

Standards for Hiring, Promotion and Tenure of Special-Title Series Faculty  
School of Journalism and Telecommunications  
University of Kentucky

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

A special-title assistant professor would normally come to the University with substantial professional experience in the field of print or broadcast journalism, integrated strategic communication, or telecommunications. While a master's degree in an appropriate field is normally the minimum academic credential needed for appointment in the special-title series, exceptional professional experience allows for the possibility of appointing a person who may only hold a bachelor's degree. 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. Once work has begun at UK, he/she is expected to be a dedicated and successful teacher, to perform service functions at all levels of the University, to develop and maintain ties to the professional community, and to carry out a program of research and/or creative activity.

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.

***II. Distribution of Effort***

The distribution of effort for this position will be within these ranges:

Instruction/Advising:	70% - 75%
Service:	10% - 20%
Research and/or creative activity:	10% - 15%

Evaluation of this faculty member's performance will be commensurate with his or her approved distribution of effort agreement and will be based on the specific teaching assignments, service, and research and/or creative activities undertaken.

***III. Teaching expectations***

The traditional expectations of a special-title faculty member involve 12 hours of direct student contact (e.g., four, 3-credit courses) per semester. Specific special-title assignments may reduce this traditional expectation. It is expected that this special-title faculty member will teach three courses per semester. Teaching will be evaluated by a combination of the following factors that will be based on individual circumstances:

- Course-based student development as measured by evaluation of student work

Students in new media and online journalism classes create work in a tangible medium. This includes written stories as well as videotaped stories, multi-media presentations in a Web-based format; and other media.

Evaluation of this special-title faculty member's teaching will include 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 working 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

#### ***IV. Advising expectations***

This special-title faculty member is expected to carry a significant advising load and to be an effective adviser. An important element will be the professor's understanding of current School, College, and University requirements, and the ability to impart that information to students. Advising will be evaluated by a combination of the following factors that will be based on individual circumstances:

- Student evaluations of advising
- Evaluations by members of the faculty who have observed advising sessions
- Evaluation by the assistant professor's mentor
- Advising awards
- The assistant professor's ability to keep up with current requirements by attending advising workshops offered by the College and other units of the University
- Effectiveness in providing career counseling
- Other evidence of advising competence

#### ***V. Service expectations***

This special-title faculty member must contribute significantly to the operation of the School, College and University through service on standing and ad-hoc committees and other activities. He/she must also develop and maintain ties with industry professionals and student groups. The faculty member is expected to be active in professional associations related to areas of interest. When appropriate, the faculty member should seek leadership positions within such organizations.

The assistant professor is expected to comply with accreditation standards and to help with the preparation of the self-study and other materials as part of the accreditation review.

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

#### ***VI. Research and/or creative activity***

This special-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; improvement in the methods used to teach the subjects that are part of the faculty member's area of expertise.

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.

### ***VII. Criteria for promotion to associate professor with tenure***

In addition to the standards outlined sections I-VI above, a candidate for appointment as associate professor with tenure will be evaluated by a combination of the following factors:

- Strong teaching evaluations by students
- Strong teaching evaluations by the professor's mentor and colleagues within the School
- Effective advising
- Development of new courses or revision of existing courses as appropriate
- Involvement with professional groups at the local, state, and national level as appropriate
- Involvement in student media organizations
- Recognition of students' work through awards
- A record of substantial service to the University and professional groups
- Successful development of ties to the profession
- A strong record of research and/or creative activity that develops steadily over the years prior to the tenure and promotion decision

### ***General criteria for promotion to full professor***

In addition to the standards outlined in Sections I-VII above, a candidate for appointment as full professor with tenure will be evaluated by a combination of the following factors:

- Continued growth, performance and development in all areas required for promotion to associate professor
- Significant record of research and/or creative activity that develops steadily over the years prior to the promotion decision
- A regional or national reputation among academic or professional audiences as appropriate
- Evidence of the impact of the research and/or creative activity as appropriate
- Service on graduate committees as appropriate

### ***IV. Amending the letter of employment or job description***

If a special-title faculty member finds that his or her 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, he or she 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 director and will be approved by the Tenure and Promotion Committee.

An assistant professor may also request a change in the distribution of effort (DOE) any time prior to the end of the fourth year. The director must approve such a change.