

Donald P. Bellisario College of Communications
Promotion Guidelines for Full-time, Fixed-Term Faculty

Role of Fixed-Term, Non-Tenure Track Faculty

The Donald P. Bellisario College of Communications recognizes the importance of having fixed-term, non-tenure track faculty with outstanding professional credentials and appropriate academic preparation. These faculty members complement the tenured and tenure-track faculty in ensuring that the college fulfills its mission to deliver superior instruction and service in the dynamic communications fields.

The ranks for fixed-term faculty members recognize their qualifications and achievements in accordance with AC 21 (HR 21). The College uses the ranks specified in AC 21 for teaching. These ranks may be achieved as part of the appointment process or through a promotion process. The College will apply more exacting standards as a candidate moves from the rank of lecturer up through the rank of teaching professor.

In the case of promotion, the following guidelines should be used.

Qualifications

AC 21 stipulates general qualifications for appointment and promotion of fixed-term faculty members, including degree requirements. Candidates for promotion should typically have served at least five years at the prior rank before being considered for promotion. However, promotion is not guaranteed by service for a minimum number of years but instead is a recognition of substantial contribution to the instructional program of the College. Candidates must demonstrate outstanding accomplishment in the following areas:

- **The scholarship of teaching and learning**
- **The Scholarship of service to the University, Society, and the Profession**
- **Scholarship of Research and Creative Accomplishments for Enhancement of Teaching**

Criteria for candidates to associate teaching professor

A non-tenure track faculty candidate for promotion to the rank of associate teaching professor in the Donald P. Bellisario College of Communications must have served for a minimum of five years and must demonstrate competencies in each of the following areas:

Scholarship of Teaching and Learning. The candidate must demonstrate competence in the classroom as evidenced by superior student evaluations, measurable in terms of consistency of excellence across quantitative and qualitative metrics over three years. Candidate must show evidence that she/he evaluates and revises course content on a regular basis; contributes to the development of new courses that advance scholarship and/or meets the needs of the department, discipline and/or industry.

Scholarship of Service to the University, Society and the Profession. The candidate must show evidence of good citizenship demonstrable via service in

capacities that include department-, college- and university-wide committees. Evidence of service could include contributions to local, regional, national and international organizations relevant to her/his discipline and pertinent industry. **Scholarship of Research and Creative Accomplishments.** As appropriate to the enhancement of scholarship of teaching and learning or in a situation where the production of research and/or creative content is a contractual requirement, candidate must show evidence of consistent production of content of a scholarly or creative nature. Evidence of accomplishments must be via platforms appropriate to her/his discipline and pertinent industry.

Criteria for candidates to teaching professor

A non-tenure-track faculty candidate for promotion to the rank of full teaching professor in the Donald P. Bellisario College of Communications must demonstrate outstanding accomplishments in the following areas:

Scholarship of Teaching & Learning

Subject mastery: The candidate must demonstrate excellence/mastery in teaching by providing evidence of superior student evaluations. Superior evaluations should be measurable by the consistency of excellence across quantitative and qualitative metrics. Candidate must earn satisfactory peer-review. Other evidence of subject mastery could include teaching awards granted by alumni, college, university, and/or national professional organizations. The candidate must provide evidence of currency in the field and demonstrate knowledge and expertise in the classroom in engaging and innovative ways.

Course instruction: The candidate must demonstrate a commitment to excellence via development of innovative approaches to Course Instruction. Candidate must show evidence of consistent review of course content and materials. Evidence of improvements to course instruction should include attention to changing impacts of technology on the communications industry and/or discipline. Other evidence of contribution to the instructional mission of the College could include roles in supervision of independent studies and directed projects and/or honors theses; provision of advice to students about job searches, interviewing proficiency, and impartation of professional/academic advice. Other evidence could include advising student organizations and preparation of students for regional or national competitions.

Curriculum development: The candidate must demonstrate contribution to the development of new courses that meet the needs of changing communications industries and contribute to the excellence of the curriculum. Other evidence could either include provision of record of course assessment and/or demonstrable implementation of others' recommendations for improvement of course content.

Scholarship of service: The candidate must provide evidence of accomplishments via service to the department, college, profession, and the public. Such evidence could include record of contributions of service to department-, college-, and university-wide committees. Evidence of service could include activities in local,

regional, national, and international professional organizations. Foregoing could be service as a reviewer of manuscripts, screenplays, or other scholarly or creative content.

Scholarship of Research and Creative Accomplishments: As appropriate in relationship to the enhancement of candidate's subject mastery, course instruction, and contributions to curriculum development, the candidate must show evidence of engagement in research and creative activities. Examples of such engagement include film screenings at film festivals; successful distribution of films; publication of popular press articles; presentation of scholarly research and/or panels at conferences; publication of journal articles, and authoring or editing of books. Other records of accomplishments could include professional speeches; book reviews; interviews in professional journals and popular publications; TED talks; blogs; commentaries; media interviews; case studies; keynote conference speeches; and such other creative and scholarly platforms that may be appropriate to a candidate's area of expertise and/or department.

Materials to be submitted

Once formally notified of consideration for promotion, the candidate must provide the following:

- A current curriculum vitae
- Statement of 1-3 pages explaining responsibilities, accomplishments, and contributions as they relate to teaching (primarily), service, and outreach.
- Syllabi from courses taught over the previous two years
- Other evidence of teaching performance (e.g., peer evaluations, student comments)

The department head must provide:

- A summary of student course evaluation data (e.g., SRTE scores and feedback) over the past two years
- An overall letter of evaluation based on all other materials submitted prior to committee review

The committee must provide:

- A summary of a classroom observation made during the academic year in which the candidate is being considered for promotion, conducted by a member of the committee.
- A letter of evaluation based on all other materials submitted

For candidates being considered for promotion to the rank of professor (the highest rank for a fixed-term faculty member), the dean's office will solicit three outside letters of review, in consultation with the candidate. These will be part of the review materials for the department head, committee, and dean.

Process

Candidates who have demonstrated consistent, exceptional teaching and service should be nominated for promotion by their department head. Once nominated, candidates will prepare materials and submit them to the associate dean at the beginning of the spring semester before the anticipated July 1 promotion date. The associate dean will solicit appropriate materials from the department head and the College committee for the dean's consideration by April 1.

The College review committee will consist of four elected fixed-term faculty members at the rank of associate professor or higher, plus one eligible faculty member, also at the rank of associate professor or higher, appointed by the dean. If there should be insufficient numbers of fixed-term faculty members at the appropriate rank to conduct the reviews available in the College during a given year, the College will seek appropriate committee members from other academic units at University Park.

The College Committee will review the materials from the candidate and department head (and external letters where applicable); perform and document a classroom observation; and write a letter of evaluation of the candidate with a recommendation for the dean by April 1.

If the promotion is approved by the dean, a salary increase will be provided to the successful candidate. After the process is completed, the candidate will have access to all materials used for consideration except external letters of evaluation.

Sunset provision

These guidelines will lapse every five years beginning in 2018. They must be formally reviewed, possibly with revision, by agreement of the Executive Committee and Dean's Advisory Committee, with substantive input from fixed-term faculty members from across the College.