WKU SCHOOL OF JOURNALISM & BROADCASTING POLICIES
ON REAPPOINTMENT, PROMOTION AND TENURE OF FACULTY MEMBERS

Western Kentucky University defines academic tenure as the “freedom of teaching and research/creative activities; a sufficient degree of economic security to make the profession attractive; and institutional continuity and stability through a substantial contingent of faculty with long-range commitment to WKU” (WKU Faculty Handbook, 19th ed., p. 28). WKU determines tenure based on an individual’s “teaching activities, research/creative activities, and service to and for the University and/or community” (WKU Faculty Handbook, 19th ed., p. 28).

MISSION

SJ&B believes in a standard of overall excellence. The School evaluates candidates individually, according to the areas established by Potter College and University. The statements below do not supersede the procedures noted in the WKU Faculty Handbook (19th ed.), instead they provide specific details associated with the School. Initial rank for tenure track faculty members may be assistant professor, associate professor, or professor. The performance record of a person recommended for reappointment, promotion or tenure must be thoroughly documented as well as evaluated by SJ&B.

CONSIDERATION FOR ALL FACULTY MEMBERS

In the fall of each academic year, as a part of a new faculty member’s continuance in his/her position, the SJ&B director will meet with non-tenured faculty members. Basic expectations for every faculty member include outstanding scholarship and/or creative activity, outstanding teaching, and outstanding service to the School, University, community, and/or discipline. To be reappointed or promoted, each faculty member must continue to contribute in SJ&B and to the discipline. Each year, up until the person may go up for promotion, usually in his/her fifth year, the director will review the materials needed and answer specific questions. Faculty members may apply for tenure before his/her fifth year without penalty. If a faculty member held a tenure- rank at other school(s) it may be counted as time in SJ&B. Each non-tenured individual will receive a written record for his/her file on what the chair feels are the goals for his/her next year as he/she moves toward tenure.

Mentorship. In addition to a candidate’s annual review, SJ&B urges those seeking tenure to seek out mentorship from those in the School, College, and University. Mentorship discussions may provide fruitful guidance, as a candidate builds his or her five-year tenure application plan.

EVIDENCE

Candidate Responsibility. The core areas evaluated as evidence for tenure and/or promotion include teaching, creative activities/research and service. It is the responsibility of the candidate seeking tenure and/or promotion to note the significance of his or her work in each of these areas. In application for tenure and/or promotion, the candidate must specifically indicate the
significance of his or her work at the school, University, local, national and/or international level.

Collegiality. All SJ&B faculty members are expected to have a clear commitment to education as well as a professional manner toward others. SJ&B expects faculty members to listen, respect, and debate in a professional manner; healthy discussion is essential so that SJ&B may focus on training students to work in media environments that are constantly changing.

Teaching. SJ&B prides itself in excellent teaching. Faculty members are expected to be exceptional teachers, academic advisors, and include innovation when appropriate, as the field is constantly in movement. The University conducts teaching evaluations at the end of each semester; however, evidence is not limited to this information.

Evidence of teaching effectiveness includes, but is not limited to:

- Effective communication of course objectives, plan of study, and student performance evaluation
- Course effectiveness including lecture, discussion assignment, and exercises.
- Effectively advise assigned SJ&B students
- Development of new courses (traditional and online) and/or enrichment of established courses
- Development or directing of student projects
- Publishing textbooks or other teaching materials
- Recipient of grants for teaching and/or course development
- Recipient of teaching awards
- Mentorship of students who win regional or national competitions

Scholarship. SJ&B expects continued scholarship from its faculty members in a form of creative, research and/or professional activity. SJ&B will consider whether the faculty member’s creative/research endeavors has been continuous following appointment.

Scholarship and publication may take many forms. SJ&B will consider the following:

- Publication or broadcast of creative or journalistic works, including but not limited to, books, articles, galleries, films, documentaries, electronic media and/or multimedia projects
- Juried exhibitions of creative work
- Publication of books, monographs, articles, textbooks, and papers in professional and/or industry publications and/or electronic media
- Peer reviewed or refereed books or articles or chapters that relate to the academic disciplines of SJ&B
- Presentations at academic and professional conferences are also included in this area as well as production and display of media such as photographs.
Textbooks within the academic disciplines of the School that advance new ideas, concepts or trends

Grants funding creative, research and/or professional work

Service. Service is highly valued and part of SJ&B’s core mission. The expectation for tenure track junior faculty is service within SJ&B and an emerging service record within appropriate statewide and national organizations prior to promotion and tenure. Prior to promotion to full professor, the expectation is robust service at the University, the state, national, and/or international levels. Service includes departmental, college, University, council and professional organizational as well as a local and state level.

