

Department of Advertising

By-laws

We believe that an academic department culture of shared governance, characterized by (1) mutuality, collegiality, and collaboration; (2) transparency; (3) representative participation; (4) mutual accountability; and (5) clarity of roles, provides the foundation for success in teaching, research, and service. We also believe that academic departments with a reputation for responsible, respectful conduct attract and retain the best faculty, staff, and students yielding long-term, sustainable excellence.

Section I—Governance of the Department

The Department of Advertising is a fundamental unit of academic and administrative organization within the College of Journalism and Communications, one of the basic degree-granting units of the University of Florida (University of Florida Constitution).

All provisions contained herein shall be in accordance with and subordinate to the regulations and procedures of the University of Florida Board of Trustees and the Florida Board of Governors, the Collective Bargaining Agreement between the University of Florida Board of Trustees and the United Faculty of Florida, the University of Florida Constitution, the Constitution of the College of Journalism and Communications, state and federal laws and regulations, hereinafter called “University Policy.”

Operating within these various regulations and procedures, the governance of the Department of Advertising shall be shared among the administration of the College, the administration of the department and the department’s faculty.

Section II—The Faculty

A. Membership of the Faculty

1. The faculty of the department consists of those in tenure-accruing ranks and non-tenure-accruing ranks, as defined in the University Constitution and the Collective Bargaining Agreement. Unless otherwise specified, all faculty members have the right to vote on departmental issues relevant to their specific roles and responsibilities. Generally, a simple majority of faculty present and voting will carry or defeat a motion, providing that a quorum of two-thirds of the faculty membership is present and voting.
2. Courtesy appointments to the faculty may be proposed by any faculty member (including the chair). Upon a majority vote of the departmental faculty such appointments can be made. Faculty on courtesy appointments

will not be extended voting privileges in the department nor will they accrue tenure in the department.

B. Graduate Faculty

1. All members of the faculty of the department who have been appointed to membership in the Graduate Faculty of the University shall be members of the College Graduate Faculty. (The University Constitution and the College Constitution specify criteria for appointment to the Graduate Faculty.)
2. Duties. The graduate faculty of the department shall have the same powers and duties relating to graduate students and programs as other graduate faculty in the College, as specified by the College Constitution. The level of involvement of graduate faculty in supervising students is determined by the Associate Dean for Graduate Studies in consultation with the faculty member and the faculty member's department Chair.

C. Rights of the Faculty

1. The faculty believes that academic freedom and responsibility are essential to the full development of a university and apply to teaching, research, creative activity, and service. Therefore, the faculty must be free to cultivate a spirit of inquiry and scholarly criticism and to examine ideas in an atmosphere of freedom and confidence. The exercise of academic freedom is founded upon professional ethics and integrity when teaching, conducting research, or otherwise acting as a member of the faculty.
2. Faculty members have the right to know what is required of them in their work and how that work will be evaluated. In this regard, faculty members shall be provided with a written statement of their responsibilities upon hire and through the semester Faculty Assignment Report (FAR) and in compliance with the Collective Bargaining Agreement.
3. All decisions regarding tenure, promotion, sabbatical leaves, salaries, salary increases and evaluations, and all results of those decisions, shall be made known to the individual faculty member in a timely manner. Faculty members have the right to appeal such decisions, in a timely manner, consistent with applicable policies and procedures, and to expect a timely reply. Such decisions shall be made known to faculty as required by the Collective Bargaining Agreement and other University Policy.
4. On all matters relating to tenure and promotion, the department will follow procedures described in the College's Standards and Criteria for Tenure and Promotion document.
5. The faculty has a right to assemble to discuss matters of concern to the

faculty without limit.

6. All faculty members have the right in accordance with university policy to view and request copies of any and all of their own evaluative personnel files within the department, College and university and the right to provide written response to any information contained in the file should they so choose.
7. Faculty members may employ the grievance process outlined in UF rules and the Collective Bargaining Agreement if they believe their rights as faculty members have not been met.
8. Any member of the faculty may call meetings of the departmental faculty to discuss matters of concern, so long as at least 50 percent of the voting faculty within the department agree that the meeting is needed.

D. Responsibilities of the Faculty

1. Contributing to the teaching, research, and service missions of the department, College, and university.
2. Participating in the process of faculty governance, such as through service on department, College and university-level committees, task forces or other groups as requested or appointed. The department chair, in collaboration with the faculty, will develop policies to limit service assignments for untenured faculty in tenure-accruing lines. In the case of non-tenure accruing lines, the portion of department service will be assigned by the department chair based on the department's needs and the faculty member's interests.
3. Developing, modifying, implementing, and evaluating the department curricula including the requirements for entrance into and graduation from the department within the parameters set forth by the College and university.
4. Supporting an environment of collegiality, ethical conduct, and professional integrity:
 - a. Being forthright and honest in the pursuit and communication of scientific and scholarly knowledge.
 - b. Respecting students, staff, and colleagues as individuals; avoiding any exploitation of such persons for private advantage.
 - c. Serving the integrity of the evaluation process with regard to students, staff, and colleagues, so that it reflects their true merit.
 - d. Recognizing the responsibilities arising from the nature of the educational process.

