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DEPARTMENT OF MARKETING

**POLICY AND PROCEDURES FOR PROMOTION,
TENURE/REAPPOINTMENT AND MERIT**

(Also referred to as “The MKTG PTRM Document”)

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1 All full-time tenured, tenure track, and visiting faculty are subject to this policy. The tenure
2 decision, however, does not apply to visiting faculty.

3
4 The Towson University Policy on Appointment, Rank and Tenure of Faculty (approved May
5 2011) (hereafter called "TU ART document"), establishes overall guidelines and is the basis for
6 the interpretation of these procedures. Additional guides for interpretive questions are the AAUP
7 Professional and Ethical Standards and AACSB Personnel Standards. The TU ART document,
8 along with the College of Business and Economics Promotion, Tenure, Reappointment and Merit
9 Procedures and Standards (hereafter called "CBE PTRM document") shall guide decisions
relative to promotion, tenure, reappointment and merit and shall serve as

- 1 2) The function of Tenure Committees is to decide whether an eligible member of
2 the department faculty will be recommended for tenure, reappointment
3 and/or merit.
- 4 3) At the beginning of each school year, the Tenure Committee will elect a
5 chairperson. The chairperson will organize and schedule deliberations
6 to tenure, reappointment, first/third/fifth year review and merit accordance
7 with the published PTRM schedule published in the TU ART document.
- 8 4) The Marketing Department Chair will serve as a ~~non~~voting member of the
9 Tenure Committee.
- 10 5) A quorum will consist of 2/3rds of members of the Tenure Committee who
11 are present on campus that semester. Committee members on sabbatical
12 other leave will have full voting rights at meetings they can and choose to
13 attend.

14 **B. RANK COMMITTEES**

- 15 1) Rank Committees are composed of the tenured and tenure track members of
16 the department who hold rank higher than the person to be evaluated and who
17 have served at least three (3) years at the university regardless of tenure status.
- 18 2) The function of Rank Committees is to decide whether an eligible member
19 of the department faculty will be recommended for rank advancement. Rank
20 Committees are also responsible for ~~five~~ year review.
- 21 3) The Tenure Committee shall supervise the formation of rank committees as
22 required.
- 23 4) Each Rank Committee shall select a chairperson who will schedule
24 proceedings, conduct the meeting, and prepare recommendations to the CBE
25 PTRM committee in accordance with the TU ART document and CBE PTRM
26 document and the published PTRM schedule.
- 27 5) The Marketing Department Chair will serve as a ~~non~~voting member of Rank

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- 1 PTRM Committee will appoint faculty from outside the department to serve
2 as Tenure and/or Rank Committee members.
- 3 2) If necessary, the additional tenured faculty members shall be selected by the
4 CBE PTRM Committee from a list of named individuals submitted by the
faculty member

- 1 If applicable, maintaining currency of licensure, certification and
- 2 accreditation
- 3 Incorporation of appropriate instructional technology in one's teaching
- 4 Reflection and growth in teaching methodology
- 5 Mentoring student scholarship
- 6 Having met contractual obligations for approved off-campus activities
- 7 such as international teaching exchanges and supported research.
- 8 Teaching awards

9 2) **Standards for Rank Advancement to Professor:** Faculty applying for promotion to
10 Associate Professor should meet as a minimum:

- a) Excellent

1 field of expertise that should yield tangible evidence in the form of publications
2 and other products. The department encourages these endeavors.

3
4 Completion of an appropriate doctorate relevant to a college of business is
5 expected. The standards for relevance are those of the AACSB as applied by the
6 CBE PTRM Committee

7
8 Publications are an important part of scholarly growth. They are evaluated with
9 all other factors in merit, promotion, reappointment, and tenure decisions.
10 Faculty with non-AACSB approved degrees may be required to publish more than
usual for tenure.

11
12 All members of the department, tenured and tenure track, are expected, at a
13 minimum, to achieve and maintain their status as scholarly academics (SA),
14 as specified under AACSB Guidelines

15
16 Consistent with the Department's Workload Agreement only the following types
17 of refereed publications³ (all are not of equal value) are deemed acceptable
18 evidence of scholarly research for merit, promotion, reappointment, and tenure:
19

- 20
21 Refereed journal article published (or forthcoming) in an academic or
22 practitioner journal
23 Refereed academic or professional conference proceedings and presentations
24 Being the PI of a successful award of a substantial external grant
25 Scholarly book or monograph published by a major press
26 Textbook or its first revision in faculty member's teaching discipline
27 ~~Chapter 26(a) 400162, Refereed 1/16/2023 10:23:10 (i.e.,)MCID 22006 612ically~~
28 Published cases (micro-cases, i.e., cases with a limited focus that typically are 3

1 As faculty progresses through their career life cycles, anticipated that service
2 will vary in terms of the roles and quality of commitments that are made to the
3 institution, the profession and the greater community. Service is an important
4 element not only in improving the quality of life of various stakeholders, but can
5 also potentially make a significant contribution in the professional and personal
6 development of the individual.

