

The Department of Electronic Media Communication  
College of Mass Communication  
Middle Tennessee State University

Peer Evaluation Committee  
Procedures & Criteria for Status at Hire, Renewal, Tenure, and Promotion

Procedures

I. Procedures

A. The Peer Evaluation Committee (PEC)

1. Membership

The PEC will be made up of tenured members of the department who are elected by a majority vote of all tenured and tenure-track faculty at the beginning of each academic year. All tenured members of the faculty willing to serve and not on leave will be automatically nominated for election to the committee. Those members of the PEC who are up for consideration for promotion shall not participate in any deliberations or votes regarding promotion of any department member. The Department Chair cannot serve on the PEC. All votes for appointment, reappointment, promotion and tenure shall be made by secret ballot. Meetings of the PEC are closed.

2. PEC Chair

The committee shall elect a new chair at its first meeting in the fall. The PEC Chair from the previous year will call this meeting. It is the responsibility of the committee chair to convene and conduct meetings as needed; to notify annually all candidates for tenure, promotion, and renewal for the deadlines for appropriate support materials, to promptly notify in writing all candidates for promotions and tenure, as well as the Department Chair, of the decisions of the committee; and to advise tenure-track and temporary faculty, as well as the Department Chair, of recommendations by the committee regarding extension of contracts and rehiring. The committee chair reserves the right to vote at all times.

3. Attendance and acceptance of proxies

In extenuating circumstances, the department will accept proxy votes for individual meetings. It is the responsibility of the faculty member wishing to submit a proxy vote to write out his or her proxy vote and deliver it to the Chair of the PEC. It is also the faculty member's responsibility to confirm receipt of the information by the Chair

before the meeting in question. In certain situations, virtual meetings or conference calls may be held. The decision on extenuating circumstances is made by the Chair of the PEC in consultation with the Chair of the Department. In the case of non-instructional assignments where the faculty member is away for a semester, no proxy is made and the member is not replaced except in situations where the absence creates a lack of diversity in the committee.

## II. Duties

### A. Faculty Review

The PEC shall review all tenure-track faculty for renewal and all faculty applying for tenure and/or promotion. In addition, the PEC shall review at the Department Chair's request any temporary and/or adjunct faculty; review at the Department Chair's request any tenured faculty member, and review any faculty member requesting such a review. Faculty members being reviewed may not sit on the PEC during the review process.

In its review the PEC shall consider the faculty member's performance in the three critical areas of instruction, scholarship, and service. In addition, the PEC shall consider faculty performance in other areas that may be pertinent to the faculty member's job performance. In its review, the PEC shall use all available information including but not limited to: student evaluations, the Yearly Faculty Activity Form, the Outline of Faculty Data, materials submitted by the faculty member, classroom or laboratory visits, information gathered by the Department Chair, visits and conversations with the faculty member, visits and conversations with other faculty members, visits and conversations with students and information and/or materials submitted by students to the committee. The Department PEC will consult with the Department Chair and candidate in the selection of outside reviewers. The PEC will exercise care in the use of hearsay information. The PEC will request from the faculty member documentation for activities represented in the Yearly Faculty Activity Form and/or the Outline of Faculty Data.

The result of this review shall include the following. First, a letter will be sent to the faculty member and the Department Chair outlining the PEC's estimation of the strengths and/or weaknesses of the faculty member with regard to the three critical areas and any other pertinent areas of job performance. This letter shall become part of the faculty member's permanent record at the department and in the case of renewal, tenure, or promotion shall be passed up the chain of authority. Second, in the case of renewal, tenure, and promotion, a recommendation from the PEC shall be

filed. In addition, the PEC shall file any forms relating to renewal, tenure, and promotion as requested by the Dean or others in the chain of authority.

#### B. Review of Faculty/Chair Candidates

The PEC shall review candidates for faculty positions after a recommendation to hire has been received from the Search Committee. In this review the PEC will look at all materials submitted by the candidates and may request additional information as needed. This review will result in recommendations as to rank, time toward tenure, and appropriateness of degree field and application of degree toward promotion to all ranks. In addition, the committee shall review any candidates recommended to be hired with tenure. The Department Chair shall write the letter of hire in consultation with the PEC.

