

Evidences for the Evaluation of Faculty in Cases of Promotion & Tenure

Department of Marketing and Supply Chain Gatton College of Business & Economics

The evaluation of faculty for promotion and tenure is an extremely important process. This document is intended to provide guidance regarding the evidence considered by the Department of Marketing and Supply Chain when making its recommendations for promotion and tenure for the regular title series, lecturer title series, and special title series. All matters discussed here do not supplant any University regulations, rules, or procedures, but should be considered as providing supplementary information.

The University of Kentucky Administrative Regulations (AR 2:2-1 8/20/2016)ⁱ provide the following guidance for promotion and tenure:

I. General Criteria for Ranks

The following general criteria for appointment and promotion serve as guidelines for persons involved in the decision process.

A. Assistant Professor

Appointment, reappointment, or promotion to the rank of assistant professor shall be made after it has been determined that the individual has earned the terminal degree appropriate to the field of assignment as recognized by the academic discipline, has capability for excellent instruction, research or other creative activity, and service, and demonstrates potential for significant growth.

B. Associate Professor

Appointment, reappointment, or promotion to associate professor shall be made only after a candidate has met the criteria for assistant professor and has demonstrated high scholarly achievements commensurate with his other assignment in areas of: (1) teaching, advising and other instructional activities; (2) research or other creative activity; (3) professional, University and public service. In particular, an indication of continuous improvement and scholastic contributions should be evident as documented by the candidate. Where appropriate, this recognition should be on a national level as appropriate to the field of assignment.

C. Professor

Appointment, reappointment, or promotion to full professor shall be made only after a candidate has met the criteria for associate professor and has demonstrated high scholarly achievements commensurate with his or her assignment in areas of: (1) teaching, advising, and other instructional activities; (2) research or other creative activity; (3) professional, University and public service. In particular such an appointment implies that, in the opinion of colleagues, the candidate's scholarship is excellent, and in addition, she or he has earned a high level of professional recognition. Where appropriate, this recognition should be on an international level in the field of assignment. It is further emphasized that this rank is in recognition of attainment rather than length of service.

D. Senior Lecturer

Appointment, reappointment, or promotion to senior lecturer shall only be made after a candidate has met the criteria for a lecturer and has five years of experience at the lecturer rank and has demonstrated high scholarly achievement with respect to (1) teaching and (2) professional, university, and public service.

II. Areas of Activity

Three areas of activity are important in the evaluation of faculty for appointment, reappointment, promotion, and the granting of tenure in the regular title series, lecturer title series, and special title series: (1) teaching, advising and other instructional activities; (2) research or other creative activity; (3) professional, University, and public service. Evaluation of a faculty employee's performance in each area of activity should be commensurate with his or her approved distribution of effort agreement. Excellence in teaching, advising and other instructional activities, research or other creative activity, and in professional, University and public service are expected.

- For regular title series faculty, excellence in teaching and service cannot offset an unsatisfactory research record.
- For lecturer title series and special title series faculty, excellence in service cannot offset an unsatisfactory teaching record.
- Note that special title series positions are created for particular circumstances and a major difference from regular title series and lecturer title series positions often is the substantially different distribution of effort across teaching, research, and service. As such, the criteria for promotion in each of these areas of activity can still be used, with the appropriate weights applied.

All appointment, reappointment, promotion, and tenure actions shall be made on the basis of merit. Thus, the following detailed statements regarding each of these areas will serve as a guide for evaluating the accomplishments of a faculty member.

A. Teaching, Advising, and Other Instructional Activities

1. Teaching involves creating a learning environment, as well as transmitting, transforming and extending knowledge. Superior teaching and advising shall be recognized as integral components of the evaluation for promotion and tenure as appropriate, given the faculty employee's assignment. Educational activities extend far beyond the classroom, and the University of Kentucky acknowledges the importance of educating citizens, both on and off campus, as part of its land grant mission. Teaching, advising, and other instructional activities shall be documented through the Teaching Portfolio (AR 3:10 – Appendix 1).

2. Evidences listed in the AR include: "(a) reports by colleagues qualified in the field; (b) evaluations by students and, if available, graduates; and (c) when appropriate, the subsequent accomplishments of graduates whose major work has been supervised by the individual under consideration." Consideration should be given to the amount of teaching as indicated by course load (number of courses taught per year), course level (undergraduate, masters, or doctorate), course development, number of students, and the number of different courses taught.

