

## **Department of Communication and Media Studies RTP Evaluation Policy and Criteria**

*Revised Spring 2019*

**Acknowledgments:** Some of the information in this document was informed by and directly quoted from the following sources: School of Journalism and Mass Communication at Humboldt State University, SSU RTP University Criteria, Guidelines for the Evaluation of Digital Scholarship Across Disciplines at University of Southern California, and the departments of English, Music and Theater Arts at Sonoma State University.

### **A. Priorities**

The Communication and Media Studies Department regards 1) Effective teaching as the primary and essential ingredient for a good RTP review; 2) In roughly equal importance following teaching is Scholarship, and/or creative and professional activities and 3) University and community service; The Department recognizes and values the diversity of its members' contributions in these areas and evaluates each faculty member's performance holistically. The program values media literacy on a local, national and global level as it fosters the university's mission toward excellence in teaching and faculty development.

### **B. Assessment categories**

#### ***1. Teaching Effectiveness***

We expect the faculty member under consideration to be skilled and knowledgeable, well prepared, accessible to students, fair, responsible, inspiring, motivating, adept at differing learning pedagogies (especially including active learning), creative in presenting material, proactive in creating an inclusive and supportive learning environment, innovative, and so forth.

*a. Peer reviews of teaching effectiveness each year shall consist of class observations by one faculty member during periodic reviews and two faculty members during performance reviews. One of those two must be by a tenured faculty member.*

*b. Quantitative and qualitative student evaluations will be collected from all classes each semester, and used, as specified in current University RTP policy, for summary and analysis in the RTP document.*

*c. The candidate shall prepare a written self-assessment as specified in the current University RTP policy.*

#### ***2. Scholarship, Research, or Creative Achievements***

**Given the university's mission toward teaching and an obligation to participate in faculty governance, the Department of Communication and Media Studies also requires the following for consideration of tenure and promotion:**

***FOR TENURE AND PROMOTION TO ASSOCIATE PROFESSOR-*** A minimum of at least two peer-reviewed publications, or creative/professional activities, as well as one conference presentation will sufficiently meet the requirements for tenure and promotion to associate professor at Sonoma State University.

***FOR PROMOTION TO FULL PROFESSOR-*** At least one additional peer-reviewed publication/creative activity will sufficiently meet the requirements for tenure and promotion to full professor.

Participation in professional conferences for all faculty continues to be highly valued in that it raises the profile of the university, encourages networking and keeps faculty current in their field of expertise in the classroom. These works generate classroom material, such as assigned readings, etc. These criteria are in recognition of the university's commitment to fostering professional development and its mission to promote a local, national and international reputation among the academy.

The Communication and Media Studies Department counts professional creative achievements as fully equivalent to scholarship and research for purposes of reappointment, tenure and promotion depending on the individual faculty member's expertise and passion. Candidates may enter academe directly from the professional world of media. Many in the field will develop a combination of scholarly research and professional creative activities. Candidates for RTP are reminded that the highest priority in RTP deliberations is quality of teaching, and they are encouraged to reflect upon how their scholarship and creative activities serve this central mission.

Candidates should list or describe all grants, awards, prizes, honors or recognitions received by virtue of their scholarly or professional creative activities. Where available, candidates should include scholarly citations, copies of published reviews and/or other material that supports the professional stature and scholarly reputation of their research and creative activities. Assessment will follow the categories and guidelines for this area as specified in the current RTP university policies.

**Candidates being reviewed for tenure and/or promotion shall include one to two letters from established experts within their field attesting to the quality of their scholarship, research and/or creative achievements. The purpose is to educate evaluators at each level of review and strengthen the candidate's case for tenure and/or promotion.**

We believe the area of "scholarship, research and creative achievements" may include, but is not limited to the following (presented in no particular order):

*a. Research Publications*

1) Books or textbooks that contribute to the history, theory, criticism, practice or teaching of media studies or related area; 2) Chapters in scholarly books or textbooks that contribute to the history, theory, criticism, practice of media studies or related areas; 3) Articles in blind peer-reviewed or other influential professional journals in media studies and related areas; 4) Other significant publications (e.g., monographs; conference proceedings, etc.).

Candidates should explain the level of peer review for each publication, with the understanding they meet accepted standards in academic research (journal publication in the field, internet journal, national or international conference, etc.). Solo or lead-authored publications are especially valued by the department as is publication in high-impact journals. For group-authored works, the candidate shall describe his/her role in the research and publication.