#### C. Recommendations for Renewal, Tenure, and Promotion

In the case of review for renewal, tenure, or promotion the PEC shall provide a recommendation. This recommendation shall become a part of the faculty member's permanent record at the department. The recommendation shall be communicated to the faculty member and the Department Chair and passed up the chain of authority. The recommendation shall be the result of a majority vote of all PEC members. The vote tally shall be communicated to the Department Chair and passed up the chain of authority. In the case of a tie vote, the vote shall be reported as such.

In the case of differing recommendations from the Department Chair and the PEC, the Department Chair and PEC shall meet in an attempt to reconcile their differences. If they cannot be reconciled, separate recommendations shall be forwarded up the chain of authority.

In the case of a recommendation not to renew, not to tenure, or not to promote, the PEC must provide the faculty member an opportunity, if he or she so chooses, to meet with and review the materials and data upon which the decision was based. After such a meeting the PEC may choose to reconsider its recommendation.

#### D. Recommendations for New Hires

In the case of candidate faculty, the PEC shall recommend to the Department Chair a rank at hire and time toward tenure. During the interview process, candidates shall meet with representatives of the PEC that are not on the search committee. In addition the PEC shall make a recommendation as to the appropriateness of the degree and degree field. It will indicate the Committee's opinion as to what rank a candidate may rise

with the current degree, and what additional degrees and/or semester hours will be needed to be minimally qualified for a recommendation for promotion to all ranks. These recommendations shall result from a majority vote of the members of the PEC. These recommendations shall be communicated to the candidate, the Department Chair, and the Dean, and become a permanent part of the faculty member's record at the department.

In the case of a candidate for the Department Chair's position the PEC shall make a recommendation on tenure. This recommendation shall be communicated to the candidate, the Dean and up the chain of authority. This recommendation shall be the result of a vote of all PEC members.

## E. The Department Chair

### 1. Duties

#### a. The PEC

The Department Chair is responsible for seeing that the following duties that relate to the PEC are performed. The Department Chair will conduct the election of the members of the PEC at the beginning of each academic year. The Department Chair is responsible for seeking volunteer PEC members from the other departments in the college or informing the Dean in order that the PEC committee has at least three members. The Department Chair is responsible for informing the PEC of all relevant deadlines. The Department Chair is responsible for providing faculty and candidate records and relevant information to the PEC. The Department Chair must inform the PEC if faculty have been assigned work beyond the normal amount in a particular area that needs to be reviewed or considered. The Department Chair may not sit on the PEC.

#### b. The Faculty

The Department Chair is responsible for the following duties that relate to the faculty. The Department Chair will inform faculty of deadlines relating to renewal, tenure, and promotion. The Department Chair is responsible for communicating university, college, and departmental criteria on renewal, tenure, and promotion to all faculty members. The Department Chair will maintain faculty records. The Department Chair will conduct student evaluations of every faculty member at least once each academic year. Additional evaluations may be conducted at the request of the faculty member or the Department Chair. The Department Chair will collect materials supplied by the faculty for use in the renewal, tenure, or promotion

process. The Chair may request a PEC review of adjunct, temporary, or tenured faculty by informing the faculty member and the PEC of the review request. The Department Chair must inform faculty if there is an expectation of work beyond the normal amount or in a particular area that will be subject to review. The Department Chair must conduct an annual review of each full time faculty member. The written results of this review are to be kept in the faculty member's permanent record, provided to the PEC and to the faculty member. The Department Chair is to document, in writing, substantive complaints and compliments about faculty received from students, staff, faculty, administrators, or others that relate to the job performance of the faculty. The Department Chair will provide this documentation to the PEC. The Department Chair must inform faculty, in a timely manner, of the general nature of complaints or other possible indicators of poor job performance that are received. The Department Chair is expected to work with faculty to remedy these situations.

#### c. New Hires

The Department Chair is responsible for collecting materials provided by candidates for hire. The Department Chair must communicate, in writing, to new hires their status with regards to time toward tenure, rank, and degree applicability. This document must be a part of the faculty member's permanent record at the department.

