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Department of Media Studies
Guidelines on Faculty Review, Reappointment, Tenure, and Promotion
General Evaluative Criteria for Reappointment, Promotion, and Tenure

I. General Principles

As a Department within the College of Arts & Sciences, the Department of Media Studies honors the scholar-teacher-participant model of faculty responsibility articulated in the College of Arts & Sciences Guidelines on Reappointment, Tenure, and Promotion. The Department of Media Studies expects faculty to demonstrate achievement in three areas: (1) teaching; (2) research and/or creative scholarship (including community-engaged scholarship); and (3) service. Although the relative weighting and proportion of these areas of achievement will differ depending on the individual's discipline and creative/ scholarly activity, as well as the department's curriculum and programmatic circumstances, candidates must contribute to all areas; meeting criteria in only one area is insufficient. These Departmental Guidelines supplement and are to be read consistent with (and in the case of conflict, yield to) any College, UNCG, and University of North Carolina policies governing reappointment, tenure, promotion, and faculty review.

The Mission of the Department of Media Studies

The Department's procedures described herein are intended to support its educational mission: The Department of Media Studies is an integrated program of study that focuses on the creative production and critical consumption of a range of moving-image media. Majors have opportunities to study and produce narrative and documentary film, interdisciplinary media productions, fiction and non-fiction television, and news and video journalism. Students can customize their program of study, drawing from courses on various aspects of film, video, and digital media production; screenwriting; media theory, history, and criticism; and news reporting and analysis. This is enhanced by providing students with cocurricular opportunities to participate in on-campus media productions, the student-run campus radio station (WUAG), and other client-based and internship programs.

Faculty are expected to further this vision through their teaching, research, creative scholarship/ creative activity/ community-engaged scholarship, and service.

II. Departmental Procedures for Annual Review

Each faculty member will receive an annual, written evaluation from the Department Head, and, at the discretion of either, a personnel conference.

In addition, as per UNCG policy, tenure-track and tenured faculty (TT/T) faculty will participate in year-end peer-review.

The purpose of formal written review is to guide faculty toward promotion (as applicable), tenure, and post-tenure review, to identify strengths and weaknesses and recommend remedies or actions.

To facilitate the annual review processes, by the deadline set by the Head, TT/T faculty will update their annual report; non-tenure-track faculty and Lecturers will submit to the Head a written outline or short narrative (unless UNCG policy requires otherwise) of their teaching, instructional contributions, professional development activities, service, and creative and/ or community-engaged projects. Faculty will then submit these and any other relevant documents to both the Head and members of the Peer Review Committee.

The Peer Review Committee will assign a rating/ review these materials, fill out the College (or UNCG) Annual Review Form, and write a brief summary. The Peer Review Committee will then submit these documents to the Head. The Head will review these documents, independently review each faculty member, write an Annual Review, and complete the Annual Review Form. The Head will transmit or deliver these documents to the faculty member (unless another method is determined, in advance).

III. Departmental Procedures for Reappointment/ Third Year Review

Typically, Assistant Professors are reviewed for reappointment in the Fall of their third year. All tenured faculty above the candidate's rank participate in the review. In the early Fall (or date set by the Head), an Assistant Professor must submit to the Department a brief Third Year Summary of Work containing the following:

- (a) a list of courses taught and other key instructional responsibilities (if applicable)
- (b) written peer evaluations of teaching (it is the Department Head's responsibility to arrange for these evaluations)
- (c) representative Student Evaluations (and other student comments or evaluations the Assistant Professor wishes to provide)
- (d) a current curriculum vitae
- (e) any supporting information the Assistant Professor wishes to provide (such as awards, grant awards/ applications, and other relevant achievements)
- (f) a brief summary (in narrative and/or list form) of their research/ creative scholarship/ community-engaged scholarship, teaching, and service activity)

It is important that by Third Year Review an Assistant have tangible evidence of creative work (completed or in the pipeline) and contributions toward teaching and instruction, making it is reasonably likely that the Assistant ultimately will be able to submit a viable dossier for tenure and promotion.

Faculty will review the documents, vote on the candidate's reappointment, write a brief summary of the discussions, fill out any forms, and deliver these to the Department Head. The Department Head will review all pertinent documents, complete any required forms, and make a recommendation to the College regarding the Assistant Professor's reappointment. In addition, it is the Head's responsibility to transmit its decision to the Assistant Professor and discuss with the candidate their progress toward tenure and promotion.

