

**Southern Utah University  
Department of Communication  
Rank and Tenure Criteria  
Approved by the Department - 1999**

**(Merit determined only by exceptional performance in these categories. The department recognizes that not all required content will be achieved in any one particular year)**

**TEACHING EFFECTIVENESS**

**(50 to 70 percent of total)**

Four categories

1. Instructional Delivery Skills
2. Content Expertise
3. Instructional Design Skills
4. Course Management

**Instructional Delivery Skills (50% of the 50 -70% of total for Teaching)**

How does the applicant use the three basic areas of learn: visual, auditory, and kinesthetic?

Are the courses delivered in an overall efficient manner?

How does the applicant participate in coaching and advising?

Evaluation tools:

Student and Peer Evaluations

Advising Interns and teachers, coaching

**Content Expertise (25% of the 50-70% of total for Teaching)**

How does the applicant utilize and take advantage of his/her individual expertise in areas of teaching, service learning, serving on teaching related committees?

Evaluation tools:

Serving on teaching related committees?

Workshops – presenting, attending and/or mentoring, guest lecturing, etc.

Service Learning

**Instructional Design Skills (15% of the 50-70% of total for Teaching)**

How has the applicant participated in developing curriculum and instructional methods and instructional media?

Evaluation tools:

Professional Teaching Development

Curriculum Development

Instructional Methods and Designs

Development of Text/Software/Media

**Course Management (10% of the 50-70% of total for Teaching)**

Minimum compliance with policy of holding class at scheduled time.

How does the participant provide an atmosphere conducive to learning in the classroom?

Does applicant make himself/herself available to students outside of class periods?

Does applicant have facilities and equipment management responsibilities?

Evaluation Tools:

Credit hours taught

Managing instructional equipment and facilities

## **SCHOLARLY ACTIVITY/CREATIVE AND PROFESSIONAL ENDEAVORS (20 to 40 percent of total)**

Two Categories

1. Scholarly Activity
2. Creative and Professional Endeavors

### **1. Scholarly Activity (25-100% of 20-40% of total in Scholarly and Creative)**

A minimum of 25 % credit must be in this category in scholarly activity— meaning there must be some scholarly activity and not just creative and professional activity. The remaining 75% in this category can be in either scholarly activity or creative and professional endeavors

(not ranked)

Book publication/editing

Refereed Article

Conference Papers

Refereed, poster sessions, non-referred

Journal Editor

Competitive Paper Selection Committee

Invited Reviewer

Panel Presentations

Editorial Boards

Solicited Articles and Chapters – Book Review

Work that is Peer Reviewed and given an award or recognized merit

Other Activities as deemed appropriate by the LRT committee

### **2. Creative and Professional Endeavors (0 – 75% of the 20-40% in Sch/Creat)**

75% of the 20-30% Scholarly Activity may be in creative and professional endeavors. 25% must be filled in the scholarly activity area.

(not ranked)

Juried, referred, peer-reviewed, award-winning work

Articles, campaigns, advertisements, broadcast productions and other communication related professional work.

Solicited Articles or book review of a professional orientation

Professional recognition

Industry experience and activities

Non-reviewed communication or media production such as public presentations, consulting, newspaper articles, documentary or video production, managing an ad campaign, professional talent or voice work.

Grant writing

Other activities deemed appropriate by the department LRT committee

Note: Professional work in consulting, public speaking, television, radio, newspapers, public relations, advertising, etc. can positively affect the performance of the faculty member in the classroom. Faculty members should have continued association with professional activities in order to effectively prepare student for the professional world.

## **SERVICE**

**(10 to 20 percent of total)**

Four Categories

1. University Service
2. Departmental
3. Professional and Academic
4. Community

**1. University Service (“some” percentage required)**

Faculty Senate  
Curriculum  
Administration assigned duties  
University search committees  
Other university committees  
College (HSS) level committees  
LRT, Curriculum, Event planning, etc.

**2. Departmental (“some” percentage required)**

Department committees  
Graduate Council, Curriculum, LRT, Retention and Recruitment, Media Advisory  
others  
Advising student organizations and clubs  
Academic advising of majors and emphases  
Hosting tournaments, conferences, workshops, guest speakers, etc.  
Mentoring – assisting new and adjunct faculty  
Other assignments deemed appropriate by the department LRT committee

**3. Professional and Academic Service (no minimum)**

Leadership in professional and academic organizations  
Active participation in professional and academic organizations

**4. Community Service (no minimum)**

Community based activity sponsored or supported by the University  
University representative in a community activity

(Note: the department encourages volunteer and service activities in the community, religious organizations, youth organizations, social organizations, service organizations, etc., but any activity not directly associated with the university or if the person is not a direct representative of the university in the activity, it is not counted in this category.)

<b>SUMMARY OF SUU COMMUNICATION DEPARTMENT LRT SCORING</b>						
<b>Teaching Effectiveness 50-70%</b>		<b>Scholarly Activity/ Creative 20-40%</b>		<b>Service 10-20%</b>		<b>Total of 3 areas is 100% as indicated by applicant</b>
<b>Instructional Delivery</b>	<b>50%</b>	<b>Scholarly Activity</b>	<b>25-100%</b>	<b>University</b>	<b>“some”</b>	
<b>Content Expertise</b>	<b>25%</b>			<b>Departmental</b>	<b>“some”</b>	
<b>Instructional Design</b>	<b>15%</b>	<b>Creative and Professional Endeavors</b>	<b>0-75%</b>	<b>Professional/Academic</b>	<b>No minimum</b>	
<b>Course Management</b>	<b>10%</b>			<b>Community</b>	<b>No minimum</b>	
<b>Subcategory Total</b>	<b>100%</b>	<b>Subcategory Total</b>	<b>100%</b>	<b>Subcategory Total</b>	<b>100%</b>	

The formula is designed to allow individuals to custom fit the requirements to their own strengths. For example, a person who wants to emphasize solid teaching may indicate a 70% teaching emphasis whereas a person who wants to demonstrate significant scholarly activity would only indicate 50% teaching and 30 to 40% scholarly and creative activity.

These are general guidelines and should not be used in a precise mathematical manner. The formula is designed to indicate areas where a minimum performance is required and also indicates general limits on how much of one particular activity should be used and weighted. The individual may indicate in a cover letter or narrative which areas the committees and supervisors should examine as areas of emphasis and strength.