#### d. Recommendations for Renewal, Tenure, and Promotion

The Department Chair will make recommendations on renewal, tenure, and promotion. This recommendation will be arrived at separately from the PEC. In the case of differing recommendations from the Department Chair and the PEC, the Department Chair and PEC shall meet in an attempt to reconcile their differences. If they cannot be reconciled, separate recommendations shall be forwarded up the chain of authority. The Department Chair will make the recommendation in writing and inform the faculty member and the PEC, and forward it up the chain of authority. In the case of a recommendation not to renew, tenure, or promote, the Department Chair must provide the faculty member an opportunity, if he or she so chooses, to meet and review the materials and data upon which the decision was based. After such a meeting the Department Chair may choose to reconsider the recommendation

### E. Individual Faculty Responsibilities

Upon hire, the faculty member and department chair should agree upon the balance between traditional academic research and creative activity to be expected of the faculty member. This is to be separate from acceptance of

terminal degree and other faculty responsibilities of teaching, advising, university service, public service and professional development.

The faculty member is responsible for submitting a Yearly Activity and/or Outline of Faculty Data. Faculty must keep themselves informed of criteria and procedures relating to tenure, renewal, and promotion. Upon receiving yearly evaluations from the department chair and committee, the faculty member should consult with them, in a timely manner, in order to resolve any possible problems relating to job performance. The faculty member is responsible for preparation and maintenance of appropriate materials for the Department chair, PEC and external reviewers. This includes all forms of media and written documentation. The faculty member is responsible for keeping a documented record of all submission attempts of materials for performance, display, or publication. This would include all letters of acceptance or rejection. When planning for application of promotion or tenure, the faculty member should submit a minimum list of five potential external reviewers to the department chair and committee by April 1.

By the end of the spring semester, the candidate, department chair and committee will meet to discuss and agree upon external reviewers. At least one external reviewer should be an objective peer, possibly professionally known to the candidate, but not of a primarily personal nature.

## F. Definitions

### 1. Terminal Degree

At the time of hire, the candidate, PEC, and Department Chair shall be informed in writing as to the degree, the degree plus related experience, or the degree plus hours, necessary for recommendation at the department level for tenure and promotion to all ranks. The department will consider the Ph.D., the Ed.D. and MFA degree to be terminal. The J.D., M.A. or M.S. degree plus experience may be considered terminal. Tenure and rank requirements are subject to both university and Tennessee Board of Regents policy. See, M.T.S.U. POLICIES AND PROCEDURES FOR PROMOTION AND APPOINTMENT, POLICY.

### 2. Teaching Fields

The department breaks the major down into five broad areas, EMC Production, EMC Journalism, EMC Management, Digital Animation, Digital Media Communication and Photography. Teaching fields and courses are assigned to faculty members based on departmental and student needs and the experience in the electronic media communication industry.

### 3. Related Degrees

The department accepts degrees as being related or appropriate on a case-by-case basis. Decisions and recommendations on related degrees will be based on major field, focus of studies or dissertation, and experience in a related area of the electronic media communication industry.

### 4. Experience

The PEC must hold steadfast any agreement made by the university and the faculty member at the time of appointment concerning the faculty member's professional experience as related to any aspect of tenure and promotion. The agreement must be in writing and signed by all relevant administrators, including the President of the university, and the faculty appointee. This document serves as a binding agreement that cannot be set aside even with a change of any administrative member of the university.

The PEC will review all tenure and promotion requests from the faculty member as to the signed agreement without prejudice. Nor shall the PEC express a desire for change in the relevance of professional experience, whether in quality or quantity, as long as the faculty member is employed under the agreement. Additional professional experience may be considered as part of the faculty member's appointment and that will become a part of the signed agreement. The PEC will therefore juror the effectiveness of the additional professional experience. At no time shall the PEC make any changes in the agreed upon document concerning the expectations of additional professional experience.

### 5. Instruction

In addition to classroom activities, instruction includes the development of new courses, new instructional materials, and new instructional techniques. Advising and the development of advising materials is another component of instruction. Curriculum development and improvement, service on curriculum committees, continued intellectual development within the field of specialization, supervision of specialized instructional activities, meeting university expectations of record keeping and other general faculty duties, seeking internal and external funding activities for instructional activities, and mentoring new faculty are also part of instructional duties.

### 6. Scholarship

Scholarship shall include work in research and in creative activity. This includes the study of the research and/or creative works of others as well as doing research and/or creative activity of one's own. The quality and the

quantity of work will be considered. University and College criteria contain extensive further definitions of these terms. External evaluation of research or creative activity can include refereed publications or presentations as well as solicited or non-solicited reviews. The faculty member may seek external review of scholarship and include such reviews for consideration. In general, in order for work to be considered scholarship it must fall within the broad academic tradition of their discipline. Work clearly outside of this may fall within the service area.

