

APPENDIX PT. II-C

Revisions to Professional Tenure Track Guidelines



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~~Creative Activity~~Professional Work within the Professional Tenure Track

In reappointment, promotion and tenure decisions, the following criteria regarding ~~creative activity~~professional work are applied:

- ~~1.~~ Faculty members in this track are expected to regularly engage in ~~applied research or creative or engaged activity~~professional work appropriate to their areas of professional expertise and interests. This work may include applied research or media products including but not limited to white papers, research and campaign reports, documentary films, books, websites, graphics, video, or photographs. Traditional scholarly research related to the individual's expertise and interests is appropriate. The nature of such work will vary widely depending on the faculty member's field of practice. For example, professional faculty members ~~may~~might publish their work in ~~traditional scholarly journals~~, publications aimed at educators, trade publications ~~and/or~~, general circulation publications, and/or traditional scholarly journals. They might write textbooks or books targeting particular professional audiences or the general public. They might conduct research that is presented to industry groups. ~~Or, they~~They might write government or corporate policy documents ~~or~~. Or they might create projects or products with media organizations that help to advance the industry/academic dialogue. Likewise, audio, visual and multimedia works might be publicly presented and disseminated in whatever manner and to whatever audience is most appropriate for the work. If the work is proprietary and cannot be reviewed, then it cannot be evaluated and listed as professional work. It could still be considered a service activity. Consulting work must result in a product – a website, video or print publication, for example –to be considered professional work; otherwise it is considered a service activity.
- ~~2.~~ Faculty members in this track should clearly explain in their CVs the impact of their ~~creative activity or applied research~~professional work as it applies to specific issues or problems, such as those within the media or communications industry. Such impact could be quantified, such as numbers of people affected or policies implemented and resulting effects.
- ~~3.~~ Promotion to associate professor with tenure requires evidence that the individual has begun to build a national reputation in his or her field. Promotion to full professor within the professional track requires a national, or in some cases an international, reputation within his or her field based on ~~creative~~professional work.
- Both quality and quantity of the professional work will be considered in tenure and promotion decisions. No ~~set~~specific number of ~~publications or professional~~ projects is required. ~~Both quantity and quality are important.~~

- Collaborative and interdisciplinary work is valued. However, in the case of co-authored works or group projects, evaluators often have trouble sorting out the nature and extent of the individual's contribution. For co-authored works and group projects, the faculty member must clarify his or her contribution.

4.

- Faculty members who supervise or coordinate student projects, whether part of course requirements, student group advising or a special program, must clearly explain their role in the final product if they want to list this work under professional work. If the work is created solely as part of a class project or paper and was done by students for course credit, then the work should not be listed under as the faculty member's professional work. Rather, this work would be listed under teaching or service. If there is additional work done by the faculty member, including pre and/or post production work necessary for the successful creation, publication and/or public launch of the project, then the work could be listed under professional work, and the faculty member should clarify the additional role(s) played in the creation of the new project. It's important for the faculty member to discuss the context in which the work was done. Faculty members should clearly explain and define the various roles that they played in producing any collaborative professional work involving groups of students or other faculty members

- 5. The reputation and quality of the venues in which the faculty member's work appears are considered. ~~The reputation and quality of the venues in which the faculty member's work appears are considered.~~ Quality of published ~~material and creative works~~ materials may also be evaluated by their ability to win national awards or be accepted by juries for major exhibits. In the case of new or emerging forms of publication or presentation, faculty should provide the metrics by which the work can be evaluated. ~~In the case of new or emerging forms of publication or presentation, faculty should provide the metrics by which the work can be evaluated. Faculty must also clarify their individual contributions to work that is group or student-produced.~~

~~6.1. Reappointment, promotion and tenure require evidence of continuous creative or applied research productivity. Thus, gaps on a CV — a year or more during which little or no work is published or presented — require explanation and justification (e.g., the faculty member was working on a book or had undertaken a major administrative or service responsibility.)~~

7. ~~The relative weight given to various types of publications and creative works is generally reflected in the order in which they are to be listed on the CV. It is recognized, though, that the CV bibliography categories listed below may require some modification for professional track faculty members, especially those whose work is not print-based.~~

- 8. Published works are more important than oral presentations at scholarly, professional or educational meetings and workshops. Works reaching a national or international audience carry more weight than those for regional, state or local audiences. Local or regional material may, however, be upgraded to national stature by the winning of national awards or recognition.

~~Consideration is given to whether a work is co-authored or co-created. Evaluators have trouble sorting out the extent of the individual's contribution in such cases, and single-authored works~~

~~provide a clearer picture of the individual's creative contribution. In the case of co-authored works, the faculty member must explain the relative roles of the authors, especially when multiple works have the same authors, and indicate the significance of author order.~~

- Engaged professional work: Please refer to page 4 of this document under the section Public Engagement to get more details on how the University defines engaged activities
- ~~creative activity. In most cases, this work would be listed under teaching or service. For example, faculty members should explain the role of producer, coach or editor in the appropriate teaching, service or creative activity statement.~~
- 9. ~~Faculty are encouraged to seek external funding for their research and/or creative professional work. Such efforts should be noted on their CV and will be evaluated in promotion and re-appointment decisions.~~
- 10. ~~In appropriate circumstances, works published in a foreign language will be considered if qualified reviewers fluent in that language can be enlisted to evaluate the work. Foreign works must be balanced by English language works.~~
- Reappointment, promotion and tenure require evidence of continuous professional work. Thus, gaps on a CV — a year or more during which little or no work is published or presented — require explanation and justification (e.g., the faculty member was working on a book or had undertaken a major administrative or service responsibility.)

The School's Committee on Appointments, Promotion and Tenure, the tenured full professors and associate professors, and external reviewers will consider the candidate's total professional/creative work record with these questions as guidelines:

1. ~~Has the work been regular, continuous and focused, or sporadic and diffused?~~
2. ~~Has the work been perceived as significant in the field? (Evidence of significance might consist of, among other things, publication in prestigious venues; awards; citation by others; altmetrics; invitations to participate in professional panels or programs and/or to publish in anthologies, collections and/or books; number of libraries that own books published and DVDs/other products created; use by others in classes; appointment to editorial boards and editor positions.)~~
3. ~~Does the work, as a whole, demonstrate high standards, innovative approaches, professional excellence and/or creativity? Does the work break new ground and advance concepts, ideas or approaches that transcend the ordinary? Is the writing or other mode of expression appropriate for the intended audience?~~