

# Media Arts, Design, and Technology Department

## Personnel Committee

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MADT Department Standards - Provisional Standard Approved 9-1-22 for AY 22/23 and extended to AY 23/24 contingent upon receipt of revision per the 9-1-22 memo and attachments. | 1  
Standards must be compliant with the CBA and the FPPP. Conflicts between these standards and the CBA or the FPPP will be resolved pursuant to the CBA and then FPPP.

# **Media Arts, Design, and Technology Department**

## **Personnel Committee Department Standards for Retention, Tenure, and Promotion**

### **Part I: Probationary and Tenured Faculty**

#### **Introduction**

Decisions regarding Retention, Tenure, and Promotion in the Department of Media Arts, Design, and Technology are based upon the mission and the strategic plan of California State University, Chico, the Faculty Personnel Policy and Procedures (FPPP), the Department Mission Statement, and the criteria and procedures articulated in this document. Candidates and the committee should carefully review the FPPP each year before the evaluation process begins.

#### **Procedures**

This section outlines the process of reviewing candidates for retention, tenure, and promotion.

Each Fall, the candidate and the RTP committee will receive a calendar that will include the names of the candidates under review, the level of the review, the due dates for the candidate's materials, and the due dates for the committee's review reports.

Armed with this information, the candidate will prepare a dossier which will be combined with their Personnel Action File (PAF) to become the Working Personnel Action File (WPAF). The RTP committee will arrange for a classroom visit and a classroom visit report will be submitted before the date when the dossier is due. CSU, Chico's Media Arts, Design, and Technology Department is an assemblage of several disciplines; the dossier plays a critical role, giving the candidate an opportunity to contextualize their contributions to a committee composed of faculty from a variety of disciplines within the department. Once the dossier is submitted, the RTP committee will thoroughly examine the dossier/WPAF and supplemental materials. An interview will be conducted involving the candidate and the Personnel Committee. The interview's purpose is to ensure that the report is accurate and to discuss formally the candidate's performance in the department. Following the interview, the RTP committee will submit a report to the Department Chair. The Department Chair will then conduct a review of the candidate.

## Preparing the Dossier

Guidelines and suggestions for dossier preparation are available in the [College of Communication and Education Handbook](#).

## Committee Report

The committee will examine the dossier and support materials in order to prepare a written evaluation of the candidate. The evaluation includes the sections listed below. Candidates should pay attention to the criteria for each section to ensure that the committee has the appropriate information to make an informed evaluation. For those candidates undergoing a performance review each section will be ranked Exceeds Expectations, Meets Expectations, or Does Not Meet Expectations. [See FPPP section 10.3](#)

## Evaluation Criteria

### 1. Instruction

#### Teaching effectiveness

Teaching effectiveness is the first, minimum, and indispensable requirement for retention, tenure, or promotion of the faculty. Teaching may be defined as classroom and related instructional activities including student advising and supervision of student independent study, research, and projects; these activities should be appropriate to the mode of instruction: lecture, lecture-discussion, discussion, laboratory activity and supervision.

Examples of teaching materials such as course syllabi, handouts, workbooks, visual aids that have been prepared by the faculty member (DVD's, presentations, Web sites), examinations and examples of student work will be included in the dossier as part of the evaluation of instruction. The dossier should also include evidence of student outcomes assessments and contributions to elements of the University Strategic Plan and related College and Department Goals.

Scholarship, knowledge of the field and effective communication are the main criteria for judgment. A candidate will be evaluated regarding upper-division and lower-division undergraduate teaching as appropriate.

#### Student Feedback on Teaching and Learning

Student feedback on teaching and learning shall be carried out on every class for all faculty members each semester. Data obtained from student feedback on teaching and learning shall comprise no more than 25% of the total evaluation.

#### Classroom Observation

At least one classroom observation per year will be conducted for each candidate. Each candidate will be reviewed by a faculty member who will act as a representative for the

Personnel Committee. The faculty representative will be appointed by the Personnel Committee chairperson.

In the case of in-person classes, the faculty representatives will assume responsibility for setting up the classroom visitation dates and times with each candidate for retention, tenure, and promotion. All visitations shall be announced to the faculty member being observed at least five business days before the visitation. There shall be consultation between the faculty member being evaluated and the individual who visits his or her class.