Evidence of teaching may include, but are not limited to:

- Letters from qualified colleagues in the field

- teaching evaluations
- teaching awards
- letters from students and graduates
- use of innovative instructional methods as documented in the Teaching Portfolio
- participation on doctoral advisory committees and other doctoral program activities is considered positively
- participation in curriculum design and development is considered positively
- number of course preps taught
- level of course taught (i.e., undergraduate and graduate)
- working with doctoral students to support their progression in their studies (typically an evidence for regular title series faculty)

The evidence supportive of excellence in teaching, advising, and other instructional activities should be captured in the candidate's Teaching Portfolio (AR 3:10 – Appendix 1).

B. Research and Other Creative Activity

1. Faculty employees have a responsibility for the creation of knowledge. Scholarship related to research or creative endeavors shall be original, of high quality, and validated by rigorous peer review. Communication of the work's significance to the scholarly community and to the public at large is a component of the mission of the University and, therefore, its evaluation is an integral part of the promotion and tenure process. The documented quality of research and/or creative scholarship shall be an integral component of the promotion and tenure evaluation process as appropriate, given the faculty employee's assignment.

2. Evidence of recognition of research or creative activity and its long-lasting merit and worth is expected. Normally, publication in the form considered as appropriate for the field will constitute this evidence.

Evidence of research may include, but are not limited to:

- the publication record in refereed journals in the individual's specific academic domain, or related domains
- research impact (e.g., as indicated by citation counts)
- refereed regional, national, and international proceedings papers
- scholarly books and book chapters
- regional, national, or international research awards
- Obtaining external research grant funding

C. Professional, University and Public Service

1. A service component is a normal part of a faculty employee's obligation to the University. Formation of educational policy, participation in faculty governance, and effective performance of administrative duties shall be taken into consideration in the evaluation process.

Evidence of service to the university may include, but is not limited to:

- participation in assigned committees
- participation in Department of Marketing and Supply Chain, Gatton College, and University functions
- leadership on department, college, and university committees
- letters from committee chairs documenting outstanding service
- committee work products

2. Faculty employees are expected to engage in service related to their professional role as scholars for the benefit and development of local, state, national, international, and the University communities. Documented scholarship related to service that is directly associated with one's special field of knowledge, expertise, and professional role within the University shall be evaluated as positive evidence.

Evidence of professional service may include, but is not limited to:

- serving as an editor or associate editor for journals
- membership on journal editor review boards
- reviewer for high quality peer-reviewed publications
- leadership roles in professional academic organizations
- serving as chair or organizer for academic conferences
- presentations at national and international conferences and/or invited presentations

3. Citizenship activities of faculty employees and projects unrelated to their professional roles in the University, while laudable, do not constitute evidence for academic appointment, reappointment, promotion, or the granting of tenure.

III. Balance of Intellectual Attainment

A major consideration in any appointment, reappointment, promotion, or the granting of tenure is superior achievement in the various activities discussed in the preceding paragraphs. The proportion of these activities will vary in terms of the individual's assigned distribution of effort and specialty. Ideally, individuals selected for tenure should demonstrate superiority in all of the major criteria discussed here as reflected in their assigned distribution of effort. Care must be taken to ensure that outstanding performance in a single activity does not receive undue consideration in relation to the other factors that should be considered in evaluating academic excellence.

IV. Applicability

These regulations are applicable to faculty employees appointed in the regular title series, lecturer title series, or special title series.

The criteria for promotion and tenure at the University of Kentucky are records of excellence in all areas of activity assigned to the faculty member. The evidences subsequently presented are intended to be indicative of excellence in the following areas of activity as presented in (AR 2:2-1 7/1/08): 1) Teaching, Advising, and Other Instructional Activities, 2) Research and Other Creative Activity, and 3) Professional, University and Public Service. The evidences provided below are used by the Gatton College of Business & Economics Department of Marketing and Supply Chain when evaluating faculty for promotion and tenure.

Promotion to Associate Professor and/or the Awarding of Tenure:

1) Teaching, Advising, and Other Instructional Activities

Faculty promoted to the associate professor level must have demonstrated excellence in teaching based on evidences listed in Section 2A with documentation provided in the Teaching Portfolio (AR 3:10 – Appendix 1).

2) Research and Other Creative Activity

Primary evidence of excellence in research and other creative activity include an external reputation for research excellence on a national level, as determined by outside letters from noted scholars and internal evaluations of the eligible faculty in the Department of Marketing and Supply Chain. Evidences for research and other creative activity are provided in Section 2B.

