

## Public Relations

### 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

#### **1.0 CRITERIA USE FOR CONSIDERATION OF MERIT PAY IN INSTRUCTION**

##### 1.1 Student Evaluations

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

##### 1.2 Peer Recognition

Peer recognition as teacher: invite as 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 college.

##### 1.3 Challenging Courses

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

##### 1.4 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.

##### 1.5 Reviewing

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

##### 1.6 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. Highest credit will be given for proposals which are funded.

##### 1.7 Grant Supervision

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

#### 1.8 Teaching Awards

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

#### 1.9 Student Team Advisor

Advisor to student teams in state and national competition.

#### 1.10 Alumni Evaluations

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

#### 1.11 Chairing Theses

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

#### 1.12 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.

#### 1.13 Student Contact

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

#### 1.14 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.

#### 1.15 Instructional Publications

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

#### 1.16 Field trips

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

#### 1.17 Self-Improvement

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

## **2.0 CRITERIA USE FOR CONSIDERATION OF MERIT PAY IN RESEARCH**

### 2.1 Refereed Articles

Publication in journals which have peer review of research articles.

## 2.2 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 invite papers.

## 2.3 Cited Research

Citation of published research by subsequent researchers.

## 2.4 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.

## 2.5 Scholarly Publications

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

## 2.6 Review Boards

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

## 2.7 Creative Productions

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

## 2.8 Non-Referred Publications

Research-based article published in national publications (Public Relations Journal, Advertising Age, etc.) where there is editorial acceptance involved but not peer review.

## 2.9 Research Consultation

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

## 2.10 Research Awards

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

## 2.11 Proposal Writing

Preparation and submission of a proposal for research grant. The granting agency should be outside the college. Highest credit will be given for proposal which is funded.

## 2.12 Self-Improvement

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

### **3.0 CRITERIA USED FOR CONSIDERATION OF MERIT PAY IN SERVICE**

#### **3.1 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.

#### **3.2 Major Events Manager**

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

#### **3.3 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 assignment of a faculty member.

#### **3.4 Student Organization Adviser**

Advisement to student organizations.

#### **3.5 Review, Advisory Committees**

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

#### **3.6 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.

#### **3.7 Creative Efforts**

Creative work which does not fit the criteria established for research.

#### **3.8 Consulting Service**

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

#### **3.9 Public School Service**

Service to the public school systems of Florida.

#### **3.10 Service Awards**

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

#### **3.11 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. Highest credit will be given for proposals which are funded.

### 3.12 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 through work and leadership. A lower degree of credit will be given to service unrelated to the professional/scholarly expertise of the faculty member.)