Consideration for service includes, but is not limited to:

- Performance in areas such as international and national offices
- Professional contribution through service as an officer, committee chair, active committee member or in another administrative responsibility, or as an active committee member in appropriate scholarly and professional organizations
- Development of or participation in programs, workshops, or activities that contribute significantly to the interest of SJ&B’s professional or academic constituencies
- Service to the University as a committee member, through acceptance of other responsibility and participation in the University activities

FACULTY ENGAGEMENT

SJ&B has a long history of engagement with the professional and external communities reaching to an international level. Public engagement refers to scholarly, creative, pedagogical or service activities for public good, directed toward persons and groups outside of WKU. WKU has a commitment to scholarship activities with an international reach. Engagement can serve the media profession as well as people in the state, nation or international community through a continuum of academically informed activities.

Faculty engagement with the public and engaged scholarship is valued. Faculty members who present engaged scholarship and/or activities as part of their record must suggest metrics by which the work can be evaluated for significance and impact. It is expected that such work might be more prominent at certain stages of an individual’s career, but the work should be consistent.

Faculty may have new forms of scholarship and creative work; this work can come in the form of databases, blogs, website and other forms that do not resemble traditional journal articles. SJ&B recognizes that digitally published work is not always peer reviewed prior to publication and dissemination. As part of this endeavor, faculty members are expected to devote considerable amounts of time to mastering new technologies and methods.
TENURE AND PROMOTION PROCESS

SJ&B’s Tenure and Promotion committee will consist of tenured faculty members. The Tenure and Promotion Review Committee will review the candidate’s credentials and supporting documentation and make written recommendations at a meeting of eligible voting faculty. The eligible voting faculty has the responsibility to produce a written statement to validate the recommendation.

SJ&B Faculty members must have significant professional experience and significant teaching experience and the promise of excellence. For promotion and tenure, faculty members are expected to have established a national and in some cases, international, reputation in their field of creative activity or research; to be outstanding teachers; to have significant service record; and to have begun serving regularly on committees within the school.

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Promotion from Assistant Professor to Associate Professor. Promotion to associate professor with tenure requires evidence that the individual has begun to become an expert in his/her field at a regional and/or national level. The faculty member must demonstrate an outstanding record of teaching and service, usually five years. The faculty member must also show a record of continuing development in professional service areas.

Promotion from Associate Professor to Professor. Promotion to full professor requires a national and/or international reputation within his or her field. SJ&B will consider such promotions once the faculty member has demonstrated an exceptional record of teaching and administrative work and continued development in professional and service endeavors, usually five years. Only faculty who can demonstrate national or international reputations, as measured by his/her peers within the School, University, profession, or discipline may be considered for promotion.

Creative Activity

Faculty members are expected to regularly engage in creative activity appropriate to their areas of expertise and interests. The nature of this work varies widely depending on faculty members’ areas of expertise. Creative work in this area includes, but is not limited to, publications aimed at educators, trade publications and/or general circulation. Audio and visual and multimedia works, which are publicly presented and disseminated, are appropriate for this area. Faculty members should clearly explain in their CVs the impact of the creative activity or applied publications.

The School strongly values collaborative and interdisciplinary work. SJ&B considers the reputation and quality of the venues in which faculty works appear. Quality of published materials and creative works may also be evaluated by their ability to win national awards and/or be accepted by juries for major exhibits. In the case of new or emerging venues, faculty
should provide metrics for which the work should be evaluated. Faculty must also clarify their individual contributions to group work.

Research

Faculty members in this track are expected to be productive scholars. Both quality and quantity are important in this area as well as collaborative and interdisciplinary work. SJ&B considers the reputation and quality of the journals in which faculty members publish juried or refereed articles. Reappointment, promotion, and tenure require evidence of continued scholarly productivity. Published research is regarded at a higher level than presentations at scholarly meetings; however, both are considered benefitting the community. In the case of co-authored work, the faculty members must explain the relative roles of the authors. Faculty members are encouraged to seek external funding for their research and should note this information on their CV.

Additional Weighting Specifics

The relative weight given to various types of publications and creative work is generally reflected in how faculty members list them on their CV.

- Published works are more important than oral presentations at scholarly, professional, or education meetings and workshops.
- Works reaching a national or international audience carry more weight than those for regional, state, or local audiences.
- Local or regional material may be upgraded to national stature by winning national awards or recognition.
- Faculty members who supervise or coordinate student projects, whether part of a course, student group advising, or special program, must clearly explain their role in the final product if listed under creative activity.
- External grants are more important than internally funded work

Questions Reviewed by Tenure and Promotion Committee

SJ&B’s Tenure and Promotion Committee will consider candidates total professional and creative/research record with the following questions as guidelines:

- Has the faculty member’s work been regular, consistent, and focused, with less than a year gap on a faculty member’s CV?
- Is the work significant in the field? Significance is operationalized as whether the project or publication provides new and/or groundbreaking information.
- Does the work demonstrate innovative approach and professional excellence and/or creativity?
- Does the work break new ground and advance concepts and/or ideas?
Equal Employment Opportunity

WKU’s School of Journalism & Broadcasting makes decisions on appointment, reappointment, promotion, and tenure without regard to race, color, gender, national origin, age, veteran status, sexual orientation and/or disability.

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