
APPOINTMENTS, PROMOTION and TENURE GUIDELINES
SCHOOL of JOURNALISM and STRATEGIC MEDIA

MIDDLE TENNESSEE STATE UNIVERSITY

Approved by a faculty vote of: 13 - Yes, 0 - No, 1 - Abstention

on July 14, 2021

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, scholarship, 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 and Tenure, (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 during in-person meetings of the committee. However, the committee may agree by a majority vote to hold discussions and votes via online methods, including asynchronous ones,

provided the methods used ensure confidentiality and follow the same procedural rules as in-person meetings. 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 before the conclusion of each spring term. It is the responsibility of the Committee Chair to convene and conduct meetings. The Chair will convey the decisions of the Committee in writing to all candidates for promotion, tenure, and reappointment, as well as the Director of the School of Journalism and Strategic Media.

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. Vote tallies will be based on the number of members voting. To pass, motions require a majority of members voting.

Members of the Committee shall vote by secret ballot. The vote is binding. After consideration, the committee will consult with the Director. If the recommendations of the Director and Committee are in concert, separate reports will be filed by the Director and by the committee to the Dean. If the recommendations of the Director and Committee are in conflict, they will meet in an attempt to resolve the conflict prior to submitting written recommendations to the Dean. As part of this conflict consultation, the Committee may vote to reconsider its original recommendation. If the conflicts cannot be resolved, reports submitted to the Dean by the committee and by the Department Chair/Director will each describe the points of conflict.

Decisions on reappointment, promotion, and tenure shall be made without regard to race, color, religion, gender, gender identity, sexual orientation, national origin, age, or disability. Members of the Committee may vote only 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 through the university approved faculty activity software 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 external reviews, 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 along with instructions from the Director asking for an assessment of the quality of the scholarship and public service under review. 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 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. Candidates should then follow the university's schedule of deadlines for submitting their materials listed in the Annual Faculty Assessment Calendar.

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, examples of class activities, etc.)
- enrollment size, contact hours, course complexity
- the supervision of graduate theses, independent studies, honors projects
- the development of new courses and/or revision of established courses

- the integration of new technology into teaching methods and course content
- correspondence from former students and professionals related to teaching grants and awards for course or teaching development
- leadership roles in teaching-related activities for 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, webinars, and published articles related to the scholarship of teaching and learning (SOTL)

RESEARCH and CREATIVE ACTIVITY

Scholarship is an essential element of the academic environment. Every faculty member in the School is expected to contribute consistently to scholarship through research, creative activity, or both. Furthermore, every application for tenure and promotion must include evidence of some form of peer review of some elements of the candidate's scholarship, which may include born-digital scholarship and creative activity (e.g., digital tools, software for teaching and research, websites, journalism, media, and communication projects, and grant-writing to support such activities).

Research

Research consists of academic publications, academic presentations, and applications for internal or external research funding, with publication carrying the most weight. Examples of research may include, but are not limited to:

- Original scholarship published in double-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.
- Double-blind, peer-reviewed scholarly papers presented at national conferences.
- Double-blind, peer-reviewed scholarly papers presented at regional conferences.
- Other research publications, including articles, monographs, books, edited book chapters, digital media, and other published works, that are subject to a formal review process by recognized scholars in the field.
- Editorship of scholarly books or other scholarly material subject to peer review.
- Textbooks, educational articles, and instructional technology resources in one's own discipline and innovative contributions to teaching, if published or presented in a peer-reviewed forum or by reputable publishers.
- Funded internal grants from the University or external grants from public or private sources.

Research will be evaluated in terms of its quality, quantity, impact, and originality, as well as in terms of the reputation of the forum or channel through which the research reached its audience. In evaluating these aspects of an applicant's research record, the APT Committee will consider

assessments offered by external reviewers who have expertise in the topics and methodologies the submitted materials involve. Such assessments, plus the blind peer review requirements typically associated with academic publication, constitute “peer review” for research.

Creative activity

Creative activity consists of the creation, production, exhibition, performance, or publication of original work. Such activity should demonstrate originality in design or execution and should reflect, comment on, or otherwise contribute to the forms and practices of any endeavor represented by the disciplines in the School of Journalism & Strategic Media. Materials created to improve faculty success in teaching, scholarship, and other facets of an academic position are also considered creative activity. The product of creative activity may be communicated through print and digital media, photographs, film, video recordings, audio recordings, graphic design, digital imaging, live performances, or other technologies. Examples of creative activity may include, but are not limited to:

- Journalism, in any form and on any platform, that reaches a substantial professional or general audience.
- Public relations, advertising, visual communication, and strategic communication materials of any type, such as media kits, campaign plans, design and advertising materials, collateral, training materials, and web pages, produced for, and accepted by, a client or clients.
- Juried graphics, visual materials, photographs, video productions, web and app design, interactive graphics, multimedia productions, or other visually-oriented media that reach a substantial professional or general audience.
- Audio and/or audio-related productions for film, video, or other media that reach a substantial professional or general audience.
- Published professional or consumer books that reach a substantial professional or general audience.
- Print or digital media content used to advise, evaluate, or train a group of educators or media professionals, such as handbooks, professional development guidelines, or diversity materials that reach a substantial professional or general audience.
- Online publications, such as websites, blogs or apps that cover professional topics and that reach a substantial professional or general audience.
- Performances or exhibitions of creative works before substantial professional or general audiences.
- Data analyses or databases published, cited, or used by a substantial professional or general audience.
- Software development, multimedia authoring, and/or unique and innovative applications thereof that reach a substantial professional or general audience.
- Funded internal grants from the University or external grants from public or private sources.

Creative activity will be evaluated in terms of its quality, quantity, impact, and originality, as well as in terms of the reputation of the forum or outlet through which the creative activity

reached its audience. Peer review requirements for creative activities may be satisfied in one or more of the following ways:

- Acceptance for exhibition, publication, or performance in popular or professional media, where submissions are judged by independent referees who are respected practitioners of the creative activity.
- Acceptance for publication or distribution by an editorial staff or someone who is charged with a selective review process.
- Published review of performances or productions by recognized critics, scholars, or industry professionals.

In evaluating an applicant's creative activity record, the APT Committee will consider assessments offered by external reviewers qualified to judge the creative activity.

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 Research/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:

Research/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: July 14, 2021

Approved by:

APT Committee Chair

Ken Blake

7/15/2021

Signature

Date

SoJSM Director

Danny P. [unclear]

7/15/21

Signature

Date

College Dean

B. J. Keel

7-15-21

Signature

Date

University Provost

Mark Byrnes

7-27-21

Signature

Date

University President

Sidney A. [unclear]

7/30/21

Signature

Date