

**Proposed Standards & Criteria for Creative Tenure-Track Faculty:
An Addition to the College's *Faculty Standards and Criteria*
DRAFT**

Note: Adapted from the Broadcast Education Association, Visual Communications Division of AEJMC and University of Missouri's policies on professional practice faculty.

To be added to the CJC Faculty Standards and Criteria as the second subhead under "Research and Creative Accomplishment," at the top of the sixth page, before "Evaluation of Research and Creative Accomplishment."

Creative Work

To carry out its mission, the College of Journalism and Communications has found it essential to hire creative tenure-track faculty who produce creative work that supports the mission of the college and the students it serves. Creative/professional work is intellectually demanding in similar ways to that of traditional research, including the collection, analysis, and synthesis of information and content. The College of Journalism and Communications affirms that creative work that meets established criteria, is reviewed positively by recognized peers, and is disseminated to others both within and outside the academy is important to the development of the field of communications and should be recognized as equal to scholarly publication in promotion and tenure review for faculty in the creative areas of their discipline.

While published research articles tend to be standard in length, the same cannot be said of creative work. Each medium presents unique challenges for which advertising, journalism, public relations or telecommunication creative work is produced, and the length of the final work and its structure may vary greatly from one work to the next. Assessment should take into account the scope and length of the work and the challenges that are unique to each work.

Additionally, while published research tends to follow a traditional form, aesthetic conventions vary for each creative work medium. Assessment of the work should address the appropriateness and integration of the aesthetic conventions and the content. In addition, originality and innovation in the use of aesthetic or technical processes should be noted.

In order to be considered for promotion, Creative Tenure-Track faculty must demonstrate substantial achievements and distinction in creative work, distinction in teaching and satisfactory service to the college and profession.

Creative work will be evaluated using the most appropriate criteria listed here:

- a. Contribution to the creator's field: Does the work present new ideas and approaches, and does it advance the field in ways that are of value to other members of the field?
- b. Venue and audience reach: Is the work presented in a way that makes it accessible to its intended audience and was it distributed to reach the appropriate audience.
- c. Professional recognition: Was the work professionally reviewed? Did it win any awards or professional competitions?
- d. Innovative presentation: Does the work provide a unique intellectual, revelatory or emotional experience to its audience?

- e. Leveraging the particular strengths of digital communication: Does the work present ideas or information in a stronger, clearer and/or more accessible way than could be expressed in text or in other traditional media?
- f. Professional development: Does the work help the faculty member(s) who created it to improve their knowledge and expertise in their field and aid them in being better teachers?
- g. Advancement of the field of communication: Does the work provide a new experience and help those outside the field better understand the field's value to communication?