For online synchronous or asynchronous classes, the faculty representatives will assume responsibility for arranging access to online course materials and sessions. All visitations to synchronous class sessions shall be coordinated with the faculty member being observed at least five business days before the visitation.

To ensure consistent guidelines for evaluation, each representative will use the Classroom Observation Forms for in-person and online courses provided by the department office. Each observer will write a separate, independent evaluation for each class visitation. All classroom visitations must be completed prior to the candidate's RTP interview.

Classroom visitations shall not be scheduled during the first or last week of classes.

### **Peer Evaluations**

Faculty under review may include in the Dossier evaluations from members of the academic community regarding the teaching effectiveness of the candidate. The evaluator should sign the written evaluation and provide the RTP Committee sufficient information to validate an informed assessment.

## **2. Professional Growth and Achievement**

The Department of Media Arts, Design, and Technology faculty defines scholarly and professional achievement to include contributions to a faculty member's discipline or professional community. Scholarship may take many forms, but all have the common attribute of demonstrating disciplinary competency through the creation of something that did not exist before and is validated and communicated to others. Validation includes juried review, editorial or professional selection for publication, or performance and commercial adoption or production.

The following categories are intended as examples of creative or scholarly achievement that offer a clear demonstration of professional growth and activity. They are not to be construed as the only categories appropriate to professional development.

### **Publication**

Publications shall include books, chapters in books, articles, reviews, translations, films, media productions, audiovisual materials, and scripts for radio, television, cinema and new media.

Publication may include the design and production of ephemeral and collateral materials that enhance communication due to visual interpretation or presentation.

### **Awards and Honors**

Awards and honors include recognition by professional organizations, other universities, companies or corporations that utilize elements of faculty expertise or scholarly groups for teaching, performance, publication or creative activities.

### **Creative Activities**

Creative activities shall include original and/or artistic work created by the faculty member in question that is consistent with that faculty member's training and assignments.

### **Evaluation Guidelines**

The principal criteria for evaluating a faculty member's activities in terms of professional growth and achievement are:

- The contribution of the activity to the improvement and informing of instruction. A positive link between research, creative endeavors, grant activity, consulting and other professional activities is the over-arching consideration in assessing value to professional growth and achievement. Consideration is given to the direct transfer of knowledge to the classroom by increasing the depth and currency of the faculty member's knowledge and skills in his/her discipline. Indirect contributions in terms of student participation in research or productions and professional contacts that promote student internships and employment opportunities for graduates are also considered.
- The contribution of the activity to the enhancement of the reputation of the University. The quality of the activity in this dimension can be measured by the level of recognition the faculty member's activity receives. Achievement is traditionally recognized by publication of research in juried journals, by awards of media productions and creative performances in competitions and by invited showings or displays of creative work. Other indications of the value of the professional activity in this regard are receipt of grant awards, invited presentations at conferences, appointments to commissions, task forces or studies. Publication of articles in the popular press, radio and television broadcast, and commercial success are also measures of recognition. Attendance at conferences, participation in professional organizations and other activities such as editorial reviews, media judges, and workshop presentations are considered albeit of lesser value.
- Professional activities that serve primarily the faculty members needs are valued inasmuch as they contribute to a more positive and productive person. Activities in this category that cannot be linked to improved instruction or institutional reputation have much less import, however.

## Documentation

Each faculty member should show continued professional growth and achievement. The following areas may be submitted for consideration as demonstrated effort regarding professional development. Since the Department of Media Arts, Design, and Technology includes a diverse mix of study options and patterns, all listed areas may not be appropriate for each faculty member who is being reviewed. Each area selected to be representative of professional growth and achievement shall meet professional and scholarly criteria designed to ensure the highest quality of effort or product.

