



MASS COMMUNICATION DEPARTMENT
Disciplinary Guidelines for Tenure and Promotion
December 2017

Assess the Nature of the Discipline(s) in your Department in the realm of teaching

Questions to Consider and Answer:

1. What elements of your department's discipline are classified as auxiliary teaching activities?

Assisting students during open lab or on location with client-based projects or media gathering;

Auditioning or interviewing students for talent and leadership positions in credit-bearing student media;

Finding external clients for service-learning and for other experiential courses, and maintaining those relationships through interpersonal communication, professional correspondence, etc.;

Making equipment and facility reservations, and conducting equipment checkout and check-in; tidying the labs after use for the next teacher; research into curricular equipment, and participation in purchase decision-making.

Additional topics to assess:

- What discipline specific note, addition, or deletion should accompany "imparting general knowledge?" **No additions.**
- What discipline specific note, addition, or deletion should accompany "imparting specific knowledge?" **No additions.**
- What discipline specific note, addition, or deletion should accompany "developing skills?"

Effective teaching in our discipline often requires faculty to learn new multimedia software and new equipment or other technology, in order to then teach the students how to effectively use those. Faculty must design pedagogically relevant exercises and projects by which students can practice those skills with the tools in and out of class time, to produce work that is publication- or broadcast-ready.



- What discipline specific note, addition, or deletion should accompany “motivating students?” **No additions.**
- What discipline specific note, addition, or deletion should accompany “setting requirements and evaluating performance?” **No additions.**
- What discipline specific note, addition, or deletion should accompany “success with effective teaching practices?” **No additions.**

Assess the Nature of the Discipline(s) in your Department in the realm of *research and scholarship*

Questions to consider and answer:

1. What elements of your department’s discipline are critical to scholarship and may be unfamiliar to faculty in other disciplines?

Creative activities typically include writing that is accessible to the general public in popular media and may include public performance such as broadcast announcing. Activities may require effective operation of media equipment, collaboration or participation in a team environment with other professionals or students, and participating in live performance without revisions.

Involving undergraduates in faculty research in our discipline may include traditional history, law, or social science research, but may also include participation in a faculty member’s complex media production (for example, creative publication in an apprenticeship model of undergraduate scholarship).

2. What does peer review mean in your discipline? Describe any circumstances where peer review is not necessary for work product to be considered scholarship.

Peer review of traditional forms of research is standard (e.g., refereed articles in research journals edited by major professional organizations; refereed conference papers subject to selective acceptance; juried panel presentations subject to selective acceptance; etc.).

The requirement for peer review of creative activities may be satisfied by:



acceptance for exhibition, publication, or performance in competitions, festivals, and expos where submissions are judged by independent referees who are respected practitioners of the creative activity;

commission from editorial staff of reputable mass media including magazines, newspapers, and broadcast media, as well as new and future forms and media approaches;

published reviews of the faculty member's creative activity by recognized critics, scholars, or industry professionals;

competitive honors from professional organizations.

3. **What does and does not qualify** as meaningful creative work in your discipline?

Qualifying creative activity may include:

photography, videography, sound design, and other forms of commercial art or publication design including advertising and comics;

journalism including opinion;

media writing including advertising and press releases;

screenplays and other forms of narratives such as novels;

website design and/or publication, but not aggregating or compiling a series of links;

managing a social media account by means of original writing, visual rhetoric, and sustained practice, but not merely re-tweeting, sharing, liking, and following others.

4. Does "paid" work count as scholarship? Explain.

Yes. This includes freelancing in camera, voiceover, acting, directing, producing, reporting, or copywriting that results in identifiable, attributable contributions to professional media products.



5. How do 21st century forms of disseminating work product into the intellectual marketplace figure into accepted norms of scholarship in your department's discipline? **No additions.**
6. How does your department's discipline assess issues of quality of scholarship?
Forms of peer review and curation already mentioned.
7. How does your department's discipline assess issues of quantity of scholarship?
Creative publication in which the faculty member maintained predominant authorship of the project's content and aesthetics receives the most weight among creative activities.

Additional topics to assess:

- What discipline specific note, addition, or deletion should accompany "Dissemination of Scholarship?" **No additions.**
- What discipline specific note, addition, or deletion should accompany "Creative Activities?" **No additions.**
- What discipline specific note, addition, or deletion should accompany "Editing?"
- What discipline specific note, addition, or deletion should accompany "Grants and Contracts?" **No additions.**
- What discipline specific note, addition, or deletion should accompany "Classroom based research projects—scholarship of teaching and learning?" **No additions.**
- What discipline specific note, addition, or deletion should accompany "Scholarship related to service or the use of professional expertise, Scholarship of Engagement or Application?"

Operating a competition for research or creative publication on behalf of a professional organization that requires judge recruitment, adjudication of finalists, awards, and exhibition; or similar curatorial activities in our field. Related job titles could include editor-in-chief, managing editor, guest editor, copyeditor, competition chair, and social media manager.

- What discipline specific note, addition, or deletion should accompany "Other?" **No additions.**



**Assess the Nature of the Discipline(s) in your Department in the realm of
service**

Questions to consider and answer:

1. Within your department and discipline, what is the need, value, and expectation of department service?

Based on the number of faculty in our department compared to the number of students majoring in the department, each fulltime faculty member is expected to be an adviser for the purposes of course registration and progress toward degree.

Co-curricular and extra-curricular major-related student organizations and student media in the department need advisers from the department. This counts as service. Such activities that are also credit-bearing may qualify as service on top of a faculty member's regular course load when the workload exceeds the normal work of most courses. Typically the latter has included *The Pine Needle* student newspaper and broadcast practicums; those may be discussed as department service for the purposes of performance evaluation.

An actual course release is compensatory and discounts the service, strictly speaking.

An extra contract is compensatory and discounts the service, unless it is a nominal honorarium.

2. Within your department and discipline, what is the need, value, and expectation of university service?

We have no university service requirement that is not already addressed in the Faculty Handbook.

It may be noted that the instructor/adviser to *The Pine Needle* is an ex officio member of the Student Publications Board and must rotate into the chair position.



3. Within your department and discipline, what is the importance of service to profession? [No additions.](#)
4. Within your department and discipline, what is the importance of service to community? [No additions.](#)
5. How does your Department's discipline assess issues of quality of service? [No additions.](#)
6. How does your Department's discipline assess issues of quantity of service? [No additions.](#)

Additional topics to assess:

- What discipline specific note, addition, or deletion should accompany department service? [No additions.](#)
- What discipline specific note, addition, or deletion should accompany university service?

[Videography, copywriting, and analogous services for campus events, university publications, and related activities on a volunteer basis at the faculty member's discretion are appropriate forms of service to the university in amounts balanced against typical duration of traditional committee work, though participation in university governance should not be eschewed entirely.](#)

- What discipline specific note, addition, or deletion should accompany service to profession?

[Freelance media work without remuneration \(for non-profits, for example\) might be discussed as both "Service" and "Scholarship."](#)

- What discipline specific note, addition, or deletion should accompany service to the community? [No additions.](#)