For regular title series faculty, examples of evidence include, but is not limited to: publications in peer-reviewed journals, with an emphasis on high-quality journals (i.e., UT Dallas and FT50 journals); citations or an indicator of the impact of the research; awards and honors; research funding and/or grants; and other publications (i.e., book chapters, invited publications).

For special title series faculty, examples of evidence include, but is not limited to: publications in peer-reviewed journals; citations or an indicator of the impact of the research; awards and honors; research funding and/or grants; and other publications (i.e., book chapters, invited publications).

3) Professional, University and Public Service

Evidences for service are listed in Section 2C. Faculty should provide a service statement and documentation of service activity as part of the tenure dossier.

Promotion to Professor

1) Teaching, Advising, and Other Instructional Activities

Faculty promoted to the professor level must have demonstrated excellence in teaching based on evidences listed in Section 2A with documentation provided in the Teaching Portfolio (AR 3:10 – Appendix 1). Consideration should be given to the amount of teaching as indicated by course load (number of courses taught per year), course level (undergraduate, masters, or doctorate), course development, number of students, and the number of different courses taught. Participation in curriculum design and development should be considered positively. Involvement in doctoral education should also be considered positively. Evidence of involvement in doctoral education includes serving as a dissertation chairperson or research advisor, coauthoring with doctoral students, and serving on dissertation committees.

2) Research and Other Creative Activity

Primary evidence of excellence in research and other creative activity include an external reputation for research excellence on an international level, as determined by outside letters from noted scholars and internal evaluations of the eligible faculty in the Department of Marketing and Supply Chain. Evaluations are based on the publication record in refereed journals, with an emphasis on high-quality

journals (i.e., UT Dallas and FT50 journals) for regular title series faculty, in the individual's specific academic domain, or related domains. Primary evidence of research excellence is outlined in Section 2B.

3) Professional, University and Public Service

The quantity of service to the profession, the University, and the public should increase with rank. Evidence of a candidate's contribution to service across a broad spectrum of potential activities is outlined in Section 2C. Evidence of excellence in professional service may be provided by membership on editorial review boards of leading journals, selection as a reviewer for leading journals, and appointments as an editor or an associate editor for leading journals

Evidence of excellence in University service may be provided by leadership in serving on committees within the Department of Marketing and Supply Chain, the Gatton College, or the University. Evidence of excellence in University service is further provided by leadership roles in the administration of academic and professional organizations, serving as a director of undergraduate studies, director of graduate studies, as a director of a master's program, or associate chair. Mentoring of graduate students and junior faculty also is evidence of University service.

Evidence of excellence in public service may be provided by academically based presentations to, and involvement with, community and business groups, testimony before governmental bodies, and serving on boards.

Promotion to Senior Lecturer

1) Teaching, Advising, and Other Instructional Activities

Evidences regarding teaching, advising, and other instructional activities are included in Section 2A. Additionally, promotion to senior lecturer includes being a Lecturer for five years, in addition to those listed in Section 2A for teaching. The evidences supportive of excellence in teaching, advising, and other instructional activities should be captured in the candidate's Teaching Portfolio.

2) Professional, University and Public Service

The quantity of service to the profession, the University, and the public should increase with rank. Evidence of a candidate's contribution to service across a broad spectrum of potential activities and is outlined in Section 2C. Faculty should provide a service statement and documentation of service activity as part of the tenure dossier.

¹ <https://www.uky.edu/regis/sites/www.uky.edu/regis/files/files/ar/ar2-2-1.pdf>

Approvals for Rules and Regulations:

To the best of my knowledge,

These rules of procedure have been created and approved by this Department's faculty, pursuant to the authority granted by the Administrative and Governing Regulations of the University of Kentucky. These rules do not become effective until and unless approved by the Dean and Provost, as indicated by their signatures below. The Dean and Provost must also approve any modifications to these rules before the modifications take effect. These rules contain a total of five pages, each of which is initialed and dated by the undersigned person. A current copy of the approved rules for this Department is available in the office of the Department of Marketing & Supply Chain, the Dean of the Gatton College of Business & Economics, and the Provost's office.

Approval by Faculty

2/8/24

Transmittal by Chair

David M. Hardesty

Chairperson,
Department of Marketing & Supply Chain

2/8/24

Date

Approval by Dean

Dean of the Gatton College of Business & Economics

Date

Approval by Provost

Provost, University of Kentucky

Date