- a. Active involvement in research. The nature and quality of research activities should be evaluated by Personnel Committee from documentation and reports provided by the faculty member being reviewed.
- b. Active membership in relevant professional organizations. The faculty member shall provide evidence of active membership and leadership in professional organizations related to his/her field.
- c. Attendance at conferences, workshops, conventions, etc. The faculty member shall provide Committee lists of conferences, workshops, conventions, etc. attended. Please document relevancy of the activity in separate dossier file.
- d. Authoring book reviews. The faculty member shall provide relevant information to Personnel Committee for their evaluation.
- e. Developing instructional materials for publication, such as lab manuals and supplements to text, video, films, new media productions, etc. The faculty member shall supply Personnel Committee with copies of materials developed.
- f. Participation in public presentations such as panels, forums, etc. The faculty member shall provide Personnel Committee lists of panels, forums, etc., served on with description and documentation of faculty member's role.
- g. Authoring magazine articles. The faculty member shall provide the Personnel Committee with examples of magazine writing as the articles appear in regional or national magazines.
- h. Presentation of papers at professional meeting. The quality as well as quantity of papers presented at professional meetings should be evaluated by Personnel Committee.
- i. Publications. The quality as well as quantity of publications should be evaluated by Personnel Committee.
- j. Recipient of awards or other recognition for professional activities. The faculty member shall provide Personnel Committee with information on awards received or other recognition received.
- k. Reviewing articles for possible publication in professional journal(s) or reviewing book manuscripts for publishing company. The faculty member shall provide relevant information to Personnel Committee for their evaluation.
- l. Serving as editor of professional journal(s) or editing book(s). The faculty member shall provide relevant information to Personnel Committee for their evaluation.
- m. Significant consulting activities. The relationship to the faculty member's academic area and quality of consulting activities should be evaluated by Personnel Committee.
- n. Grant and/ or contract activity. The faculty member shall provide Personnel Committee with copies of grant proposals indicating whether accepted or rejected.

- o. Designing and producing displays/exhibits. The faculty member shall provide documentation of displays including time, place and quality of sponsoring organization.
- p. Designing and producing digital media productions. The faculty member shall provide documentation of digital media productions including when and where presented and the sponsoring organization.
- q. Review and analysis of media productions for professional organizations or review bodies. The faculty should provide information regarding the quality of the sponsoring organization and particulars of the review.
- r. Online instruction materials outside of materials produced for instruction at CSUC (those materials should be included in Instruction). The faculty should provide documentation of online materials including where used and sponsoring organization.
- s. Creative activity. The faculty member shall provide the Personnel Committee with examples of creative works that are used to narrate, record, inform, convince, educate or enhance data by visual or graphic methods. The quality evaluation will be by the Personnel Committee.
- t. Juried exhibition. The faculty member shall provide the Personnel Committee with information regarding juried exhibition including acceptance rates.
- u. Other evidence of professional growth or achievement a faculty member may wish to include. The faculty member shall provide relevant information to Personnel Committee for their evaluation of any other specific professional activity, such as editorial or review work, public lectures related to the appropriate discipline, holding significant special appointments such as visiting professorships, lectureships, or consultant assignments in other academic, professional, or governmental institutions.

### **3. Other Contributions to the University and Community (also referred to as Service)**

#### **Service to the Profession**

Service to the profession shall include the holding of significant regional, national, and/or international editorships, offices, or as consultants.

#### **Contributions to the Department**

Student advising is a critical component of service. Office hours, number of student advisees, and student comments are evidence of advising performance. Participation in committee work and other activity necessary for the normal functioning of the Department is expected of all faculty. Work on committees such as departmental RTP or curriculum committees, serving as program coordinators or course coordinators for multi-sectioned courses, doing extensive departmental advising, supervising internship programs, developing curriculum materials, giving faculty workshops, advising student clubs or serving on other important and/or time-consuming committees will be most heavily weighted.

#### **Contributions to the College, Academic Plan of Academic Affairs and the University**

As with departmental contributions, contributions at these levels will be weighted according to the significance of the contribution with organizations external to the university that enhance the posture of the University with either the professional or civic community.

Faculty members will be evaluated in terms of their ability and willingness to assume both the currently defined duties of their position and other teaching assignments or instructionally related assignments if the need arises. In particular, the Personnel Committee will review the faculty member's file and assess his/her competencies in terms of the Department's short and long-range plans. The Committee will describe any specific efforts the individual has made to adapt to the Department plans and what unique contributions he/she make to meeting the Department goals.

Faculty members work collaboratively and productively with colleagues.

### **Contribution to the Strategic Plans and Goals of the University, Academic Plan of Academic Affairs, College, and Department/Unit**

While the material in the above-described sections will address much of a faculty member's performance relative to strategic plans and goals, the faculty member should make sure that any additional evidence regarding performance towards these goals is included in the Dossier. The faculty member may wish to consider adding a statement that guides reviewers to the evidence in the Dossier that relates to strategic plans and goals.

### **Criteria for Early Tenure and Review**

Candidates who have requested evaluation for accelerated tenure or promotion must meet the criteria stated in FPPP 10.5.3. Candidates who have requested evaluation for accelerated promotion to Full Professor must meet the criteria stated in FPPP 11.1.3.

