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-relate 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 amply good professional practice.

1.16 Field trips
Organizing and conduction field trips to major professional sties, 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-Refereed 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 gives 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.)