APPOINTMENTS, PROMOTION, TENURE and REAPPOINTMENT GUIDELINES
SCHOOL of JOURNALISM and STRATEGIC MEDIA
MIDDLE TENNESSEE STATE UNIVERSITY

Approved by a faculty vote of 15 yes/1 no/0 abstentions on April 18, 2018

The following School of Journalism and Strategic Media Appointments, Promotion and Tenure Document is a supplement to the College of Media and Entertainment guidelines.

INTRODUCTION

The School of Journalism and Strategic Media (SoJSM) is committed to excellence in teaching, research and service to the university, profession and community. To achieve this goal, the School requires a faculty with an appropriate balance of academic credentials, professional experience, teaching excellence and a commitment to extend knowledge beyond the campus through scholarly publication, creative endeavors and service to the media and public. Therefore, the School seeks to appoint, promote and tenure candidates whose quality and diversity of talents best serve this mission.

FACULTY REVIEW

Faculty members are evaluated on their record of teaching, scholarship and service. Faculty are expected to participate in the life of the College and School, attend faculty and committee meetings, use college facilities appropriately, be available to students, and carry out reasonable assignments in a professional manner with integrity, consideration, and respect for colleagues and students.

Appointments, Promotion, Tenure and Reappointment (APT) Committee

Membership. The Appointments, Promotion and Tenure (APT) Committee will consist of all tenured faculty members of the School of Journalism and Strategic Media. The Director of the School of Journalism and Strategic Media shall not serve on the APT Committee. Faculty on leave shall not be eligible to serve on the APT Committee. Absentee voting shall not be permitted. To ensure racial and gender inclusivity, the Director will solicit nominations from the College of Media and Entertainment tenured faculty at large to sit on the Committee. This would occur if, for example, there are no tenured women or tenured minority faculty members.

Committee Formation. The Committee shall elect a new Chair at its first meeting in the fall. Only members with the rank of Professor shall be eligible to hold the position of Chair. It is the responsibility of the Committee Chair to convene and conduct meetings and to notify in writing all candidates for promotion, tenure and reappointment, as well as the Director of the School of Journalism and Strategic Media, of the decisions of the Committee.

Voting. A simple majority of the APT committee shall constitute a quorum for scheduled meetings and shall be authorized to conduct business on behalf of the APT committee.

Members of the Committee shall vote by secret ballot. The first vote is binding. Decisions on reappointment, promotion and tenure shall be made without regard to race, color, religion, gender, sexual orientation, national origin or age. Members of the Committee may only vote on motions involving candidates of their own rank or lower. In other words, an Associate Professor who is a member of the APT Committee may not vote in cases where a candidate is being considered for Professor.
For reappointment: If a candidate receives a majority vote in favor of reappointment, no specific number shall be reported to the Director, the Dean, or the candidates. However, if a candidate receives a majority vote recommending non-reappointment, the specific number of yeas and nays will be reported.

For tenure and/or promotion: When a candidate stands for promotion and/or tenure, the specific number of yeas and nays will be reported in the letter from the APT Committee Chair to the candidate and copied to the Director.

Procedure for candidate review

Initiation of tenure/promotion evaluation. In most cases, tenure and promotion to Associate is determined by the candidate’s tenure clock in keeping with the university’s policies. It is the responsibility of the Director of the School of Journalism and Strategic Media to notify the chair of the APT Committee of all pending cases for tenure and/or promotion in a timely manner. A faculty member who wishes to be considered for promotion to Professor should initiate that conversation with the Director. It is the responsibility of the faculty member under consideration to submit documentation and relevant materials to the Director for review by the APT Committee, Director, external reviewers, Dean, and the College of Media and Entertainment Promotion and Tenure Committee. Additional pertinent materials, including student evaluations, will be prepared and submitted by the Director of the School.

External review. Documentation of quality performance in scholarship and public service will be made available to three independent reviewers in the candidate's specialty or specialties. These reviewers shall be outstanding scholars in the candidate's field or established faculty members in journalism/media communication programs comparable to MTSU's or higher. Reviewers should hold the rank sought by the candidate or higher. While the candidate shall provide the names of potential reviewers, the selection (which may include names not on the candidate's list) will be decided by the APT Committee Chair, in consultation with the APT Committee, and Director of the School of Journalism and Strategic Media.

Deadlines. Candidates for promotion and/or tenure should consult the university’s schedule of deadlines. However, in order for outside reviewers to be identified in a timely manner, materials sent to them, and so that reviewers have time to submit their evaluations in time for the university’s deadlines in the fall, candidates seeking tenure and/or promotion need to submit their suggested reviewers during the preceding spring semester, preferably by March 15 or, if that falls on a weekend, the Monday following.

TEACHING

Teaching is the foremost duty of a faculty member. Accordingly, the School places strong emphasis on instructional excellence and makes it a foundation for awarding tenure and promotion.

