Contributions to Mission

All faculty are expected to contribute to the department and university mission in and out of the classroom.

Specifically, quality teaching and student advising (consistent with the Arts and Sciences’ policy on undergraduate academic advising) are minimal expectations of all faculty in the Department. In addition, each faculty member should be a teacher-scholar, actively engaged in research that makes him or her a better teacher and contributor to the discipline. The Department also values professional and creative work such as journalism, media production, or computer software development, especially when it enhances a faculty member’s classroom performance or skill and knowledge of the field. Research, however, remains a critical criterion, especially in tenure decisions.

Finally, all faculty should be cooperative and active in departmental, college, university, and/or community affairs. Such service is consistent with the mission of both the Department and Saint Louis University as a Catholic, Jesuit institution, and it helps maintain and enhance the academic environment for students and fellow faculty alike.

I. PROCEDURE

Evaluation of Application for Promotion and Tenure

Faculty in the Department of Communication are evaluated for promotion and tenure using the procedures described in The Faculty Manual of Saint Louis University and the College of Arts and Sciences Rank and Tenure Procedures in section II.A.6 of the College Policy Binder.

The Chair of the Department is responsible for helping each candidate assemble a dossier for the rank and/or tenure decision, as described in the Arts and Sciences’ policy guidelines. As part of this procedure, the Chair works with the candidate to draw up a list of potential outside evaluators. The Chair then solicits letters from at least three of the evaluators on that list, in accordance with Arts and Sciences’ guidelines. These outside letters should be solicited by no later than August 1 of the summer preceding the tenure review.

Once the dossier is assembled, the Chair convenes a meeting of the Department’s tenured faculty to consider and vote on the candidate’s dossier. If eligible, the Chair votes with the other tenured faculty, adds the total vote to the dossier, and communicates the tenured faculty’s recommendation to the candidate. In helping the candidate decide whether the dossier should be forwarded to the College, the Chair follows the Arts and Sciences’ policies specified on page II.A.6.7, section 4.3. If the dossier is to go forward, the Chair adds his or her own recommendation. Though the Chair’s evaluation may contain his or her personal judgment of the dossier, it must also fairly and accurately represent the content and tone of the tenured faculty’s discussion.

II. CRITERIA

In its teaching, research, and service, the Department of Communication reflects the broad range of the discipline, including communication theory, journalism, organizational studies, culture and media studies, media design, public relations, advertising, and communication research.
Teacher-scholars in these areas will necessarily emphasize scholarly work as the foundation of their research, but may supplement this work with professional and creative endeavors. The criteria for tenure and promotion that appear below reflect this diversity.

Criteria for Promotion to Associate Professor with Tenure

- **Teaching**
  
The candidate should demonstrate quality teaching through a teaching portfolio containing the following documentation:
  
a) **Student course evaluations.**
  b) **Course innovation and development.**
  c) **Observation of teaching by the Chairperson and/or senior faculty designee.**
  d) **Thoroughness and clarity of teaching materials (syllabi, exams, handouts, etc.).**
  e) **Teaching awards (not a necessary criterion).**
  f) **Critical acclaim for work with students in co-curricular activities, as judged by peers and as demonstrated by receipt of awards and recognition (e.g., student awards in advertising competitions, publication awards in state and national competitions, or coaching or advising awards).**

- **Advising**
  
The candidate should demonstrate quality undergraduate student advising and counseling consistent with the standards of the College of Arts and Sciences, and work with graduate students as appropriate (e.g., advising, participating on exam committees, or mentoring theses or other research).

- **Scholarly, Creative, and Professional Activities**
  
The candidate should participate in scholarly, creative, and professional activities, as evidenced by the following:
   
a) **Scholarly books by reputable presses and/or articles published by scholarly and professional journals (e.g., articles in journals published by the ICA, NCA, AEJMC, and other national associations, as well as in other nationally recognizable journals like Communication Research, Health Communication, or Management Communication Quarterly).** In scholarly work, the Department considers most carefully work that is reviewed and refereed, with evidence of quality by the faculty member's professional peers. While quality counts more that quantity in judging a candidate's research record, the normal minimum expectation is about one article or book chapter per year, or the equivalent.
   
b) **Book chapters in collections published by reputable university or professional presses.**

While the Department recognizes all the remaining categories as important for the tenure process, it recognizes that none of them alone, without a scholarly record as described above, is sufficient for tenure. The following are other criteria:

- c) **Competitively selected convention paper and panel presentations.**
- d) **Successful submission of grant proposals and/or contracts.**
e) Publication related to teaching.
f) Publication of critically evaluated professional and creative works (e.g., feature or news articles in newspapers or magazines, or software development) that exemplify one’s teaching area.
g) Participation in professional association meetings and seminars (e.g., as panelist, board member, paper critic, or program organizer) and on editorial boards of publications.
h) Scholarship in progress.

- **Skill and Knowledge of the Field**
  A high level of skill and knowledge of the field is expected. Evidence might include the following:
  a) Activity in appropriate national and regional professional organizations, such as presenting papers, organizing conference panels, acting as a respondent, or serving as an officer.
  b) External and internal evaluations of research.
  c) Regular updates of course syllabi and materials.
  d) Invitations to review professional books or journal articles.
  e) Consulting.

- **Service**
  The candidate should demonstrate quality service as evidenced by the following:
  a) Cooperation and activity in department, college, university, and/or community affairs.
  b) Advising of co-curricular student organizations whose goals are to help students prepare for professional positions and for graduate studies (e.g., Ad Club, Archive, KSLU, or University News).

- **Collegiality**
  The candidate should demonstrate collegiality, as evidenced by the candidate’s willingness to work with colleagues in pursuing the goals of the Department, College, and University as well as the candidate’s ability to balance his or her own interests with those of colleagues.

**CRITERIA FOR PROMOTION TO PROFESSOR**

- **Teaching**
  There should be continued evidence of teaching excellence (as described above).

- **Advising**
  There should be continued evidence of quality student advising and counseling (as described above).

- **Scholarly, Creative, and Professional Activity**
  There should be evidence of growth in scholarly, creative, and professional activity that merits recognition among scholars in the discipline (see above for measures of scholarly achievement). In addition, the Department expects that its professors have achieved a national or international reputation of note in one or more communication specialties. Scholarly or professional books, an influential body of research, or a high level of professional leadership in the discipline will be considered as evidence.
• **Skill and Knowledge of the Field**
  There should be continued evidence of growth in skill and knowledge of the field (as described above).

• **Collegiality and Service**
  There should be continued evidence of collegiality and increased level and quality of service activities in the department, college, university and/or community affairs.

July 1, 2000