*b. Professional/Creative Works/Activities*

“Professional Creative Activities,” may include a wide variety of professional expression appropriate for RTP candidates in Communication and Media Studies. Our goal here is to document the types of professional creative activities that we find acceptable for our RTP candidates to include under the category of “Scholarship and Professional Creative Activity.” The field of communications is ever evolving and the categories and nomenclature will evolve as well. This document serves as a blueprint. The following examples should serve as a guide to all levels of personnel-committee evaluators in assessing the merit of items submitted as “professional creative activity.” We acknowledge that this document cannot be an exhaustive listing of all possibilities and invite faculty candidates for RTP to bring forward additional examples to the departmental personnel committee at any time, especially as new technologies in the field develop.

First, we believe work at a professional organization in news, public relations, broadcasting, advertising or related field can be considered as “professional creative activity” experience, and therefore may be included within a candidate’s record of “Research and Creative Activity” for RTP. We particularly value such work that meaningfully applies relevant knowledge and/or creative expression used by the RTP candidate in his/her classroom teaching assignments. Such work must be found within the professional arena of a faculty generalist in journalism and mass communication. Work that results in creative achievements will be highly valued.

Professional creative activity may include, but is not limited to the following: broadcast audio or video production in peer reviewed news, public affairs, documentary or public service programming, books, book chapters, book reviews, short or feature films, public relations

campaigns for corporate or non-profit organizations, and original digital online content and design created for corporate or non-profit organizations.. The department prefers projects for print medium be no less than 3500 words and for broadcast, radio, or film no less than 30 minutes (or an equivalent accumulation of a substantial body of work appropriate to the medium). The reach, impact, and professionalism of the project will also be considered.

Work-in-progress or unpublished manuscripts, unaired audio or video productions or similar activity will not be considered as relevant “creative activity” material for tenure and promotion. Such work may become useful and should be documented at the reappointment stage.

It will be up to the RTP candidate to explain how their work fits these criteria. Reappointment candidates should describe the title, purpose and/or nature of works in progress or productions under development and briefly describe the present status and estimated date of completion of each item.

Digital scholarship should be evaluated in the medium in which it is produced. Candidates should not be asked to print out work that is best assessed in its born-digital form, and reviewers should be provided appropriate information to undertake a fair assessment. Scholars should also provide information on the necessary platforms and technologies needed for appropriate review of their work.

The impact, originality and contributions of creative works may not be immediately clear to those outside of the field. Scholars undertaking such work will need to take care in documenting and explaining its value. Collaborations should be addressed with the roles of various team members explained while recognizing that some collaborations cannot be quantitatively teased apart.

*c. Presentations to Scholarly and Professional Audiences*

1) Invited keynote addresses in peer-reviewed forums; 2) Reports of research projects/results to clients; 3) Accepted presentations from invitations or calls for papers, performances or screenings for professional organizations; 4) Symposium and panel coordination, presentation, or discussant roles; 5) Local television and radio appearances; 6) Film festival presentations or film distribution; 7) Other works of significance that contribute to the field of media studies.

### ***3. Service to the University/Community***

Assessment will follow the categories and guidelines for this area as specified in the current University RTP policy. The Department of Communication and Media Studies recognizes the great importance of faculty governance and representation within the CSU and therefore strongly encourages RTP candidates to actively participate in all levels of university and department service. Likewise, faculty will be expected to serve as academic advisors within the department after a one-year grace period. It is expected that faculty will develop a significant body of service, participating in at least one departmental, one school and one university committee and/or equivalent service (such as the major development of grants for curriculum and pedagogy) for tenure and promotion. Consistent service is expected throughout one's career at SSU. The department values faculty governance and representation as well as advising support of its students.

Likewise, the department expects faculty to seek out leadership roles in service, especially for promotion to associate and full professor. Therefore, chairing committees, and taking initiative in spearheading projects that develop our mission and vision as a department should be highly regarded at the departmental, school and university levels. This service will help candidates achieve tenure, promotion, sabbaticals and DIPs.

The Department of Communication and Media Studies also expects community engagement, which gives a voice to SSU within the local, national and international constituencies.

Community service that relates to the field of media studies is highly lauded. Leadership roles may include board memberships, liaisons to local media outlets, involvement in literacy programs within California school districts, local, activism in media lobbies and campaigns, and editorial involvement in professional media.

### **C. Reappointment Schedule**

Probationary faculty will be considered for one-year reappointments. Annual reviews will require submissions of RTP materials according to University criteria. Candidates should be prepared to clearly explain their progress since their previous review, and are encouraged to reach out to their RTP committee with any questions or concerns. The committee is expected to provide active guidance, support and feedback to each candidate, include regular meetings with the candidate. Each committee member should take an active role in reviewing and assessing the candidate's scholarly research and/or creative works as well as their teaching and service.