7 Attendance at committee and department meetings is expected of all faculty.
8 Committee service is defined as contributing, ~~not~~ attending meetings.

9 Service to the College of Business and Economics, the university, and the broader
10 community is also expected of each faculty member. Interest and active
11 participation on CBE committees is expected of all faculty. Interest ~~and~~ ac
12 participation on University committees, special University programs, and
13 activities which promote the educational function and mission of the University,
14 the College of Business and Economics and the Department is encouraged of all
15 faculty.

16 It is expected that each faculty member will take an active role in professional
17 activities within the discipline. The following are acceptable evidence of
18 professional activities for merit, promotion, reappointment and tenure:

- 19 Article reviewer for journals
- 20 Conference discussant or session chair
- 21 Consulting reports
- 22 Editing cases of others
- 23 Op-ed letters and general press pieces
- 24 Paper reviewer for conferences
- 25 Textbook review for publisher
- 26 Text material- study guide, instructor's manual
- 27 Print, radio or television interviews relative to the faculty member's area of
28 expertise.

29
30 1) **Standards for Tenure and Rank Advancement to Associate Professor:** Faculty
31 applying for tenure and promotion to Associate Professor should meet as a minimum
32 for the most recent five-year period:

33 a) Involvement in the institution's faculty governance structure at program,
34 department, college, university or system levels, or serving various campus
35 student organizations.

36 b) Examples of additional contributions that strengthen an application are:

37 Sustained involvement in the work of practitioners in one's field (e.g.
38 presentations at various events in the community, state, regional and other
39 markets; maintaining civic duties by serving various community needs;

1 creating additional opportunities through ~~personal~~ initiatives such as
2 internships or networking venues).
3 Contributions to practitioners and community that draw upon one's
4 professional expertise (e.g. professional consulting).
5 Sustained involvement in professional organizations and associations in one
6 field at local, state, regional and national and/or international levels (e.g.
7 committee membership in professional organizations; participation in regional
8 and national academic societies as paper reviewers or discussants, session or
9 track chairs; and membership on the editorial boards of a peer reviewed
10 journal).

12 2) **Standards for Rank Advancement to Professor:** Faculty applying for tenure and
13 promotion to Professor should meet as a minimum for the most recent ~~five~~
14 period:

15 a) Leadership positions and distinction in the quality of one's services to the
16 institution at program, department, college, university or system levels (e.g.
17 Faculty Senate; chairperson positions on faculty or ad hoc committees and in the
18 university governance structure; chairperson ~~for~~ new faculty searches).

19 b) Sustained involvement in the work of practitioners in one's field (e.g.
20 participation in regional and national societies as officers and committee
21 members)

22 c) Contributions to practitioners and community that draws upon one's professional
23 expertise (e.g. professional consulting; provisions ~~of~~ service professional
24 development or technical assistance)

25 d) Sustained involvement in professional organizations and associations in one's
26 field at the state, regional and/or national levels (leadership in professional
27 organizations and associations; committee membership in professional
28 organizations; academic conference program chairs; significant editorial
29 responsibilities of a peer reviewed journal; service to licensure, certification or
30 accreditation boards).

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- 1 3) In all decisions, the appropriate committee will review the Agreements

- 1 5) syllabi for Towson University courses
- 2 6) classroom peer evaluation (if available)
- 3 7) other information deemed relevant by the faculty member and/or committee

4 **V. TENURE/REAPPOINTMENT**

5 **A. NOTIFICATION**

6 By the 3^d Friday in September of the academic year preceding the academic year in
7 which a faculty member intends to submit material for promotion and/or tenure, the
8 faculty member shall notify the Chair of the Department of his/her intention.

9 No more than five (5) working days following the 3rd Friday in September of the
10 academic year preceding the academic year in which a faculty member is to undergo
11 tenure, promotion or a comprehensive review, the Department Chair shall notify all
12 members of the department of the intentions and shall confirm those intentions to
13 the Dean and the Provost.

14 **B. CRITERIA**

15 Tenure/reappointment decisions are made using criteria of teaching, scholarship,

- 5) Grade distributions by course for the most recent ~~year~~ ^{five} period

1 Peer teaching evaluations

2 **Section IV.**

3 Summary statement describing the correlation between expectations and
4 accomplishments and integrating accomplishments in the areas of
5 scholarship, teaching, and service.

6 **Section V.**

7 Recommendations (to be added by the appropriate party)

8 Written recommendation of the department rank committee and/or tenure
9 committee, including the Department Summary Recommendation form

10 Written recommendation of the academic chairperson,

11 Written recommendation of the CBE Promotion, Tenure, Reappointment
12 and Merit Committee, and

13 Written recommendation of the academic Dean.

14 8) Appended Material to the Dossier

15 During the course of the evaluative process, the faculty member or an
16 administrator participating in the process may add to the dossier information that
17 became available after the deadline stipulated in the *Thompson University*
18 *Promotion, Tenure/Reappointment and Merit* calendar. The information shall
19 relate specifically to the faculty member's performance as presented by either the
20 faculty member in her/his dossier or in the administrators' evaluation of the
21 faculty member's performance.