### **Procedures for Fifth Year Review**

The fifth-year periodic review of tenured faculty in the areas of instructional performance and currency in their field is mandatory. If a tenured faculty member is at a rank below that of Professor for more than five years since the last evaluation, he/she shall also undergo a tenured faculty evaluation.

The Tenured Faculty Review Committee shall consist of no less than 2 tenured, full professors elected from the Department faculty by the probationary and tenured members of the unit.

If there are an insufficient number of tenured, full professors available within the Department, the number of full professors required to make a committee of three may be elected by the MADT faculty from the College of Communication and Education or from another academic unit with related subject matter areas.

Any full professor serving on the MADT Personnel Committee may also serve on a Tenured Faculty Review Committee. Any faculty member undergoing fifth year evaluation is ineligible to participate in his or her own evaluation.



Persons to be reviewed will submit all pertinent data for the evaluation of teaching and/or currency in their field as outlined in the FPPP and according to the deadlines in the current RTP calendar.

The interview with the candidate and the report from the Departmental Committee shall be completed and forwarded to the Department Chair (or designee) according to the deadlines in the current RTP calendar.

The Chair shall complete their review and submit a report to the Dean according to the deadlines in the current RTP calendar. In the event the Chair is the subject of a tenured review, the report will be submitted directly to the Dean.

The Committee shall use departmental criteria outlined in this document, as well as the Current FPPP and the Collective Bargaining Agreement (CBA). Each Review Committee chairperson will be responsible for facilitating an orderly process of evaluation that meets all criteria of the FPPP.

## **Part II. Temporary Faculty**

Temporary faculty have two kinds of evaluations, the annual review of teaching performance and the application for range elevation ([described in FPPP 12](#)).

### **Annual Review**

Temporary faculty evaluation consists of two elements: 1) the Personnel Action File (PAF) and 2) the Supplemental Evidence File. Together they serve as the repository for all documentation related to evaluation.

The Personnel Action (PAF) is the official personnel file for each faculty member managed by and held in the Dean's office. The PAF contains correspondence about employment status and personnel actions such as contract renewals, as well as information such as peer evaluations, signed statements of evaluation, and summaries of student evaluations. The PAF is maintained throughout the faculty member's career with CSU, Chico

At least one classroom visit shall take place at least once each academic year. The faculty member shall be provided written notice at least five business days before that classroom visit is to take place.

Information on the Supplemental Evidence File is available in the [College of Communication and Education Handbook](#). Failing to turn in a Supplemental Evidence File means will mean an incomplete evaluation and could lead to an Unsatisfactory rating.

The Personnel Committee will write a report based on information in the Personnel Action File and the Supplemental Evidence File.

The Department Chair will review the Committee's reports for all candidates. They may concur with the committee's recommendations or conduct a separate review if they disagree.

## **Range Elevation**

Candidates for range elevation (temporary faculty) are reviewed and evaluated in accordance with policies, procedures, and criteria as described in the FPPP 8.4. The FPPP states that, for elevation to the RANGE of Lecturer B or above, the individual must (1) satisfy the Department/Unit educational standards specified for the higher rank and (2) have achieved substantial professional development since the initial appointment or last range elevation. Accumulated teaching experience alone is not considered sufficient for appointment at a higher level.

MADT considers 1) teaching excellence and 2) currency in the field as critical range elevation criteria. Lecturers who request a range elevation must provide:

- a) Evidence related to teaching effectiveness as defined in Part I: Instruction.
- b) Evidence related to currency in the field.

The CME Handbook provides more information.

The list below may provide some suggestions of types of evidence that demonstrate maintaining currency in the field.

- Increased mastery of the discipline evidenced by additional relevant education or an additional degree
- Effectively using course materials that reflect the current state of knowledge and practices in the field
- Contributing to and planning professional development activities on campus
- Presenting original work at professional meetings and conferences
- Collaborative research and creative activity involving the campus and the community
- Publications, exhibitions, and/or performances that advance knowledge
- Research and/or creative activity in discipline related pedagogy
- Editing professional publications
- External fundraising and resource development related to the mission of the University
- Grant proposals to conduct research in the discipline, to support pedagogy, or to further the mission of the University



## Department Standards Approval Sheet

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Process:

- a) Department votes, if approved, