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 acceptable level describes the minimum performance expected for continued employment. Note: unacceptable performance is defined as below an acceptable level and may require a plan for correction (see 5.370). The preferred level describes the average or typical performance level for a faculty member making good progress toward final promotion. The exceptional level would characterize and recognize faculty who demonstrated significant achievements, well beyond the preferred level. All faculty members must have the educational background required and have completed the required years in rank prior to the effective date of promotion or the required years of service prior to the date of awarding of tenure or a three-year extendable appointment (see section 5.223).

In addition, the faculty member's performance portfolio must be reviewed and demonstrate that there are sufficient contributions in each of the areas appropriate to the faculty member's appointment. Professional faculty must meet and professorial faculty must meet or exceed the acceptable performance level in each area applicable to their appointment. For professorial faculty, the number of areas required to exceed the acceptable level gradually increases (see table below) until all areas must be at the preferred level for final promotion (Full Professor). Note: exceptional performance is not expected, nor required for promotion to any rank, however faculty members may elect to replace preferred performance in two areas with acceptable performance in one area and exceptional performance in the other.

	Min Acceptable	Min Preferred	Min Exceptional
Associate	2	1	
Tenure	1	2	
		— OR —	
	2		1
Professor		3	
		— OR —	
	1	1	1

In reviewing the characteristics at each level, no faculty member will exactly fit the description in any one column. The evaluation goal is to identify the column that best describes an individual faculty member's performance in this area.

Teaching Performance Levels for Professorial Faculty

	Acceptable	Preferred	Exceptional
Student Learning Experience Survey Reflection	● 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
Classroom Instruction	● Evidence of a commitment to improve instruction, such as: o Professional development activities that impacted instruction o Work with colleagues that impacted instruction 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 o Demonstration of progress toward those goals and objectives. ● Evidence of effective practices, such as o Reflection and self-improvement o Engaging teaching methods o Providing meaningful classroom experiences	● Evidence of a commitment to improve instruction and implement practices and progress toward improvement of teaching (see acceptable column) ● Beyond evidence of effective practices (see acceptable column), also shares successful and/or innovative practices with colleagues and/or the campus or broader community in presentations and/or professional workshops	● Recognized by colleagues as a highly skilled and knowledgeable instructor ● Models excellent teaching ● Demonstrates attention and responsiveness to student needs ● Evidence of a commitment to improve instruction and implement practices and progress toward improvement of teaching (see acceptable column) ● Beyond evidence of effective practices (see acceptable column), also shares successful and/or innovative practices with colleagues and/or the campus or broader community in presentations and/or professional workshops.
Curricular Development	● Participates in curricular revisions by making meaningful recommendations for curricular changes that reflect student and market demands. ● Integrates courses into departmental programs, such as o Effectively prepares students for subsequent courses o Effectively builds on students prior learning o Effectively addresses dept'l learning outcomes	● Beyond integrating courses into departmental programs (see acceptable column), also is an effective partner in curricular and program design and delivery	● See preferred column

Mentoring		● 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
Departmental Needs	● Cooperates with program faculty in meeting departmental loading needs	● See acceptable column	● 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.]

Service Performance Levels			
	Acceptable	**Preferred**	**Exceptional**
Departmental Service	● Active participant in dept'l work: o Advising students in dept'l programs; writing letters of recommendation; assisting at preview days, registration and orientation activities; and other advising related activities o Effective contributor on his/her fair share of dept'l committees o Effectively carrying out his/her fair share of individual dept'l tasks	● See acceptable column	● See acceptable column
University/Professional Service	● Some activity beyond department or program (e.g. serve on active University committee most years under review). Active service in professional organization or capacity may substitute for a University committee.	● University service on active committees (at least one committee every year under review, more if committee(s) is not very active). Active service or holding office in a professional organization or capacity may substitute for a University committee. ● Effective partner in accomplishing assignments	● See preferred column
Leadership		● Some documentable accomplishment in a leadership role at the departmental, institutional or professional level during period under review (department chair, program coordinator, faculty program director, chair active committee, lead taskforce, significant individual task, etc.)	● Recognized as a faculty leader on campus ● Served in multiple leadership roles ● Significant accomplishments at the institutional level as a faculty leader (either multiple committees or taskforces, as a program director, as a department chair, or other significant leadership responsibilities resulting in multiple documentable achievements that furthered the institutional mission)

