

**Extension Title Series Faculty
Standards for Hiring, Tenure, and Promotion
School of Journalism and Media
University of Kentucky**

I. Appointment of extension-title faculty to the rank of assistant professor

An extension-title assistant professor would normally come to the University with substantial professional experience in their professional field. While a terminal degree in journalism, media, communication or a related field is normally the minimum academic credential needed for appointment in the extension-title series, a master's degree may be sufficient if the person possesses exceptional professional experience. Exceptional professional experience would typically be defined as 15 or more years of full-time work in an appropriate media field, with a record of increasing job responsibility and/or promotion from a smaller media firm or market to a larger entity. In rare occasions, when a professional has a national reputation for professional excellence, appointment with a bachelor's degree may be considered. National reputation for professional excellence is defined as someone who has been recognized with the field's highest honors or who has held a position of prominence at a national professional organization.

The faculty member shall possess the essential instructional and organizational skills prerequisite to operate in, develop, or administer a University service program. Further, the faculty member should show evidence of potential for future professional growth.

The School's Promotion and Tenure Committee will assign a mentor from the ranks of the tenured faculty to provide the assistant professor with advice and support in the process of seeking tenure and promotion.

Faculty members in the extension-title series spend most of their time functioning in an outward facing role to the profession and the community, depending on their assigned university service program. The faculty member will spend a smaller portion of their time teaching, performing service functions related to the extension purpose of their appointment, carrying out a program of research and/or creative activity related to the extension purpose of their appointment, and performing service to the institution not covered by the extension purpose of their appointment.

Evaluation of faculty member performance will be commensurate with approved distribution of effort agreement and will be based on the specific extension duties and related outreach, external service and/or administration, research and/or creative activities, teaching, and service to the institution.

Extension Activities and Related Outreach, External Service and/or Administration

The extension-title faculty member must demonstrate successful operations, development, and administration of a University service program and to perform external service functions related to the extension purpose of their appointment, and to develop and maintain ties to the professional community.

Research and/or Creative Activities

The extension-title faculty member must undertake research and/or creative activities. Such work should result in one or more of the following: An increase in the visibility and stature of the faculty member and the School; a contribution to knowledge in the field that benefits working professionals and/or academics; and improvement in the methods used to teach the subjects that are part of the extension professor's area of expertise related to extension purpose.

Examples of potential creative activities and research are listed below:

- Manuals, booklets, pamphlets, videotapes, Web sites, or other media that are shared with University, local, regional or national audiences
- Papers presented at conferences
- Publications in trade magazines related to the profession
- Publications in peer-reviewed journals or other peer-reviewed venues
- Publications in newspapers such as opinion pieces or commentaries
- Publications in local, regional or nationally distributed periodicals related to the profession
- Publications or creative work that improves the teaching of skills, concepts, or issues related to the profession
- Creation of materials disseminated by print, broadcast, Web-based, or other media to the campus or community that enhances student or community life
- Monographs
- Textbooks
- Textbook chapters
- Maintaining and developing skills by working with in a media organization during the summer or other times as approved by the director

The research and/or creative activities will be reviewed by appropriate School faculty members; the assistant professor's mentor, and when appropriate, faculty members at other universities and professionals in the field.

Generally, a publication or creative endeavor that goes through some review or competitive process will be considered more valuable than a work that does not undergo such review. A publication or creative endeavor that results in national distribution will count more than work that is distributed locally or regionally.

Teaching

Teaching will be evaluated by a combination of the following factors that will be based on individual circumstances: evaluation of student work by faculty colleagues in the School, faculty colleagues at other universities, and professionals in the field. The quality of student work at any given time and improvement in student work over a period of several semesters will be considered as part of the evaluation.

- Student evaluations of teaching

Fixed-response and narrative comments indicating whether students believe they are learning the journalism skills that are associated with each course will be considered when evaluating the professor's work. Evidence that the professor's professional media background has enhanced the student experience will be an important factor.

- Evaluations by members of the faculty

Faculty colleagues will visit the assistant professor's classroom on a regular basis

and will review efforts to teach journalism skills. This monitoring of the assistant professor's work is primarily to offer help and encouragement to the assistant professor so as to maximize the learning experience of the students.

- Mentoring by the assistant professor's mentor. The mentor will work most closely with the new assistant professor and will offer advice on improving the learning experience of the students and helping the new professor to successfully make the transition from the professional media world to an academic environment.

- Teaching awards

- Student awards

- Placement of students in careers related to the subjects taught. The assistant professor will work with School staff to try to keep in contact with students after they have graduated from the program. Student success in finding work related to the courses taught by the assistant professor will be considered when evaluating his or her work.

- The quality of the syllabi and course organization . The assistant professor's mentor shall be available to discuss the planning of courses including the writing of syllabi, written assignments, exercises, and other materials. How well the course is organized will be considered when evaluating the quality of the teaching.

- The assistant professor's ability to bring current developments in the industry to the classroom. School colleagues in print journalism who keep up with trends and issues in the industry should review the assistant professor's teaching to see if those developments are being discussed and taught in the class.

- Other evidence of teaching competence.

Service expectations not related to extension responsibilities

The extension-title faculty member is expected to contribute to the operation of the School, College, and University through service on standing and ad-hoc committees and other activities, such as developing and maintaining ties with industry professionals and student groups. The faculty member is expected to be active in professional associations related to areas of interest. Service activities will be evaluated by a combination of the following factors that will be based on individual circumstances:

- Service on School, College and University standing and ad-hoc committees
- Attendance at professional meetings
- Participation in professional associations
- Leadership positions held in professional associations
- Consulting
- Other evidence of a commitment to service

III. Promotion to associate extension professor

In addition to meeting the criteria for Assistant Extension Professor, appointment or promotion to the rank of Associate Extension Professor shall be based on:

1. Evidence of professional development on a state and regional basis as indicated by factors such as:
 - (a) Leadership;
 - (b) Participation in professional organizations;
 - (c) Requests to serve as consultant, advisor, or expert participant; and

- (d) Recognition for outstanding service in the field of assignment.
- 2. Demonstration of substantial instructional and organizational skills in the field of assignment as evidenced by achievements such as:
 - (a) Development of training or extension education programs;
 - (b) Preparation of public information materials;
 - (c) Publication of useful and creative articles in appropriate professional journals;
 - (d) Generation and dissemination of new knowledge and data through activities such as evaluating and interpreting research and through conducting demonstrations, surveys, and other field activities; and
 - (e) Development of new concepts, designs, systems or procedures useful in the field of assignment.
- 3. Demonstration of significant contribution of service to the University and community.

Application of the above criteria shall be weighted in terms of the individual's assignment.

IV. Promotion to Extension Professor

Appointment or promotion of an individual to the rank of Extension Professor is based, in addition to meeting criteria for the rank of Associate Extension Professor, on continued broad professional growth and distinguished achievements by the individual in the particular field of assignment. The required level of performance is defined by:

- 1. Outstanding leadership and service to the profession as evidenced by regional and national recognition;
- 2. Innovative and effective approaches to the problems in the individual's field;
- 3. National recognition in extension education and in planning and developing programs; and
- 4. Substantial achievement in the field of assignment as measured by modes of publication suitable to the individual's field and maintenance of contact with and development and application of new knowledge relevant to the individual's field.

V. Amending the letter of employment or job description

If an extension-title faculty member finds the assigned external outreach and/or administration of a university program, teaching, service, research or creative interests have changed after the time of appointment and are no longer accurately outlined in the letter of employment or job description, the faculty member may request that an amendment be added to one or both of those documents to better reflect current interests. The changes will be drafted by the faculty member and the School director.