E. Departmental meetings

1. Faculty meetings will be held on a regular basis (including at least once during each fall and spring semester).
2. Notice of a meeting shall be given to faculty at least three business days before the meeting, whenever possible. An agenda shall be provided for the meeting at least 24 hours prior to the meeting date.
3. Any faculty member may suggest agenda items for faculty meetings. Items should be submitted in writing or via email to the chair at least 48 hours prior to the meeting date.
4. No action items may be approved unless a quorum of the faculty (two-thirds of faculty membership) is present and voting.
5. Meetings will follow Robert's Rules of Order. A simple majority vote of those present will carry any motion, provided that at least 50% of the voting faculty are in attendance.
6. Attendance is expected of all faculty members unless on leave or due to other critical professional responsibilities (e.g. teaching class, attending professional meetings.)
7. At each meeting, minutes will be taken. The approved minutes will be published on the College website.
8. Meeting minutes shall be circulated at a minimum five days prior to the next called meeting of the faculty.

F. Departmental Committees

The Department of Advertising has three standing committees. The members of each committee are elected by the faculty. Each committee will elect its chair. Elections will take place no later than the end of the academic year for a term to begin with the start of the next academic year. In addition, the department chair may create ad hoc committees to address special issues facing the department.

Standing Committees include:

1. Salary Equity and Merit Pay: This committee reviews and updates department merit pay and market equity criteria. The department will use the Merit Pay Criteria for Teaching, Research, and Service adopted by the department faculty. The criteria may be revised by a majority vote of the departmental faculty on recommendation from the Salary Equity and Merit Pay committee or the Department Chair. For detailed criteria, refer to the Appendix.

2. **Student Evaluation and Assessment:** The Student Evaluation and Assessment committee handles the process for undergraduate awards, high honors applications, and matters of academic assessment needed by the department. It also serves as an advisory body to the Department Chair on matters related to undergraduate affairs and assessment.
3. **Mentoring Committee:** The Mentoring Committee implements the College's mentoring program for the Department of Advertising. The department endorses the College policy stating "The College of Journalism and Communications recognizes the importance of mentoring in successful outcomes for faculty seeking tenure and promotion at the University of Florida. The College's policy also recognizes the importance of each department developing a process that works best for it and that some departments may elect to have mostly individual mentors, while others may elect a team approach."

A. Department Chair

Appointed by the Dean in consultation with the faculty as determined by the UF constitution, the Department Chair's duties include faculty mentoring, curriculum recommendation and implementation, course scheduling, personnel evaluations, budget management, participation in and support of graduate education, and maintaining relationships with the advertising professional community. The chair is also expected to participate in shared governance and committee activities at department, college, and University levels, as appropriate, including calling department meetings and attending college faculty meetings and Graduate Committee meetings, among other duties, and to fulfill other administrative requirements such as classroom teaching evaluations, annual self-evaluations, and annual department reports, reports of outside activities, and the signing and prompt return of Faculty Assignment Reports, contracts, evaluations, and other such documents. He/she also is expected to engage in an appropriate record of accomplishment in effective teaching of undergraduate and graduate students, and research/publication; to participate in scholarly and professional organizations; to advise undergraduate and graduate students; to chair and serve as a member of committees for graduate students' theses/dissertations, and to become a member of the college graduate and doctoral faculty groups.

B. Graduate Coordinator

Appointed by the Chair in consultation with the faculty and the Associate Dean for Graduate Studies, the graduate coordinator serves as the liaison between the Department and the College Graduate Committee. His/her duties fall into five major areas: recruiting and retention; communicating with MA applicants, enrollees and Department faculty and Chair; application tracking, advising, and evaluating the curriculum. The Graduate Coordinator also works with the Associate Dean for Graduate Studies and the Department Chair on relevant issues to the graduate program.

Section IV— Performance Evaluation

A. Annual Evaluations:

The annual performance evaluations of faculty shall be based upon assigned duties and shall consider the nature of the assignments and quality of the performance in terms of teaching, scholarship (if assigned), and service. A faculty member shall be rated as “satisfactory” or “unsatisfactory” in each area of assignment as well as at an overall level. The Tenure-Track Faculty Standards and Criteria/Non-Tenure Track Faculty Standards and Criteria for Promotion for Teaching, Research, and Service serve as a guide for the chair when preparing the annual letter of evaluation.