[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			
	Acceptable	**Preferred**	**Exceptional**
Originality	● Each cited scholarly or creative item submitted for consideration includes some original content from this faculty member.	● Each cited scholarly or creative item submitted for consideration includes significant original content from this faculty member. ● Screen credit as director, writer, creator, producer, director of photography, editor, production designer, or similar department head role for audio/visual or multimedia creative work meets this criteria.	● The quantity and/or quality of scholarly items submitted for consideration are well above average.
Meaningfulness **Promotion to Associate Professor**	**Conference Participation** ● Presentation of at least one scholarly, peer-reviewed paper or presentation at a regional, national or international meetings/conference in the candidate's primary field. ● Presentation of peer-reviewed creative work (written or audio/visual) or workshops lead at a regional, national or international meetings/conference in the candidate's primary field also meets this criteria.	**Conference Participation** ● See acceptable column x2 (i.e. minimum of two presentations)	**Conference Participation** ● See acceptable column x3 (i.e. minimum of three presentations)
	AND **At least one instance of the following:** **Research/Scholarship (*any one of the following counts as one instance*):** ● Publication of a peer-reviewed article in a regional, national, or international scholarly journal. ● Publication of a peer-reviewed chapter in a textbook, scholarly volume, or edited collection from an academic publisher or university press. ● Reviewing of papers for a professional association.	**AND** **At least two instances of any Research/Scholarship, Creative Work, or Work-for-Hire & Community Partnership activities listed in the acceptable column:** ● See acceptable column	**AND** **At least three instances of any Research/Scholarship, Creative Work, or Work-for-Hire & Community Partnership activities listed in the acceptable column:** ● See acceptable column **OR** **At least one instance of the following:** ● Publication of a textbook in the primary field of teaching or research, including open-source (OER) textbooks.

	● 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 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		● 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.

	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 multimedia creative work. ● 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.		
Other activity for consideration	**At least five instances from the following may be considered equivalent to one instance of Research/Scholarship, Creative Work, or Work-for-Hire & Community Partnerships as established above, in order to meet the criteria for "acceptable.".** ● Invited talks. ● Written grant proposals and other fundraising activities. ● Reviews and written essays. ● Awards for Scholarship or Creative Work. ● Publication in a prominent, edited, discipline-specific blog (not self-published) or other publicly available online platform related to the candidate's discipline.	● See acceptable column	● See acceptable column

	● 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).		
Meaningfulness **Promotion To Full Professor**	**Conference Participation** ● Attendance at a minimum of two regional, national or international meeting/conferences in the candidate's primary field, and presentation of at least two scholarly, peer-reviewed papers or presentations at a regional, national or international meetings/conference in the candidate's primary field. ● Presentation of peer-reviewed creative work (written or audio/visual) or workshops lead at a regional, national or international meetings/conference in the candidate's primary field also meets this criteria.	**Conference Participation** ● 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 candidate's primary field. ● See acceptable column for appropriate conference presentations	**Conference Participation** ● See preferred column
	AND **At least two instances of the following:** **Research/Scholarship** (*any one of the following counts as one instance*)**:** 　　● Publication of a peer-reviewed article in a regional, national, or international scholarly journal. 　　● Publication of a peer-reviewed chapter in a textbook, scholarly volume, or edited	**AND** **At least three instances of any Research/Scholarship, Creative Work, or Work-for-Hire & Community Partnership activities listed in the acceptable column:** 　　● See acceptable column. **OR** **At least one instance of the following:** 　　●　　Publication of a textbook in the primary field of teaching or research, including open-source (OER) textbooks.	**AND** **At least four instances of any Research/Scholarship, Creative Work, or Work-for-Hire & Community Partnership activities listed in the acceptable column:** 　　● See acceptable column. **OR** **At least one instance of any Research/Scholarship, Creative Work, or Work-for-Hire & Community Partnership activities listed in the acceptable**

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 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 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.	**column AND at least one instance of any long-form Research/Scholarship, Creative Work, or Work-for-Hire & Community Partnership activities listed in the preferred column:** ● See preferred column

	● 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 multimedia creative work. ● 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.		