Teaching involves communicating knowledge to students, developing an intellectual base for lifelong learning and preparing students for entry into professional fields. Effective teaching is based on professional experience, effective communication, sound scholarship, continued intellectual growth and concern for students.

In addition to excellence in classroom instruction, every faculty member is expected to provide careful and thorough academic advising and career guidance to students who major or minor in journalism-related areas.
Among items to consider in assessing a faculty member’s teaching performance are the following:

- confidential student evaluations documenting teaching competence classroom visitations and evaluations by other faculty
- teaching awards
- academic advising and career counseling course materials (syllabi, reading lists, etc.)
- enrollment size, contact hours, course complexity
- supervising graduate theses, independent studies, honors projects, developing new courses and enriching established courses
- using teaching methods and course content that bring new technology into the classroom
- correspondence from former students and professionals related to teaching grants and awards for course or teaching development
- leadership roles in teaching-related activities of professional organizations
- work in professional media during summers or leave time that enhances teaching
- reviewing textbooks and proposals for publishers
- accomplishments of a faculty member’s students
- conference presentations and published articles related to pedagogy

RESEARCH and CREATIVE ACTIVITY

Scholarship is an essential element of the academic environment. Every faculty member in the School is expected to contribute to the advancement of the discipline through meaningful research, creative endeavors, or both.

Scholarship consists of traditional research that leads to new knowledge, as well as academic, professional, and popular works that apply existing knowledge. The School thus embraces academic and professional (applied) research of a traditional nature and also recognizes creative works appearing in professional and popular media if they demonstrate high standards in the practice of the discipline. For academic research, emphasis is placed on peer-reviewed publications; for creative activity and professional productivity, emphasis is placed on works that reach a substantial audience and receive appropriate professional notice in publications or other forums.

Scholarship is measured in terms of quality, quantity, the nature of the scholarship, the reputation of the forum for the scholarship, and the originality of the scholarship. While it is difficult to prioritize or quantify the amount of scholarship needed for tenure and/or promotion, the guideline below should help the candidate and the APT Committee evaluate the significance of the candidate’s scholarship record. Therefore, among items to consider in relative order of importance are:

Appropriate scholarship for traditional academic candidates:

- original scholarship in blind-, peer-reviewed academic journals, including highly regarded online journals
- books that are based on original scholarship and published by highly regarded academic presses that address important issues in media communication
- chapters in books that are comprised of original scholarship and published by highly regarded academic presses that address important issues in media
- blind-, peer-reviewed scholarly papers presented at national conferences
- blind-, peer-reviewed scholarly papers presented at regional conferences
- peer-reviewed and invited professional presentations to recognized professional or academic associations
- textbooks and instructional materials that contribute in fresh ways to the discipline
- successful external grant applications for the purposes of the candidate's academic scholarship
- successful internal or external grant applications
- analyses and critical reviews of professional subjects in academic journals, trade publications and other professional media, including encyclopedia entries development or application of technology to communication enterprises or to the educational community
- editorship of scholarly or professional material
- citations of one's work

Appropriate scholarship for professionally-oriented candidates:

- articles, reviews, commentaries and creative projects published in newspapers, magazines or other popular media if they demonstrate high standards in the practice of the discipline
- creative projects that are juried in national competitions
- creative projects that are juried in regional competitions
- creative projects that are not juried but are recognized by the creative community as excellent and important contributions to the candidate's field
- authorship of peer-reviewed or refereed books
- editing of popular books and other publications that are reviewed or refereed

Service

The University values a faculty member's service to the public, University and the profession. The School of Journalism and Strategic Media upholds the definition of service as found and defined here: http://www.mtsu.edu/policies/academic-affairs-institution-and-faculty/205.php.

Definition of Ranks

The University Policies and Procedures manual describes the qualifications for faculty members holding the rank of Assistant, Associate, or Professor. This document can be found at http://www.mtsu.edu/policies/academic-affairs-institution-and-faculty/205.php.

The University requires that faculty promoted to Professor must have demonstrated a national reputation worthy of the rank. The School of Journalism and Strategic Media requires a national reputation in Scholarship/Creative Activity OR Service. The School defines national reputation as having a national identity in at least one of these two areas in one's specialty, building significantly on the work submitted for tenure and promotion to associate. This may be accomplished through the following:

Scholarship/Creative Activity
- A sustained publication record that reaches a national audience in one’s specialty
- Creative work that has been distributed nationally
- Creative work that has been juried or curated nationally
- Awards presented at events such as film festivals

Service
- A sustained service record of leadership in at least one journalism and media communication national organization or national professional organization relevant to the candidate's specific area of expertise.
Date of Ratification: April 18, 2018

Approved by:

APT Committee Chair

SoJSM Director

College Dean

University Provost

University President

Signature

Signature

Signature

Signature

Date

Date

Date

Date