22 Additive material from either the faculty member or administrators shall be
23 included in a special section noted *Information Added*. All documentation used as
24 part of the review process must be included in the dossier no later than the third

1 **D. PROCEDURES**

2 1) All tenure decisions are to be properly documented. Tenure Committee
3 prepares the form which the faculty member signs as acknowledgment of
4 notification of the tenure decision.

5 2) The candidate for tenure shall receive a letter in accordance with the TU ART
Calendar from the Tenure Committee chairperson which shall state:

1 members of the department of the intentions and shall confirm those intentions to

1 **B. MATERIALS**

2 Faculty compiling their third year review dossier should include the following
3 materials in the following order:

4 1) Current *Curriculum Vitae*

5 2) Completed and signed Annual Reports (AR I and II) or Chairperson Annual
6 Report (CAR I and II).

7 3) Syllabi of courses taught in the previous two (2) years

8 4) Evaluation of teaching and advising as appropriate including student evaluations
9 and grade distributions for the previous two (2) years

10 5) Documentation of scholarship and service.

6) Peer/chairperson's evaluation(s) of teaching and advising for the previous two (2)

1 the department. This ranking indicates that the department has determined that
2 progress towards tenure is satisfactory but improvements are needed.

3 c) Not satisfactory progress This evaluation requires change by the faculty
4 across one or more dimensions. This essentially means that continuance on
5 this performance trajectory is unlikely to result in a favorable tenure
6

7 4) Feedback should be both in writing and in a face meeting with the
8 department chair and the department Tenure Committee chair no later than the
9 first Friday in March. The written report will be shared with the dean.
10

11 5) If a faculty member's mandatory tenure review year is prior to the sixth year of
12 continuous, fulltime service, the standard Annual Review by the department may
13 be expected to serve a more extensive function and the department may provide
14 more extensive feedback to the candidate.
15

16 **VIII. FIVE-YEAR COMPREHENSIVE REVIEW**

17 **A. CALENDAR**

18
19 The FiveYear Comprehensive Review will follow the dates of an Annual Review in
20 the TU ART document.
21

22 **B. PROCEDURES**

23 Each tenured faculty member will have a Five Year Comprehensive Review
24 conducted by the Rank Committee and subject to the procedures specified in the

1 IX. MERIT

A. CRITERIA

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- 1 candidate. Committee members review the accomplishments of each
2 candidate, in compliance with the Guidelines for Merit Award
3
4 3) Subject to the quorum conditions above, a vote shall be taken. This vote shall
5 be considered final if a majority of the members present for the deliberations

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- 1
- 2 meeting classes
- 3 preparing course syllabi
- 4 evaluating student performance through an acceptable measurable
- 5 instrument
- 6 administering course evaluations
- 7 holding office hours
- 8 advising and counseling students
- 9 attending departmental meetings
- adhering to written policies but has not met the criteria for a merit

1

presentations/seminars for continuing studies program

chairing an a

- 1 Principal or co-investigator of an externally funded grant or
- 2 contract.
- 3 Major editorial responsibilities for a refereed journal or book of
- 4 readings
- 5
- 6 *c) Service*
- 7
- 8 Service on either three active department committees or two
- 9 College or University Committees (inclusive of ad hoc
- 10 assignments)
- 11 Chairing either two active department committees or one College
- 12 or University committee (inclusive of ad hoc assignments)
- 13 Advising student clubs and organizations
- 14 Engaging in activities designed to produce external support for the
- 15 College University and its programs (both financial and non
- 16 financial)
- 17 Serving on two committees at the department, college, or
- 18 university level (inclusive of ad hoc assignments) and one or more
- 19 of the following:
- 20
- 21 working with civic or social organizations in the community
- 22 providing free consulting activities with local
- 23 organizations/groups
- 24 interviewing with print, radio or television station
- 25 disseminating research/consulting reports to the business
- 26 community
- 27 conducting seminars, presentations, colloquia for cohorts
- 28 conducting professional development seminars
- 29 serving as a track or session chair, discussant, or reviewer for a
- 30 professional conference
- 31 serving as a textbook reviewer
- 32 serving as a reviewer for a regional/national/international
- 33 journal
- 34 preparing text study guides, instructors manual and test banks
- 35

36 **X. APPEALS PROCESS**

Appeals ROCESS

1 **XII. SCHEDULE**

2
3 The schedule used by the department is consistent with the requirements of ARTTU
4 document and CBE PTRM document.

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Provost's letter of decision is conveyed to the faculty member, department and college PTRM committee chairpersons, department chairperson, and Dean of the college