

**Department of Communication Criteria  
for Tenure and Promotion  
Approved October 9, 2013**

In addition to Article VII of the College of Professional Studies Bylaws, the Department of Communication makes its determination in cases of tenure and/or promotion using the following criteria:

I. Teaching

We equate excellent teaching with teaching that produces measurable evidence of effectiveness. Excellent teachers are masters of their subject area who build rapport with their students, uphold high academic standards, and show respect for the diversity of learners in and out of the classroom setting.

The Department of Communication looks for the following characteristics of an effective teacher:

1. Articulates goals and expectations regarding course content including concepts and skill development in course syllabus and in class discussion.
2. Generates enthusiasm about the subject.
3. Uses class activities which take into account different styles of learning (for example, introverts and extroverts should be able to function comfortably in each course).
4. Builds mechanisms into each course for regular feedback (for example, returns homework and exams promptly).
5. Demonstrates a deep concern for students' learning and is willing to invest significant effort toward that goal.
6. Fosters student-to-instructor communication.
7. Possesses a consistent record of student evaluations that support the criteria for excellence in teaching as expressed in Article VII of the College of Professional Studies Bylaws.
8. Challenges students to perform to their highest capability and to master the essential concepts and skills of communication studies.
9. Creates opportunities for students to develop everyday, pragmatic applications of course concepts and skills.

The evaluation of a candidate's teaching effectiveness will be based on an examination of: the candidate's self-assessment statement, a detailed description of his/her learning philosophy, course syllabi, course materials, samples of student work and student evaluations, observation of classes, and discussion with colleagues.

## II. Research and Scholarship

The candidate for tenure and/or promotion must demonstrate an ongoing and sustained pattern of scholarly activity that deepens intellectual competence and contributes to the discipline.

Scholarly work published prior to a contract at Rollins College cannot be considered for fulfillment of these criteria unless the department agrees to do so in writing at the time of the appointment.

In order to be recommended for tenure, a candidate must fulfill both of the following components:

1. The candidate must have published either A) one book of scholarly quality or B) had at least two articles or essay length works (print or online/electronic) of scholarly quality or of a creative nature published or accepted for publication by peer or editorial review. Recognizing the delay that sometimes accompanies journal acceptances, letters of acceptance from editors may be submitted as proof of forthcoming journal publication. Book contracts for completed and accepted manuscripts may be submitted as proof of forthcoming publications.
2. The candidate must offer evidence in addition to major publication of continuing scholarly contributions. This evidence may consist of any combination of the following: participating in professional organizations, presenting papers at meetings, editing books or journals, refereeing journal submissions, writing reviews, organizing panels, giving readings or performances and/or engaging in similar professional activity.

## III. College Service

We affirm the general criteria set forth in Article VII of the College of Professional Studies Bylaws concerning college service, recognizing within those criteria a variety of ways in which faculty may fill such obligations to students, colleagues and the institution. The candidate's participation in college governance, in co-curricular programs, and in fostering diversity in the Rollins community is particularly encouraged.

Candidates may fulfill this criterion in a variety of ways, including but not exclusively the following:

1. Academic advising of students.
2. Editing a journal in the scholar's disciplinary field.

3. Projects undertaken on behalf of the Department of Communication such as the advising of student groups related to communication studies (LPE, Communique) and the organization of special events on behalf of the department.
  4. Service on all-college, College of Professional Studies, or ad hoc committees, or holding offices within the faculty.
  5. Participation in student-oriented and college-oriented activities such as participation in educational programs or campus organizations.
  6. Teaching special service courses on behalf of the Department of Communication, the College of Professional Studies, or the College as a whole, such as general education courses, Rollins College Conference courses, and team teaching efforts.
  7. Presentations of lectures to community groups.
  8. Participation in community or service organizations.
  9. Efforts to foster diversity on the campus and in the community.
- IV. Promotion to Full Professor

Pursuant to Article VII of the College of Professional Studies Bylaws, requirements are the same for tenure and promotion except that the College has higher expectations for candidates for full professor than for candidates for assistant or associate professor.

#### Teaching

For recommendation for promotion to Full Professor, a candidate must exhibit since the granting of tenure on-going improvement in teaching. In evaluating candidates, the Department will look for examples of a pattern of sustained teaching excellence, the infusion of new teaching methodologies, frequent course revisions to reflect new research and textbooks, attendance at teaching and learning workshops, course evaluations, and self-reflections.

#### Scholarship

For recommendation for promotion to Full Professor, the candidate must be able to demonstrate since the granting of tenure evidence of a strong record of scholarly accomplishment. Accordingly, the candidate must demonstrate that the quality of his or her research or scholarship produced makes a measurable contribution to the field and that the quality, quantity and recentness of these contributions shall serve to distinguish the candidate in a specific area of expertise. The candidate must also exhibit a significant record of ongoing professional commitment as evidenced by a demonstrated leadership record in the field (such as serving as an officer in a professional association, or editor of a

professional journal, or reviewer for a refereed journal or established publishing outlet), and a continuous record of membership and active participation in a professional association(s). Additionally, the candidate must, since the granting of tenure, have published a book of scholarly quality or had at least one article or essay length works (print or electronic) of scholarly quality or of a creative nature published or accepted for publication by peer review.

#### Service

For recommendation for promotion to Full Professor, the candidate must demonstrate, since the granting of tenure, a pattern of sustained service to the Department and the College (as previously defined for those pursuing promotion to Associate Professor).