#### 7. Public Service and Professional Activities

Service includes work both inside and outside of the academic environment, both volunteer and paid. Service to the university includes, but is not limited to, work on committees, consulting, publications or presentations relating to the school, and special services such as fund raising, public relations, recruiting, and giving legal advice. Service to the industry includes, but is not limited to, serving on industry association boards and committees, consulting, and legal affairs. Service to the community shall include volunteer work for the community, which falls within the academic expertise of the faculty member. The university criteria contain extensive further definitions of these terms.

#### 8. Other Activities

Faculty may be given assignments that go beyond the normal level of activity expected in one of the three general work areas or be outside of their general definitions. Such activity may or may not be compensated for with released time, but must be set down in writing. Such activity may include, but is not limited to, administrative duties, recruiting, public relations, special creative activities, or special research assignments. Work on such assignments will be subject to review by the PEC and Department Chair.

#### 9. Documented Evidence

The Outline of Faculty Data and/or the Yearly Activity Form should include complete citations for work in instruction, research/creative activity, service, or other activity. Where appropriate, examples, copies, reviews, referrals, and/or evaluations should be included in supplemental materials provided to the PEC and Department Chair. The PEC or the Chair may request copies of works cited and may request outside reviews of some or all of the work cited. In the case of an outside review the faculty member will be informed, will be given the opportunity to nominate reviewers, and will be given copies of the reviews (unless the outside reviewers specifically request that they be withheld) when completed.



## 10. National or International Recognition

The college's minimum criteria for the rank of professor include national or international recognition in the areas of research and/or creative activity and public service. National or international recognition is defined as recognition in either the academic or professional communities. National or international recognition in the academic community is defined as recognition among electronic media communication academics in institutions located outside of the state. Recognition in the professional community includes recognition by persons or institutions that are part of the electronic media communication or allied industries outside of the state. In instances where regional or national or international institutions happen to be located within the state, then recognition in those institutions or by significant persons in those institutions is considered at least "national."

## 11. Rank at Hire/Years Toward Tenure

The determination of rank at hire will in general follow these guidelines. Exceptions may be made as recommended by the PEC and the Department Chair.

Rank at Hire	Highest Degree	Professional Experience	Higher Ed Experience
Instructor	ABD, Masters	Some, but less than 5 yrs <b>and</b>	None, or less than 3 yrs full time
Assistant Professor	Doctorate*	Some, but less than 5 yrs <b>and</b>	None, or less than 5 yrs full time
Assistant Professor	Masters	Substantial experience <b>and</b> Directly in EMC industry	At least 3 yrs full time
Assistant Professor	Masters	Substantial experience <b>and</b> Directly in EMC industry At least 5 yrs full time	None or less than 5 yrs full time
Associate Professor	Doctorate*	Substantial experience <b>and</b> Directly in EMC industry	At least 5 yrs full time in tenure track position And previously held rank of Associate Professor
Associate Professor	Masters	Substantial experience <b>and</b> Directly in EMC industry	At least 8 yrs full time in tenure track position And previously held rank of Associate Professor

Associate Professor	Masters	Very substantial experience and Directly in EMC industry (at least 11 years)	None or less than 5 yrs full time
Professor	Doctorate*	Substantial experience Directly in EMC industry	and At least 10 yrs full time in a tenure track position And previously held rank of Associate Professor

\* Please refer to the definitions in F 1.

The following areas are covered in detail in the university promotion and tenure policies and are not repeated here for sake of brevity:

#### C. Rank at Hire and Time Toward Tenure

1. Degrees and Academic Fields
2. Industry Experience
3. Teaching Experience
4. Scholarship
5. Public Service and Professional Activities

#### D. Probationary Appointment and Renewal

1. Instruction
2. Scholarship
3. Public Service and Professional Activities
4. Other

#### E. Tenure

1. Instruction
2. Scholarship
3. Public Service and Professional Activities
4. Other

#### F. Promotion Criteria

##### 1. Assistant Professor

1. Instruction
2. Scholarship
3. Public Service and Professional Activities
4. Other

2. Associate Professor

1. Instruction
2. Scholarship
3. Public Service and Professional Activities
4. Other

3. Professor

1. Instruction
2. Scholarship
3. Public Service and Professional Activities
4. Other

Date of Ratification May 2, 2006

Approved by Dean Frank V. Ball Fall 06

Approved by Provost \_\_\_\_\_