

WASHBURN UNIVERSITY  
DEPARTMENT OF MASS MEDIA  
**TENURE AND PROMOTION CRITERIA**

The Department of Mass Media follows the guidelines for faculty promotion and tenure as outlined in the *Faculty Handbook*. Furthermore, the department criteria for tenure and promotion incorporate the general principles for tenure and promotion outlined in the *Faculty Handbook* for the College of Arts and Sciences.

Generally, the Department of Mass Media, as the College of Arts and Sciences, wishes to maintain the highest possible standards for teaching, scholarly activity, and service. These form the basis for granting tenure and promotion. Tenure and Promotion are never automatic. They must be earned.

The Core of Academe, as incorporated in the *Faculty Handbook*, is the source of specific criteria for tenure and promotion used by the Department of Mass Media.

**I. Teaching:**

1. Academic program planning and development
2. Instruction
3. Evaluation
4. Academic Advising

Criteria of teaching effectiveness used in the department include:

- a. student opinions, alumni testimonials, and student performance
- b. informed judgment of colleagues
- c. innovative teaching techniques and solutions
- d. exceptionally large advising load and proven effectiveness of advising
- e. active participation in teaching seminars/workshops resulting in new course material or new courses
- f. use of feedback by colleagues and students for further development
- g. activities to increase expertise in areas relevant to teaching assignment

**H. Scholarly Activity**

1. Research
2. Scholarship
3. Creative Endeavor

Criteria of effectiveness in scholarly activity include:

- a. scholarly publications (books, articles, reviews)
- b. paper presentations or panel discussions
- c. editorial guidance for publications
- d. direction of student work of scholarly or creative nature
- e. fellowships and awards
- f. paid consulting or paid free-lance work relevant to the department's mission
- g. achievement in creative work such as audio, video, or print, which has gone through an evaluation process (jury, peer-review, editorial decision process, etc.)
- h. successful grant applications

### III. Service

1. Institutional
2. Professional
3. Community

Criteria of effectiveness in service\* include:

- a. meaningful participation in departmental activities
- b. active participation in university committees
- c. sponsorship of student organizations
- d. serving as department or university representative
- e. serving in a leadership role in professional associations
- f. providing advice and expertise to community activities

\*service must be related to a faculty member's teaching assignment and the department's mission

## TENURE

A decision to tenure a faculty member indicates that our department accepts that this person has met the University and College of Arts and Sciences criteria for tenure as outlined in the Core of Academe and interpreted by the Mass Media department's policy as outlined above.

Tenure is not granted simply on the basis of meeting minimum standards of teaching, research and service. Rather tenure indicates that the faculty member has shown to be an effective teacher and a strong scholar, and further demonstrated an ability to achieve outstanding results in the area of teaching, scholarship, and service.

Quality teaching remains the major criterion in any tenure decision. However, scholarship, such as research and other professional development, is inseparable from good teaching.

During the probationary period, a faculty member must show strong teaching effectiveness, and must not receive an overall rating of less than satisfactory in a yearly evaluation. In addition, at least once during the probationary period, a faculty member must receive an overall yearly rating of above or highly satisfactory (merit):

During the probationary period, a faculty member should demonstrate an active participation in his or her discipline. Active participation is demonstrated by attending and participating at professional meetings, producing scholarly or creative works, updating qualifications, expanding expertise—if needed—to reflect changes in the discipline, and maintain an active professional library to ensure a working knowledge of the latest developments in the field.

During the probationary period, a faculty member should demonstrate a willingness to provide service to the department, university, community and his/her discipline. This would be reflected through various forms of service, including participation on committees, holding offices in professional organizations, providing consulting services, volunteering to relevant community causes.

1 "This sentence does not apply to tenure-track faculty currently untenured, as yearly evaluations have not used these criteria in the past.

### Tenure Procedures

The department of Mass Media follows the tenure procedures of the University and of the College of Arts and Sciences as outlined in the Faculty Handbook.

### PROMOTION

Promotion in the Department of Mass Media indicates that a faculty member has demonstrated success in teaching, scholarship, and service during his or her service at the previous rank.

Promotion to the rank of Associate Professor requires a record of success, as well as the potential for distinction, in teaching, scholarship, and service. Promotion to the rank of Professor requires outstanding teaching, scholarship, and service.

### Promotion Procedures

The department of Mass Media follows the promotion procedures of the University and of the College of Arts and Sciences as outlined in the Faculty Handbook.

Approved 10/17/97  
Thimios Zaharopoulos, Chair