair of thesis, terminal project and dissertation supervisory committees, credit also given for membership on committees or independent study supervision.

#### Student Article Supervision Awards

Supervision of students who submit articles for publication in professional or research journals. Awards for outstanding student achievement under the instructor's supervision.

#### Student Contact

Number of courses taught, variety of courses taught, extent of student advisement.

#### Continuing Education

Continuing education instruction including formal courses, correspondence study, seminars. This also includes contributions to professional instructional programs such as curriculum development, accreditation standards, etc.

#### Instructional Publications

Instructional publications such as textbooks, monographs, workbooks, chapters, reviews, etc, which distill professional or classroom experience and amplify good professional practice.

#### Field Trips

Organizing and conducting field trips to major professional sites, especially out of the county or state.

#### Self Improvement

Activities designed for self-improvement as a teacher, including formal courses or specialized training.

### **Criteria used to evaluate research for consideration of Merit Pay**

#### Refereed Articles

Publication in journals which have peer review of research articles.

#### Conference Papers

Papers presented at conferences where there has been a competitive invitation for papers and peer review in selection of presenters. Papers presented as invited papers.

#### Cited Research

Citation of published research by subsequent researchers.

#### Long Term Submissions

Efforts to secure publication in prestigious research publications which are highly competitive and which report relatively slowly on acceptance and in which publication may come two years or more after article submission.

#### Scholarly Publications

Scholarly publications such as textbooks, monographs, chapters, reviews, etc., which distill and amplify primary or secondary research previously published or which crystallized the author's career research activities.

#### Review Boards

Membership on review boards for research publications or review panels for research competition.

#### Creative Productions

Creative productions and projects which emphasize data collection and organizations for solutions to design problems particularly those which reflect peer review or some other highly selective or competitive acceptance criteria.

#### Non Refereed Publications

Research-based articles published in national publications (ADWEEK, *Advertising Age*, etc.) where there is editorial acceptance involved, but not peer review.

#### Research Consultation

Research consultation, paid or unpaid, which emphasizes systematic data collection and analysis and which results is published reports. Also, consultation which emphasizes data collection and organization for visual/video solutions to design problems.

#### Research Award

Awards from college or professional organizations, or other recognition established by the College Research Committee, based upon research accomplished or published.

#### Proposal Writing

Preparation and submissions of a proposal for a research grant. The granting agency should be outside the college.

#### Self-Improvement

Activities designed for self-improvement as researcher, including formal courses or specialized training.

### **Criteria used to Evaluate Service for Consideration of Merit Pay**

#### Organization Officer

Elected office, appointment and membership in national, state and local professional or scholarly organizations with priority given to degree that such participation brings recognition to the department.

#### Major Events Manager

Coordination of a major event, such as AEJMC convention, or a major contributor to the success of such an event.

#### Demanding Committee Assignments

Meritorious (out of the ordinary) service on university, college and department committees, including key chairmanships. Recognition is given for committees which meet frequently and have very active agendas. Recognition is also given for service on numerous committees, far beyond the normal assignments of faculty member.

#### Student Organization Advisor

Advisement to student organizations.

#### Review, Advisory Committees

Service on editorial advisory committees or review panels in which contribution is more appropriately defined as service than teaching or research.

#### Conference Participation

Participatory roles in conferences and/or other contributions to organizations on a national, state or local level which demonstrate the professional competence of the individual and which bring credit to the department.

#### Creative Efforts

Creative work which does not fit the criteria for research.

#### Consulting Service

Paid and unpaid consulting, including proprietary research and creative counseling.

Public School Service

Service to the public school system of Florida

Service Awards

Awards and other honors from college, student organizations or professional organizations for role as a service provider.

Proposal Writing

Preparation and submission of a proposal for contract or grant which would focus primarily on service. The granting agency should be outside the College.

Self-Improvement

Activities designed for self-improvement as a service provider, including formal courses or specialized training.

(Highest credit will be given to service directly related to the professional/scholarly expertise of the faculty member and/or service to the college or university through work and leadership on committees. A lower degree of credit will be given to off-campus service unrelated to the professional/scholarly expertise of the faculty member.)