

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

DRAFT

Note: Much of the wording for the following standards and criteria was taken from the University of Missouri's policies on professional practice faculty.

To be added to the CIC Faculty Standards and Criteria as a main head after "Procedures for Documenting and Making Changes in Final Packet Submitted for Tenure and/or Promotion," at the middle of the 12th page, before "Appendix A."

Promotion of Non-Tenure Track Faculty

To carry out its mission, the College of Journalism and Communications has found it essential to hire different types of faculty for the school's pedagogical, scholarly, creative, and service activities. In addition to tenured/tenure-track faculty, the College hires Non-Tenure Track faculty for positions requiring the extensive use of professional skills.

The College enjoys an international reputation for excellence, and the faculty aspire to continue that level of quality. A superior faculty is the surest guarantee of continued excellence. Toward that goal, the College's faculty establishes the following standards and criteria for promoting Non-Tenure Track members of the faculty:

In order to be considered for promotion, Non-Tenure Track faculty must demonstrate substantial achievements, specifically, distinction in teaching and distinction in either creative/professional scholarship or service.

1. Teaching

- a. Non-Tenure Track faculty are expected to devote most of their time to teaching and advising. They are expected to be excellent in these duties and to work continually to improve the education offered the College's students.
- b. The evidence to be considered by department chairs, the College's Tenure and Promotion Committee, and the dean in reviews for promotion shall include, but not be limited to, the following:
 - i. Assessment of course syllabi, assignments, and examinations, assembled by applicants into a "Teaching Portfolio";
 - ii. Assessment of the achievement of Student Learning Outcomes (SLOs) assigned to each course, specifically, the percentage of students achieving proficiency or higher on each SLO, as reported by applicants;
 - iii. Student evaluations of teaching effectiveness using UF's standardized evaluation instrument ;
 - iv. Peer teaching evaluations;
 - v. Development of new courses or revision and enrichment of established courses;
 - vi. Development of innovative teaching methods;
 - vii. Efforts to enhance teaching through participation in seminars, workshops, and campus teaching-improvement programs;
 - viii. Receipt of awards or grants for teaching-related activities.

2. Creative/Professional Activities

- a. Non-Tenure Track faculty are expected to improve the practice and analysis of the professions affiliated with the College. Whereas there is an expectation that Non-Tenure Track faculty will continue to develop intellectually and to demonstrate that development through activities and products of the kind mentioned below, the Non-Tenure Track faculty member is expected

Microsoft Office User 4/18/2016 12:37 PM

Formatted: Font:Bold, Font color: Custom Color(RGB(0,176,240))

Microsoft Office User 4/18/2016 11:01 AM

Deleted: (e.g., advertising, journalism, public relations, and telecommunication).

to devote considerably less of his or her time to creative/professional scholarship or research activities than the tenure-track faculty member.

- b. Non-Tenure Track faculty are expected to demonstrate expertise in their field through various activities and products. These could include, but are not limited to, the following:
 - i. Leadership roles at workshops, conferences, and webinars that improve knowledge of current trends in an affiliated profession (e.g., organizer or speaker);
 - ii. Publications reporting research and evaluation of new methods of teaching (e.g., articles published [in BEA Feedback](#));
 - iii. Publications discussing or analyzing professional practice in the candidate's field (e.g., articles published in the *Public Relations Strategist* or *The Nieman Report*);
 - iv. Creation of online training modules to be used by both students and professionals in the candidate's field (e.g., courses for Poynter's NewsU or [PRSA Webinars](#));
 - v. Publications discussing or analyzing societal trends as they relate to democracy, pluralism, and the First Amendment (e.g., articles published in *The New York Times* or *The New Yorker*).

- c. Only faculty who can demonstrate a national or international reputation, as measured by the judgment of peers at other universities or by those in the profession, shall be considered for promotion to a higher rank.

3. Service

- a. Non-Tenure Track faculty are expected to provide service to their department, the College, the university, the community, and the professions affiliated with the College. Criteria are the same as those for tenured/tenure-track faculty.

4. Procedures and Timeline

- a. Application and review of Non-Tenure Track faculty for promotion will follow the same procedures and timeline as those for tenured/tenure-track faculty. These include the following:
 - i. A dossier for review using the UF Online Promotion & Tenure (OPT) packet template and submitted through the OPT system;
 - ii. Peer reviews from inside and outside the College, following the same procedures for internal teaching evaluations and letters from external reviewers as tenured/tenure-track faculty.

Microsoft Office User 4/18/2016 11:01 AM

Deleted: in *Advertising Education Age* or ??

Microsoft Office User 4/18/2016 11:03 AM

Deleted: ??

Microsoft Office User 4/18/2016 11:02 AM

Deleted: *Washington Post*.