Other activity for consideration	**At least five instances from the following may be considered equivalent to one instance of Research/Scholarship, Creative Work, or Work-for-Hire & Community Partnerships as established above, in order to meet the criteria for "acceptable.".** ● Invited talks. ● Written grant proposals and other fundraising activities. ● Reviews and written essays. ● Awards for Scholarship or Creative Work. ● Publication in a prominent, edited, discipline-specific blog (not self-published) or other publicly available online platform related to the candidate's discipline. ● 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).	● See acceptable column	● See acceptable column
Review	**Review** ● External peer review for publications; juried or curated review for acceptance/exhibit/ dissemination in venues deemed significant by artistic/intellectual communities relevant to genre and affiliation. ● The review process for creative work such as film and video entails acceptance at a venue or by a distribution outlet. Additional forms of review, though less common, include invited talks and presentations, festival awards, and published interviews, reviews, or citations in scholarly, professional,	**Review** ● See acceptable column.	**Review** ● See acceptable column.

	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.		
Dissemination	**Dissemination** ● Regional, national and/or international.	**Dissemination** ● Some regional dissemination is acceptable, but additional visibility nationally and/or internationally is required.	**Dissemination** ● Predominantly national or international.

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 scholarly activities (such as but not limited to academic publications, presentations or grant applications), or from creative activities (such as but not limited to writing, photography, journalism, artistic production, online content production, or contributions to motion picture projects including film, television and video). Assessable roles on motion picture projects may include writer, editor, director, cinematographer, producer, or other essential credited roles.
- For faculty who include creative production in their application, examples of venues may include: at public or private museums, libraries, and other cultural institutions; broadcast or distribution of film or video work by regional commercial or public television outlets (including streaming services geared toward regional audiences), such as SOPTV, or local network affiliate television stations; exhibition or collection of visual creative work in curated, peer-reviewed or juried contexts including local or regional galleries, museums and institutional collections; staging a one-person show devoted to creative work in image, video or other media production in an independently curated context such as a gallery, museum or institutional collection; undertaking significant enterprise journalistic writing projects, published in regional or national outlets, and achieving regional or national visibility for fulfilling public needs for information.
- Widely available television outlets may include regional, national and international broadcast channels or networks, plus professional streaming services such as Netflix or Amazon Prime.
- The determination of multi-state versus national is based on the breadth of the audience reached. In some cases, multiple regional activities may result in a national reach; in others digital distribution may be based on analytics or attendance/audience size and breadth
- For research production, examples of regional or multi-state venues (or the equivalent thereof) include: presentations at regional conferences such as Western States Communication Association (WSCA), Northwest Communication Association (NWCA); or presentation at state level for state agencies; presentations at national conferences such as National Communication Association (NCA), University Film & Video Association (UFVA), Association for Education in Journalism and Mass Communication (AEJMC), Society for Cinema & Media Studies (SCMS), VisComm; or presentation at international conferences, such as International Communication Association (ICA) or International Association for Media and Communication Research (IAMCR).
- External recognition for creative or academic accomplishments may include: reviews and written essays; awards; substantial publication in blogs related to the candidate's discipline; invited participation in editorial/curatorial activities, film festivals, artist talks, or workshops; mention in discipline-specific interviews, essays, articles; participating in a curated or invited speech or public panel on a significant topic related to the field, and which raises the visibility of the scholar or the institution; other indices of public recognition such as public events, screenings, or exhibitions.