

# **Department of Mass Communication**

Policy on Faculty Evaluation for Promotion, Tenure, Reappointment and Merit

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**I. General Principles**

- A. The following document describes the general criteria and procedures related to faculty appointment, rank and tenure in the Department of Mass Communication (MCOM). The MCOM policies are consistent with those of University System of Maryland (USM), Towson University, and College of Fine Arts and Communication (COFAC). The procedures and expectations for review set forth in this document may be amended from time to time. The provisions of the USM policy supersede any conflicting provisions at the university, college, or department level.
1. General information regarding University System of Maryland (USM) policy on evaluation, promotion, tenure, and permanent status may be found in the Board of Regents "II-1.00 University System Policy on Appointment, Rank, and Tenure of Faculty" (<http://www.usmd.edu/regents/bylaws/SectionII/II100.html>).
  2. Towson University policy on appointment, rank, and tenure of faculty are found in the Appendix 3 to "02-01.00 - Towson University Policy on Appointment, Rank and Tenure of Faculty" (<http://inside.towson.edu/generalcampus/tupolicies/categorylist.cfm?thecategory=Faculty>).
  3. COFAC policy on promotion, tenure, reappointment, and merit are found at ([http://wwwnew.towson.edu/senate/documents/COFAC-PTRM\\_Policies-03-16-11.pdf](http://wwwnew.towson.edu/senate/documents/COFAC-PTRM_Policies-03-16-11.pdf)).
- B. Standards: The Towson University policies on appointment, rank, and tenure and faculty workload and responsibilities provide the basis for standards and expectations common to all full or part-time tenure track faculty. The tenure and/or promotion decision is based both on the needs of the University and the competence and quality of the individual. All faculty are responsible for meeting university standards and expectations, including but not limited to those listed in this section. Meeting the general expectations specified below is essential for a faculty member's performance to be judged satisfactory in an annual review or, cumulatively, across a longer period of evaluation.
- C. University standards for all tenured/tenure-track faculty include the following activities:
1. A faculty member shall fulfill his/her workload agreement in the areas of teaching/advising, scholarship and service, shall be available for consultation and advising during office hours, and shall meet all classes as scheduled.
  2. A faculty member shall be an effective teacher both in and out of the classroom.
  3. A faculty member shall be committed to a discipline or interdisciplinary specialty and shall be committed to continuing

- professional development and demonstration of scholarly growth.
4. A faculty member shall be committed to collegiality and academic citizenship. “Collegiality and academic citizenship” refer to the role and responsibility of faculty in shared decision making through open





- E. Non-tenured, tenure-track faculty must add the following items to those listed in section D:
1. Peer and/or chairperson's evaluation(s) of teaching signed by faculty member and evaluator.
- F. Evaluation portfolio materials for third-year review of faculty must include the following documents:
1. All of the items listed in section D
  2. Syllabi of courses taught in the previous two (2) years;
  3. Student and peer/chairperson evaluations of teaching and advising for the previous two (2) years and the fall semester of the current year.
- G. Portfolio materials for full review of faculty for promotion and/or tenure must include the following documents: all materials listed above from the faculty

evaluated shall be informed in writing of committee decisions by the fourth Friday in October. First year faculty shall be informed in writing of the committees decisions by the third Friday in January.

L. The MCOM

must be in writing, clearly stating the grounds for appeal, and must be accompanied by supporting documents. Appeals must be delivered by certified mail or in person to the college Dean within twenty-one (21) calendar days of notification of the negative recommendation.

2. Procedural appeals shall be made to the University PTRM committee. The appeal must be in writing, clearly stating the alleged procedural error(s). The appeal shall be accompanied by supporting documents and should be delivered by certified mail or in person to the UPTRM chair within twenty-one (21) calendar days of having been notified of the negative recommendation. Appeals of department recommendations shall be copied to the department chair, the department PTRM chair, the dean, and the university PTRM committee chair.
3. Appeals alleging unlawful discrimination in race, color, religion, age, national origin, gender, sexual orientation and disability shall follow the specific procedures described in Towson University policy 06-01.00 "Prohibiting Discrimination on the basis of Race, Color, Religion, Age, National Origin, Sex and Disability."