Section V—Tenure and Promotion, Sustained Performance Evaluation, and Post-Tenure Review

By faculty vote, the Department of Advertising has adopted the College of Journalism and Communications’ standards and criteria for tenure and promotion, midterm review, sustained performance evaluation, and post-tenure review. The standards and criteria for the department are the same as for the College. As a result, these guidelines for consideration shall be consistent with College and university requirements. These guidelines shall be applied to current faculty members and to consideration of faculty members to be hired at senior rank or with tenure. The chair, upon receipt of the university guidelines from the Dean’s Office, shall distribute these guidelines to the faculty along with the relevant timeline.

Section VI —Searches and Appointments

A. Appointment of New Faculty

Searches for tenured, tenure-track or lecturer faculty positions shall be conducted by a committee of department faculty appointed by the chair. The committee shall have at least 3 members. With approval of department faculty, individuals outside of the department also may be appointed to the search committee. At the first called meeting of the committee, the chair will provide a charge to the committee and the College’s EEO officer will review the university and College rules of conduct for searches. The department chair will appoint the search committee chair. After consultation with the department faculty, the search committee shall present a list of qualified and acceptable candidates to the chair. In the event that any candidate is unacceptable to the chair or a candidate declines the offer, the chair shall meet with the committee to discuss options. In the event that a candidate is unacceptable to the dean, or declines the offer, the dean shall request from the department chair the names of other acceptable candidates; the chair will identify these candidates in consultation with the faculty. Under most circumstances, “consultation with the faculty” will occur at a called department faculty meeting.

B. Appointment of Visiting Faculty

Visiting faculty may be appointed in accordance with the College of Journalism and Communications Constitution.

C. Appointment of Emeritus Faculty

Faculty nominated for emeritus status must receive an affirmative vote of the department faculty before the name can be put forward to the dean and subsequently to the provost and president for appointment to an emeritus status.

D. Appointment of the Chair

The department chair is appointed by and serves at the pleasure of the dean, in consultation with department faculty.

E. Appointment of the Associate Chair

The department associate chair is appointed by and serves at the pleasure of the dean, in consultation with department faculty.

Section VII —Advertising Advisory Council

The purpose of the Council is to advise the Department and its students on matters relating to the directions of, changes in, and needs of the business and to curriculum, careers, employment, professional development, and other matters or issues deemed significant by the Council or the Department faculty. Council recommendations are advisory.

Section VIII —Rules of Order

When conducting the business of the department, we will apply the principles of Robert's Rules of Order and/or the ground rules approved by the departmental faculty.

In general, faculty will fully participate in all discussions, display mutual respect for individuals and ideas, and adhere to the principles of ethical conduct in such a way as to create an environment of trust and collegiality. Furthermore, faculty agree to hold one another accountable for adherence to these rules of order and to the basic tenets of shared governance.

Section IX —Review and Amendments

A. Scheduled Review

Every five years from the date of initial approval, the chair shall appoint an ad hoc committee to review these by-laws and related documents. Changes recommended by the committee must be approved by a two-thirds majority vote of the faculty through confidential balloting conducted by the committee. Changes take effect on the date indicated (if specified in the motion to amend) or as soon as feasible following approval.

B. Special Review

Faculty members may request a special review of these by-laws by an ad hoc committee at any time if a majority of faculty supports the request. Changes

recommended by the committee must be approved by a two-thirds majority vote of the faculty through confidential balloting conducted by the committee. Changes take effect on the date indicated (if specified in the motion to amend) or as soon as feasible following approval.

C. Amendments

These by-laws may be amended by two-thirds majority vote of the faculty through confidential balloting conducted by the committee. Changes take effect on the date indicated (if specified in the motion to amend) or as soon as feasible following approval.

These bylaws were formally adopted on August 25, 2015, approved as amended on September 1, 2015, reviewed and re-approved on February 13, 2019, and again on April 26, 2024. The vote for re-approval passed with a majority, with 12 out of 13 voting yes to re-approve and 1 abstaining.

Appendix

Department of Advertising

MERIT PAY CRITERIA FOR TEACHING, RESEARCH, SERVICE

Revised on April 5, 2024

In recognizing the diverse range of contributions our faculty members make, we propose these activities as pathways for merit pay consideration within our department. It is essential to understand that these are suggested activities, designed to guide and inspire professional development and excellence. Acknowledging that the comprehensive list of activities provided cannot be pursued all at once, faculty members are encouraged to focus on areas that align with their expertise, interests, and academic goals. Non-tenure accruing faculty members should primarily focus on teaching and service, contributing significantly to our core mission. This principle encourages all faculty members to pursue meaningful contributions across their areas of professional engagement, fostering flexibility and personalization in their professional growth journey. By adopting this inclusive approach, we aim to celebrate the unique value and diverse expertise each faculty member brings to our academic community, fostering an environment where every individual can thrive.

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 the 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

- Exceptional student evaluations for assigned courses, exceeding the departmental average.