IV. Departmental Procedures for Promotion to Associate Professor with Permanent Tenure and/or Professor

Timeline

An Assistant Professor appointed to an initial term of four years (and reappointed to a second term of three years) is reviewed for promotion to Associate Professor with permanent tenure in the sixth year of employment. Notwithstanding, an Assistant Professor may apply for review for promotion and tenure prior to that time or if otherwise provided for by agreement with the College of Arts & Sciences or the University.

Pursuant to College Regulations (Section V), an Associate Professor has a right to be reviewed for promotion to Professor after the 6th year in rank, or at any time thereafter. Alternatively, the Department Head and/ or majority of Full Professors may initiate review for promotion to Professor at any time. A candidate initiating the request for review shall do so in writing, to the Head, no later than October 15 of the preceding Fall.

The Promotion and Tenure Committee

The Department of Media Studies does not have a standing committee on Promotion & Tenure. Rather, by early Spring semester preceding the academic year in which the review is scheduled, the Department Head will appoint a Promotion and Tenure Committee [hereinafter, "P&T Committee"] for each candidate. The P&T Committee shall consist of three tenured faculty above the candidate's rank. If the Department contains fewer than three such faculty, the Head will consult with the Dean of the College of Arts and Sciences regarding the appointment of faculty from outside of the Department. These faculty should have the expertise or background qualifying them to review the candidate's dossier.

Dossier/ Portfolio Creation and External Review

By the end of the Spring semester preceding the academic year in which review is scheduled, the candidate will submit to the P&T Committee Chair a draft of the University Promotion and Tenure Form. This draft will include the narratives of the candidate's Statement of Teaching Philosophy, Summary of Teaching Responsibilities, Statement of Research or Creative Scholarship/ Creative Activity/ Creative Work (including community-engaged scholarship), List of Service Activities, and a curriculum vita.

After the P&T Chair has reviewed the draft, the Chair and candidate **will collaborate** and compile a list of potential reviewers (as per the College or UNCG policy) from the candidate's field (**as articulated in the candidate's dossier narrative**). This aggregate list must contain at least eight potential reviewers and **include reasonable suggestions by the candidate. In the event the Chair and candidate disagree, all proposed reviewers are to be included on the list, and the candidate may, in writing to the Department Head, object to a reviewer "for cause."** By May, the Department Head, in consultation with the P&T Chair, will select at least three external reviewers. These reviewers must meet the standards articulated in the *College of Arts & Sciences Regulations*. Upon confirming the reviewers' availability, the P&T Chair will send to each reviewer:

- (i) a letter using the wording provided by the *College of Arts & Sciences Regulations*
- (ii) the draft document, including a vita and the candidate-written descriptions (The candidate-written description assists reviewers in evaluating the candidate's record and provides a context for assessing the contributions of individual works.)
- (iii) copies of selected publications, creative works, and other materials as appropriate
- (iv) the MST P&T Guidelines

Departmental Review of the Candidate

By the first Monday of August, the candidate will submit their completed, *final* P&T document (i.e., the completed form, including all narratives, lists, and a CV) to the Department Head and members of the P&T committee.

The P&T Committee will review the P&T document/ dossier, write the three evaluation sections of the dossier (i.e., those regarding the candidate's teaching, research/creative scholarship/ creative activity/ creative work, and community engaged scholarship, and service), and add these to the dossier/ online document.

The P&T Chair shall conduct a meeting of tenured faculty above the candidate's rank. At this meeting, the faculty will review and vote on the candidate's application for promotion and tenure. This meeting shall be divided into evidence-gathering and deliberative phases, followed by a secret ballot vote. The Department Head may not attend this meeting. Only such faculty who are physically present may vote (see *College of Arts & Sciences Regulations*).

Upon the conclusion of the meeting, the P&T Chair shall prepare a written summary of the meeting (fairly reflecting both majority and minority views on the candidate's suitability for tenure and/or promotion) and submit this to the Department Head.

The Department Head shall review all materials, write its recommendation regarding promotion and tenure, and incorporate it into the candidate's dossier. After the Committee and Head reviews have been completed, the candidate must be allowed to review these documents and sign the statement to this effect. The candidate may, but is not obliged to, write a response to the portfolio/dossier or to opinions expressed in it (and may forward materials to the College, as provided by the *College of Arts & Sciences Regulations*).

Promotion to Associate Professor with Permanent Tenure

A candidate must provide evidence of quality (*see* Indicia of Quality, Measures of Excellence, VI [B]). **Research or Creative Scholarship/ Creative Activity** (*see* VI [B]) which is on-going (i.e., sustained) and subject to peer (or comparable external or juried) review.