R. MCOM PTRM documents pertaining to standards and criteria of evaluation shall be developed by the PTRM committee.

1. The MCOM PTRM document must be distributed to all tenured and tenure-track faculty in the department for input at least ten (10) business days prior to the MCOM PTRM committee vote on the document.
2. Final approval at the department level shall be by a simple majority vote of the tenured/tenure-track faculty of the department. Excepting faculty who are on leave from the University (e.g., medical, sabbatical, etc.), the signature of each tenured or tenure-track faculty member of the department will signify that s/he has voted on the department PTRM documents.
3. Prior to submission to the University PTRM committee, the department document, with Approval Form, shall be submitted to the college PTRM committee and the dean of the college for approval by the first Friday in December.
4. Following approval by the college PTRM committee and the dean, the department PTRM document shall be delivered by the dean to the chairperson of the University PTRM committee by the second Friday in February.
5. The department PTRM committee shall formally respond to changes and/or recommendations resulting from the review by the University PTRM committee and submit a revised copy to the college PTRM committee and the dean of the college for approval prior to the due date specified by the University PTRM committee.
6. The PTRM chairperson of each department is responsible for





- E. A rating of *excellent* shall mean that the faculty member has clearly met the expectations for a satisfactory rating in all categories of evaluation and has demonstrated accomplishment distinctly above the satisfactory level in at least one category. Evaluation of accomplishment meriting a rating of excellent shall be made in accordance with the proportion of a faculty member's time allocated to each area of responsibility in the annual workload assignment.
1. MCOM values the unique attributes each faculty member brings to the department and recognizes that a healthy and vibrant academic program relies on faculty diversity and that this diversity is reflected in a variety of workload agreements.
  2. Faculty members will choose, in consultation with and approval by the department chair and/or PTRM Committee chair, appropriate percentages of teaching, scholarship, and service dependent upon activities determined annually.
- F. Relationships between Merit and Workload. There are two typical workload agreements in the MCOM Department: 4/3 and 3/3. The Chair's workload is different from these workloads; it stresses leadership.
1. Faculty on a 4/3 load should have a balanced profile of teaching, scholarship/creative/professional activity (including dissemination to respected venues for peer review/professional recognition) and service, with 70% of their time devoted to teaching. Their merit evaluations will be based on this balanced profile.
  2. Faculty on a 3/3 load are scholars/teachers, with 60% of their time devoted to teaching. They are expected to have an ongoing program of high quality scholarship/creative/professional activity (including dissemination to prestigious venues for peer review/professional recognition).

exchanges and teaching abroad, off-site learning, supervision of undergraduate and graduate research and thesis preparation, emphasis on pedagogy, including the various learning outcomes defined in a specific curriculum, and other aspects of learning and its assessment. It also includes advising responsibilities. See Appendix A for specific details on Teaching Evaluations.

1. Standards for ***Reappointment***:
  - a. Knowledgeable of emerging needs in one's field;
  - b. Refinement, updating, and improvement of courses that one teaches;
  - c. Effective and successful participation in course and program development that is based on established scholarship, best practice, and/or one's sustained experience with practitioners in one's field;
  - d. Carefully planned and well-organized course syllabi;
  - e. Availability to students; and
  - f. Strong evidence of potential for meeting the standards for tenure at the time of the tenure decision.
  
2. Standards for ***promotion to Assistant Professor***:
  - a. The standards for reappointment
  - b. Advising (see VI B below)
  
3. Standards for ***tenure and promotion to Associate Professor***:
  - a. Standards a-e listed under reappointment
  - b. Effective teaching, as evidenced by:
    - 1)

B. Advising – is an important faculty responsibility.

Standards for all full-time faculty (does not include 1<sup>st</sup> year full-time faculty):

1. Accessible to students for advising sessions;
2. Schedule formal advising hours each semester; and
3. Be familiar with current policies and the department's website.

C. Criteria for Teaching Effectiveness

Teaching is the central purpose of Towson University and therefore all faculty

colleagues.

- C. The committee makes distinctions between local, regional, and national/international dissemination of research. A faculty member who speaks or performs only on campus will not receive the highest level of evaluation. On the other hand, some “local” venues are also of the very highest quality—e.g., a performance at the Kennedy Center, or a book published by Johns Hopkins University Press.
- D. The committee recognizes that the Boyer model—Scholarship of Application, Scholarship of Discovery, Scholarship of Integration, Scholarship of Teaching—aptly describes the broad range of appropriate scholarship at Towson University.
  - 1. *Scholarship of Application*: applying knowledge to consequential problems, either internal or external to the University, and including aspects of creative work in the visual and performing arts.
  - 2. *Scholarship of Discovery*: traditional research, knowledge for its own sake, including aspects of creative work in the visual and performing arts.
  - 3. *Scholarship of Integration*: applying knowledge in ways that

work done entirely within MCOM.

