

# Faculty Performance Expectations

COMMUNICATION, MEDIA & CINEMA: Revised 5/10/22

## **Minimum Promotion and Tenure Performance Requirements**

Professional faculty members will be measured against the expectations listed under teaching and service (see section 5.225d and 5.227d). Professorial faculty members will be measured against the expectations listed under teaching, scholarship and service (see sections 5.224-5.227).

All faculty members should be making progress toward performing at the preferred level in each of the areas applicable to their appointment. The

**Teaching Performance Levels for Professorial Faculty**

	<b>Acceptable</b>	<b>Preferred</b>	<b>Exceptional</b>
<b>Student Learning Experience Survey Reflection</b>	Evidence of reflective review of Student Learning Experience Survey results, including evidence of responsive adaptation or improvement of instruction (see section 5.225c)	See acceptable column	See acceptable column
<b>Classroom Instruction</b>	<p>Evidence of a commitment to improve instruction, such as:</p> <ul style="list-style-type: none"> <li>o Professional development activities that impacted instruction</li> <li>o Work with colleagues that impacted instruction</li> </ul>	<p>Evidence of a commitment to improve instruction (see section 5.225c)-2</p> <p>practices and progress toward improvement of teaching (see acceptable column)</p>	
	<ul style="list-style-type: none"> <li>o Self evaluation that demonstrates understanding of the characteristics of an effective teacher and a strong commitment to improvement of effectiveness through specific goals and objectives that arise from that understanding</li> <li>o Demonstration of progress toward those goals and objectives.</li> </ul> <p>Evidence of effective practices, such as</p> <ul style="list-style-type: none"> <li>o Reflection and self-improvement</li> <li>o Engaging teaching methods</li> <li>o Providing meaningful classroom experiences</li> </ul>		

<b>Mentoring</b>		Actively involved in some student mentoring activities Involved in some mentoring of colleagues	Significant student mentoring activities (either in quantity or quality of work with students)  Mentors colleagues to develop their instructional abilities (assessment, curricular design, effective delivery, etc.) both within and outside the department
<b>Departmental Needs</b>	Cooperates with program faculty in meeting departmental loading needs		See acceptable column



[Department Expectations take the form of added bullets (solid circles) under any or all of the headings above as well as added bullets (open circles) under any or all of the existing bullets above.]

**Scholarship Performance Levels**

**Originality**

**Acceptable**

Each cited scholarly or creative item submitted for consideration includes some original content from this faculty member.

**Preferred**

Each cited scholarly or creative item submitted for consideration

**Exceptional**

	<p>Review of textbooks or articles for scholarly publications in the primary field of research.          Securing competitive/peer-reviewed grant funding for scholarship.          Research for a community organization resulting in a report or white paper.          Receiving a competitive fellowship.</p> <p><b><u>Creative Work</u></b> (<i>any one of the following counts as one instance</i>):</p> <p>Official selection and public screening of a short (45 minutes or shorter) film or multimedia work by a juried film festival, virtual festival, academic association, university-sponsored group, or at public or private museums, libraries, or other cultural institutions.          Official selection or semi-finalist placement or better in a juried screenwriting competition or festival.          Broadcast, exhibition, or other distribution of creative work by a television outlet, commercial or independent theater, or digital streaming platform (see explanatory notes)          Broadcast, exhibition, or other distribution of creative work by a museum, arts center, or similar arts organization.          One or more invited external presentations such as conference papers, workshops or public discussions of creative work(s).          Publication in professional monographs, working papers and/or other non-peer-reviewed venues.          For a faculty member whose scholarly focus includes screenwriting or directing for the screen, either theatre directing or the</p>		<p>Publication of a scholarly monograph.          Scholarly editing of a book or journal.          Other book-length scholarly work.          Official selection and public screening of a feature-length (greater than 45 minutes) film or multimedia work by a juried film festival, virtual festival, academic association, university-sponsored group, or at public or private museums, libraries, or other cultural institutions.          Other long-form media work that is peer-reviewed.</p>
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	<p>staging of a play written by the faculty member are equivalent to film work and should count in this column.</p> <p><b><u>Work-for-Hire &amp; Community Partnerships*</u></b> (<i>any one of the following counts as one instance</i>):</p> <p>Faculty member is hired as a director, writer, creator, producer, director of photography, editor, production designer, or similar department head role for client-financed audio/visual or multimedia creative work.</p> <p>Faculty member provides voluntary professional production services as a director, writer, creator, producer, director of photography, editor, production designer, or similar department head role for an audio/visual or multimedia creative work produced for a non-profit, government, or other community organization or group.</p>		
<p><b>Other activity for consideration</b></p>	<p><b>At least five instances from the following may be considered equivalent to one instance of Research/Scholarship, Creative Work, or Work-for-Hire &amp; Community Partnerships as established above, in order to meet</b></p> <p><b>Invited talks.</b></p> <p>Written grant proposals and other fundraising activities.</p> <p>Reviews and written essays.</p> <p>Awards for Scholarship or Creative Work.</p> <p>Publication in a prominent, edited, discipline-specific blog (not self-published) or other publicly available online platform related to</p>	<p>See acceptable column</p>	<p>See acceptable column</p>