Although neither the number nor length of works produced/ published *alone* is a sufficient metric for evaluating promotion and/ or tenure, as a general guideline the Department anticipates that faculty seeking tenure and promotion to **Associate Professor** will have produced/ published at least (on average) one "shorter" Major/ Primary work per year (i.e., 5-6 shorter articles over the five year span), *or* one "longer" Major/ Primary work (an academic book, feature-length film, feature screenplay), *or* an equivalent number of "medium length" works, *or* some equivalent combination thereof *that are of sufficient quality* (*see* Indicia of Quality, Measures of Excellence, VI [B]).

With regard to **Teaching/ Instructional Activities and Curricular Contributions**, it is expected that a candidate seeking promotion to Associate will demonstrate effectiveness in the classroom and a commitment to quality teaching. Indicia of Effectiveness in the Classroom and Commitment to Quality Teaching are outlined in *Teaching and Instructional Activities (VI [A]) (below)*.

With regard to **Service**, it is expected that a candidate seeking promotion to Associate will have engaged in a degree or amount of service to their Departmental, College, campus (UNCG), scholarly, creative, and/ or professional community(ies), *demonstrating a commitment to or citizenship in them*. Examples of relevant service are outlined in *Service (VI [C]) (below)*.

Promotion to Professor

The Department of Media Studies promotes faculty to Professor based on achievement, distinction, national and/ or international recognition, and the impact of the candidate's contributions to the Department, University, field, and/ or profession, rather than duration of employment.

In evaluating promotion to Full Professor, the Department is informed by the “Associate Plus” standard. With regard to **Research, scholarship, creative activity**, regardless of time in the rank of Associate, a candidate seeking promotion to Professor will have produced an additional body of work *exceeding that needed for promotion to Associate*. This additional body of work will exceed that *which was needed for promotion to Associate* in terms of: (a) amount (number of works, lengths of works, secondary works); (b) quality, sophistication, originality, complexity, creativity; and (c) renown, dissemination, national or international recognition, impact.¹

With regard to **Teaching/ instructional activities and curricular contributions**, it is expected that a candidate seeking promotion to Professor will be effective in the classroom and committed to quality teaching. Indicia of Effectiveness in the Classroom and Commitment to Quality Teaching are outlined in *Teaching and Instructional Activities (VI [A]) (below)*.

With regard to **Service**, it is expected that a candidate seeking promotion to Professor will have engaged in service *exceeding that which was needed for promotion to Associate*. This may be in terms of amount, level (leadership, role), scope, profile, intensity, degree of involvement, and/ or complexity. It is expected that this will include “external” professional service.

V. Departmental Procedures for Post-Tenure Review

All tenured faculty must complete a cumulative, post-tenure review once every five years, beginning the fifth year after the faculty’s most recent application for promotion. Building on annual reviews, post-tenure review is a cumulative evaluation of faculty in the areas of teaching, research/ creative scholarship/ creative activity, community-engaged scholarship (and if appropriate for the faculty member directed professional activity), and service.

The Department Head will appoint three tenured faculty to serve on the Post-Tenure Review Committee. If the Department contains fewer than three eligible faculty, the Head will consult with the Dean regarding the appointment of faculty from outside of the Department; These faculty should have the expertise or background qualifying them to review the candidate. (The Department Head may not serve on this committee). The Committee conducts a cumulative review of the candidate’s most recent five-year period, and will consider progression of work, teaching, research/ creative scholarship/ creative activity, community-engaged scholarship (and if appropriate for the faculty member directed professional activity), service, and any additional documentation the faculty member wishes to add.

The Committee will write a brief summary, fill out any required forms, and deliver these documents to the Head. The Head will review these documents, independently review the faculty member’s record,

¹ To illustrate: publication of 1 longer Major work *plus* several Secondary works *and* national recognition; *or* production of 8 shorter Major works *plus* significant contribution to a creative work *and* works show a high degree of sophistication and or creativity; or 3-4 medium length highly-complex, award-winning publications *plus* engaging in Directed Professional Activity. In each instance, the candidate has produced that which was required for promotion to Associate *plus more*.

write a Post-Tenure Review (which will include a development plan for the next 5 years, as required by UNCG policy), and complete any required forms. An “Unsatisfactory” evaluation (or whatever comparable nomenclature) may be awarded only where there have been two or more “Unsatisfactory” annual reviews within the relevant five-year cycle. The Head will transmit these to the faculty member and administrators designated by the College and/ or University.