H. Criteria for Scholarship: Scholarship of Discovery and Scholarship of Application: Conducting research and generating new knowledge and creative products. This roughly correlates with Scholarship of Discovery and Scholarship of Application.

1. The standards for *reappointment*:
  - a. A clearly defined scholarship/creative agenda and focus;
  - b. Expertise in methodologies appropriate to one's scholarship and/or creative agenda; and
  - c. Strong evidence of potential for meeting standards at the time of the tenure decision.
2. The standards for promotion to *Assistant Professor*:
  - a. The standards for reappointment; and
  - b.

2. The standards for promotion to *Assistant Professor*:
  - a. The standards for Reappointment; and
  - b. Award of terminal degree.
3. The standards for tenure and promotion to *Associate Professor*:
  - a. Standards a-b under "Reappointment";
  - b. Efforts to obtain funding to support one's scholarship or creative and pedagogical goals;
  - c. Continued interaction with others internally and externally who share one's knowledge base; and
  - d. Reviews of the knowledge base in one's field (via articles, conference papers, or other forums), identification of critical themes, and recommendations for extending that knowledge base.
4. The standards for promotion to *Professor*: the above standards for tenure plus these additional standards:
  - a. Demonstrated leadership in mentoring colleagues, particularly junior faculty; and
  - b. Generation7 (a) 4 (,) -10 3 ( )50 -48110(s)0 ( ) 10 (pa -2 (y)) 4 ( ) on(t) -281Tm /T

B. Service to the University

1. The standards for **reappointment** as instructor or Assistant Professor:
  - a. Involvement in the institution's faculty governance structure at program, department, college, and/or university levels; and
  - b. Contributions to the institution that are focused and draw upon one's professional expertise.
2. The standards for **tenure and promotion to Associate Professor**:
  - a. Sustained participation in the institution's faculty governance structure at program, department, college, university and/or system levels;
  - b. Sustained contributions to the institution that are focused and draw upon one's professional expertise;
  - c. Advocacy in addressing important institutional issues; and
  - d. Recognition by the department, college, or university of the quality and impact of one's service.
3. The standards for **Promotion to Professor**: The standards for tenure



university's mission.

3. Standards for *promotion to Professor*:

- a. The standard for tenure and promotion;
- b. Leadership in collaboratively addressing issues important to the community; and
- c. Distinction in the quality of one's service or performance.

**IX. Procedures for Five-Year Comprehensive Post-Tenure Review of Tenured Faculty**

- A. All tenured faculty shall be reviewed at least once every five (5) years. Comprehensive reviews are summative for a period of the preceding five (5) academic years.
- B. Evaluation portfolio materials required for the Five-Year Comprehensive Post-Tenure Review are lis

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**TOWSON UNIVERSITY ANNUAL REVIEW, REAPPOINTMENT, THIRD-YEAR REVIEW, MERIT, PROMOTION, TENURE, AND COMPREHENSIVE REVIEW CALENDAR (ALL DEADLINES ARE FINAL DEADLINES)**

**The first Friday in May**

**The Second Friday in October**

A. Department PTRM committee's reports with recommendations and vote count on all faculty members are submitted to the department chairperson.

B. College PTRM documents are due to the University PTRM committee if changes have been made.

**The Fourth Friday in October**

A. Department chairperson's written evaluation for faculty considered for reappointment in the first through fifth years, promotion, tenure, and five-

**The Third Friday in January**

- A. The dean's written evaluation regarding promotion and/or tenure with recommendation is added to the faculty member's evaluation portfolio.
- B. The college PTRM committee's report with vote counts and recommendations and the dean's recommendation are conveyed in writing to the faculty member.
- C. The department PTRM committee and chairperson recommendations concerning reappointment for first-year tenure-track faculty are delivered to the faculty member and the dean.
- D. All documentation for the third year review of tenure-track faculty is submitted by the faculty member to the department chairperson.
- E. Department chair recommendations on reappointment of first-year faculty must be added to the faculty member's evaluation portfolio.

**The First Friday in February**

- A. The college dean forwards the summative portfolio inclusive of the committee's and the dean's recommendations of each faculty member with a recommendation concerning promotion and/or tenure or five-year comprehensive post-ten

**APPENDIX A:  
MCOM POLICIES ON TEACHING EVALUATIONS**

reappointment, third-year review, promotion, or tenure. Peer reviews of teaching are also required for the 5-year comprehensive post-tenure review.

2. For untenured faculty members, a minimum of two (2) peer observations shall be conducted per academic year.
- 3.