	Engagement in editorial/curatorial activities (online, print, or video). Achievement of professional distinction through being featured or mentioned in discipline relevant interviews, essays, articles, and other indices of public recognition (public events, screenings).		
<b>Meaningfulness Promotion To Full Professor</b>	<p><b>Conference Participation</b> Attendance at a minimum of two regional, national or international meeting/conferences in the</p> <p>presentation of at least two scholarly, peer reviewed papers or presentations at a regional, national or international meetings/conference</p> <p>Presentation of peer-reviewed creative work (written or audio/visual) or workshops lead at a regional, national or international meetings/conference in the</p> <p>this criteria.</p>	<p><b>Conference Participation</b> Regular attendance (three or more years out of the five under review) and presentation of original material to at least three regional, national or international meeting/conferences in the</p> <p>See acceptable column for appropriate conference presentations</p>	<p><b>Conference Participation</b> See preferred column</p>
	<p><b>AND</b> <b>At least two instances of the following:</b></p> <p><b><u>Research/Scholarship</u> (any one of the following counts as one instance):</b></p> <p>Publication of a peer reviewed article in a regional, national, or international scholarly journal.</p> <p>Publication of a peer-reviewed chapter in a textbook, scholarly volume, or edited</p>	<p><b>AND</b> <b>At least three instances of any Research/Scholarship, Creative Work, or Work-for-Hire &amp; Community Partnership activities listed in the acceptable column:</b> See acceptable column.</p> <p><b>OR</b> <b>At least one instance of the following:</b> Publication of a textbook in the primary field of teaching or research, including open-source (OER) textbooks.</p>	<p><b>AND</b> <b>At least four instances of any Research/Scholarship, Creative Work, or Work-for-Hire &amp; Community Partnership activities listed in the acceptable column:</b> See acceptable column.</p> <p><b>OR</b> <b>At least one instance of any Research/Scholarship, Creative Work, or Work-for-Hire &amp; Community Partnership activities listed in the acceptable</b></p>

collection from an academic publisher or university press.

Reviewing of papers for a professional association.

Review of textbooks or articles for scholarly publications in the primary field of research.

Securing competitive/peer-reviewed grant funding for scholarship.

Research for a community organization resulting in a report or white paper.

Receiving a competitive fellowship.

**Creative Work** (*any one of the following counts as one instance*):

Official selection and public screening of a short (45 minutes or shorter) film or multimedia work by a juried film festival, virtual festival, academic association, university-sponsored group, or at public or private museums, libraries, or other cultural institutions.

Official selection or semi-finalist placement or better in a

Publication in professional monographs, working papers and/or other non-peer-reviewed venues.

For a faculty member whose scholarly focus includes screenwriting or directing for the screen, either theatre directing or the staging of a play written by the faculty member are equivalent to film work and should count in this column.

**Work-for-Hire & Community**

**Partnerships\*** (*any one of the following counts as one instance*):

Faculty member is hired as a director, writer, creator, producer, director of photography, editor, production designer, or similar department head role for client-financed audio/visual or multimedia9(

<p><b>Other activity for consideration</b></p>	<p><b>At least five instances from the following may be considered equivalent to one instance of Research/Scholarship, Creative Work, or Work-for-Hire &amp; Community Partnerships as established above, in order to meet</b></p> <ul style="list-style-type: none"> <li>Invited talks.</li> <li>Written grant proposals and other fundraising activities.</li> <li>Reviews and written essays.</li> <li>Awards for Scholarship or Creative Work.</li> <li>Publication in a prominent, edited, discipline-specific blog (not self-published) or other publicly available online platform related to</li> <li>Engagement in editorial/curatorial activities (online, print, or video).</li> <li>Achievement of professional distinction through being featured or mentioned in discipline relevant interviews, essays, articles, and other indices of public recognition (public events, screenings).</li> </ul>	<p>See acceptable column</p>	<p>See acceptable column</p>
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**Review**

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External peer review for publications; juried or curated review for acceptance/exhibit/ dissemination in venues deemed significant by artisBT/01-12(io)/F1 9.9

or popular publications. Multiple exhibitions or publications of a creative work may also act as a barometer of the quality of that work. These forms of review should be considered above and beyond the expected norm.

For media practitioners, especially artists working in below-the-line crafts such as cinematography, editing, sound design, and production design, the hiring process for professional production activity is a meaningful substitution for academic forms of peer review. Likewise, voluntary work performed for non-profits and other community organizations should be similarly recognized.

## **Explanatory Notes**

The following items are not intended to be comprehensive, but representative to guide Communication, Media & Cinema program faculty in evaluating potential venue for publication and creative practice:

Submitted items may emerge from research-based scholar