VI. General Evaluative Criteria for Reappointment, Promotion, and Tenure

A. Teaching

The Department of Media Studies supports the University’s commitment to teaching and learning, and expects faculty to demonstrate, at a minimum, effective teaching (classroom or web instruction) that furthers the mission of the Department and the intellectual and professional development of its students. This involves teaching students to understand the media world in which we live as well as guiding them to become thoughtful media producers and competent writers of media texts. The Department encourages faculty to keep abreast of applicable pedagogical theory and practices, and participate in workshops and conferences to keep their knowledge and production skills current.

Teaching Activities and Instructional Contributions include, but are not limited to:

- (a) knowledge of the discipline
- (b) organization and delivery of the course material in an understandable fashion
- (e) mentorship of students (independent studies, practicum, creative works, undergraduate research and exploration, field experiences, theses, coaching)
- (f) development of course materials
- (g) contributions to curricular and program development, such as the creation or re-design of courses, development and teaching of community engaged courses, and contributions to interdisciplinary curricular development
- (h) writing or contributing to textbooks
- (i) publication of articles on pedagogy
- (j) presentations, creation of workshops on teaching and pedagogy (to or for peers and/or educators)
- (k) review of textbooks
- (l) receipt of grants or other funding to directly support curricular revisions and updates and pedagogical innovations
- (m) student evaluations (student evaluations should be used with caution and wisdom and in balance with other measures)

- (n) formal peer evaluations
- (o) self-administered mid-semester evaluations

B. Research, Scholarship, Creative Scholarship/ Creative Activity

Because the discipline of Media Studies involves the examination of media industries, media contents, and media effects that employ a variety of methodologies as well as the creative production of media texts employing a variety of media and forms, the nature of a significant program of research and creative scholarship may vary with the nature of the faculty member's subspecialty. As used in this document, a "media text" is a tangible product (creative, scholarly, informational, or of a similar nature) communicated or expressed through various media (such as that typified by cinematic, broadcast, print, electronic, web-based, and new media).

Examples of Primary or Major "Works"

Textual Works²

- (a) publication of peer-reviewed (or juried/ externally-evaluated) books, book chapters, and articles
- (b) publication of invited articles and essays
- (c) presentation of research or creative works at scholarly or professional conferences, meetings, institutes
- (d) editing (as the named editor curating content or authoring book proposal) books or volumes

Creative and Audio-visual Works

- (a) (third-party) publication of creative writing (such as novels, short stories, poetry, screenplays, scripts)
- (b) distribution of "media texts" (video, audio, textual/written)
- (c) broadcast and online distribution of media texts (local, regional, national, international)
- (d) film festival screenings (juried)
- (e) commercial and/or educational sales/rental release

² As used in this document, a "media text" is a tangible product (creative, scholarly, informational, or of a similar nature) communicated or expressed through various media (such as that typified by cinematic, broadcast, print, electronic, web-based, and new media).

A "textual work" is a word-based or written work.

- (f) museum/gallery exhibitions and installations
- (g) works distributed or optioned for distribution by professionally-evaluated online distributors (e.g., Netflix, iTunes, Earwolf)
- (h) directing, editing, director of photography/ cinematographer (“above the line” key positions, but not including “producer credits”) of video/ film/ aural works

Examples of Secondary Works

Secondary Works further contribute to and enhance the tenure or promotion portfolio, but alone will not be sufficient for tenure and/ or promotion. They include:

- (a) publication of book reviews
- (b) serving as session (e.g., academic conference, institute) respondent
- (c) reviewing or editing Primary or Secondary Works
- (d) publications of new editions
- (e) chairing an academic or professional panel
- (f) professional consultation/ being a consultant, expert witness
- (g) applied work within the professional domain, commissioned works
- (h) invited articles (comparable works)
- (i) invited and retrospective screenings
- (j) university film series screenings
- (k) published reviews of creative scholarship/ creative works, or books

Indicia of Quality, Measures of Excellence

The Department of Media Studies values creative and scholarly work, whether in print, film, or electronic format, that is significant, original, and recognized through means such as peer or juried (or comparable external) review or screenings, awards, citations, and published reviews. A distinguished level of creative or scholarly achievement will include substantial recognized work at the national and/ or international level.

Factors for evaluating the Quality, Excellence, and/ or Merit of creative and scholarly works include:

- (a) the selectivity and prestige of venue or publication/ publisher

- (b) complexity, scope, comprehensiveness, depth of the work
- (c) impact on the field (professional, academic, disciplinary, creative)
- (d) competitive screenings
- (e) invited, subsequent, retrospective screenings
- (f) reprints, subsequent editions, republication
- (g) invitations to speak/ screen/ publish
- (h) awards, prizes, citations
- (i) audience reached/ audience penetration (e.g., number of views)
- (j) inclusion of work in larger works
- (k) nomination for awards
- (l) third-party published reviews
- (m) reviews of editors
- (n) social impact, pop culture penetration

Community-Engaged Scholarship

The Department of Media Studies values community-engaged scholarship, which it defines as a form of collaborative research or creative work with three defining features:

(1) It is undertaken in collaboration with or at the request of community partners.