Peer Recognition

- Recognition as an exemplary teacher through invitations as a guest lecturer, requests from peers to utilize original teaching materials, referrals by teachers for expert advice, and leadership in curriculum development within the college.

Challenging Courses

- Teaching “difficult” courses such as capstone courses, 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 that rarely produce high evaluations regardless of who teaches them.

Innovative Teaching Practices

- Adoption of innovative teaching methods or technologies that significantly improve student learning outcomes.

Teaching-Related Publications

- Publication of teaching-related papers and articles in recognized educational journals or gaining national recognition for teaching excellence through other prestigious avenues.

Reviewing

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

Proposal Writing

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

Grant Supervision

- Supervision of faculty or graduate students, or other employees, in a grant. The purpose of the grant could be teaching, research, or service.

Teaching Awards

- Receipt of teaching awards from college, university, student organizations, or professional bodies recognizing teaching excellence.

Student Team Advisor

- Serving as an advisor for student teams in local, state, national, and international competitions.

Mentorship

- Recognition for mentoring activities that contribute to students’ academic, professional, and personal growth, including research mentorship and career guidance.

Alumni Evaluations

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

Chairing Theses, Dissertations, & Projects

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

Student Supervision Awards

- Supervision of students who achieve recognition for student work under the instructor's mentorship.

Student Contact

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

Continuing Education

- Continuing education instruction including formal courses, correspondence study, and 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., distill professional or classroom experience and amplify good professional practice.

Field Trips

- Organizing and conducting field trips to major professional sites, particularly those extending beyond local or state boundaries.

Workshops

- Organizing and conducting credit and non-credit workshops for practicing professionals. These activities could include both UF-sponsored programs as well as programs offered by outside companies and universities.

Thought Leadership

- Providing expert insights to professional organizations and public audiences through writings or presentations.

Internationalization & Globalization

- Efforts to enhance students' experiences and knowledge regarding internationalization and globalization.

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 peer-reviewed journals.

Conference Papers

- Papers presented at peer-reviewed conferences, including both invited and selected presentations.

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

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 and international publications (ADWEEK. Advertising Age, etc.) that undergo editorial review but not peer review.

Research Consultation

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

Research Award

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

Proposal Writing

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

Collaborative and/or Interdisciplinary Work

- Leading and/or participating in research groups that foster interdisciplinary work.

Self-Improvement

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

Criteria Used to Evaluate Service for Consideration of Merit Pay

Review Boards

- Membership on review boards for research publications or review panels for research competitions.

Organization Officer

- Elected office, appointment, and membership in local, state, regional, national, or international professional or scholarly organizations including boards, agencies, and commissions.
- Priority is given to the degree that such participation represents leadership and brings recognition to the department, college, and university.

Community Service

- Speeches, guest lectures, sponsorship of organizations, and activities in the community directly related to the professional or scholarly expertise of the faculty member for community and civic organizations, including local, state, regional, national, or international entities.

Major Events Manager or Special Assignments

- Coordination of a major event, a major contributor to the success of such an event, and special assignments at the departmental, college, or university level.

Committees, Councils, Senates, and Task Force Assignments

- Meritorious and out-of-the-ordinary service on departmental, college, or university committees, councils, senates, or task forces including key chair positions.
- Recognition is given for committees that meet frequently and have active agendas or are charged with an especially demanding project as well as service on numerous committees, far beyond the normal assignment of a faculty member.

Student Organization Adviser

- Advisement to student organizations directly related to the professional or scholarly expertise and interests of the faculty member

Mentorship of Junior Faculty

- Supporting the professional development and integration of junior faculty members into the academic community.

Review, Advisory Committees/Boards

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

Conference Participation

- Participatory roles, including major speaking assignments, in professional meetings, conferences, symposia, and workshops and/or other contributions to organizations on a local, state, regional, national, or international level that demonstrate the professional expertise of the individual and bring credit to the university, college, and department.

Consulting

- Paid and unpaid consulting, including proprietary research, creative consulting, and produced creative works, directly related to the professional or scholarly expertise of the faculty member that enhances the reputation of the university, college, and department and does not detract from the faculty member's primary academic assignments.

Service to Public Schools

- Service to public schools and community colleges in Florida, especially classroom, laboratory, and special events directly related to the professional or scholarly expertise of the faculty member.

Service Awards

- Awards and other honors from student organizations, college, and UF academic units, and local, state, regional, national, or international professional or scholarly organizations.

Professional Development/Program and Service-Related Grants

- Activities designed for professional development as a service provider, including formal courses or specialized training.
- Participation in educational programs for advertising agencies, corporate communication, and similar entities in the public and private sectors.
- Activities related to writing and/or execution, particularly in a leadership role, of program-based grants that provide service to professional or academic constituencies and enhance the reputation of the department, college, and university.

(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.)