Those community partners join in the process, engaging in activities that bridge the candidate's academic (and/ or professional, scholarly, or creative) expertise or context and the community context of the creative or research partner. Those partners may help: set the research questions or issues addressed; determine the methodology or medium; articulate the project's or creative work's goals and parameters; and identify the audiences to be served.

and

(2) It is not merely descriptive but is grounded in theory (broadly defined) or artistic inquiry, applicable to other contexts, and demonstrates methodological or academic rigor in terms that give it disciplinary or interdisciplinary status.

and

(3) Like other research and creative scholarship/ creative activity/ creative works, it results in or can be evidenced by a tangible product or work of authorship.

It is the tangible creation that distinguishes community engaged scholarship from community engaged service. This can be in the form of traditional research publications, professional

documents (training materials, Best Practices Guides, amicus briefs), exhibitions, video productions/ products, Public Service Announcements, or other media texts (as previously defined).

Collaboration and Creative Contributions

Given the collaborative nature of media production, multidisciplinary work, convergent media, and Community-Engaged Scholarship, the Department acknowledges any significant creative or scholarly role a faculty member may have in any production or scholarly product and its contribution to the final media text or product.

Works in Progress

When accompanied by other completed work, tangible and substantially complete work in progress may be considered. For the purposes of assessment of scholarly and creative works in progress, this includes:

Manuscripts, chapters, articles, and other textual works under review but not yet accepted for publication; films and other audio-visual works submitted but not yet chosen for public screening; optioning or contracts for works for publication or release; acceptances for conferences, conventions, workshops, film festivals; works-in-progress screenings; research-in-progress presentations and reviews at colleague-to-colleague seminars.

C. Service

Academic and professional service sustains and supports the University's mission, contributes to the functioning and effectiveness of the faculty member's profession and discipline, and enhances the University's relationships with the external community. Faculty are expected to engage in service to their Departmental, College, campus (UNCG), scholarly, creative, and/or their profession community(ies), demonstrating a commitment to or citizenship in them

Institutional Service

Departmental service includes, but is not limited to:

- (a) leadership (e.g., Department Head, Program Director, committee Chair, Undergraduate Advisor for MST major)
- (b) membership on Departmental committees
- (c) Department representative on external committees

College and University service includes, but is not limited to:

- (a) leadership (e.g., committee chair, special administrative assignments)
- (b) membership on committees, symposia, boards, faculty bodies
- (c) external representation (e.g., Honors College, URSCO, Study Abroad, recruitment)
- (d) non-Departmental MA, MFA, or PhD committee

Service to the Profession

The Department of Media Studies values service to academic and professional organizations, because these activities serve the interests of knowledge, are key avenues for faculty development, provide important opportunities for the recognition of scholarship and creative achievement, and are a source of honor and recognition for the Department, the College, and the University. Service may also be regarded as evidence of professional accomplishment and recognition. Activities evidencing professional service include, but are not limited to:

- (a) leadership in scholarly, media, and professional organizations as board member, officer, committee chair, consultant
- (b) editorial service to scholarly and professional journals as an editor or reviewer, etc.
- (c) organizing (the logistics and administrative aspects of) academic conferences, panels, or workshops
- (d) professional services to other educational institutions or media organizations through activities such as work on accreditation boards, review panels, acting as judge for competitions or festivals, promotion/tenure reviewer, grant reviewer.

Service to the UNCG External Community

Faculty, functioning as a representative of UNCG/ MST and drawing on their creative, academic, or professional expertise, serve the UNCG external community in a variety of ways, including: consulting to organizations, businesses, and public agencies; developing and participating in outreach that applies and disseminates knowledge and creative work beyond the confines of the University; and developing and participating in partnerships (such as internship programs) between academic programs and external agencies.

Because Service to the UNCG External Community depends on and therefore is limited by the faculty member's professional and academic expertise, it is distinct from general "community service" and "public service" activity.

D. Directed Professional Activity

The Department of Media Studies recognizes Directed Professional Activity as a possible *additional* category³ in which a *tenured* faculty member may be evaluated. In order to be credited as directed professional activity, such activities must be formally identified as such, from the onset, by agreement between the faculty member and Department Head.

³ Directed Professional Activity is not a sub-set or type of Research/ Creative Activity or Service, but a separate, fourth evaluative category.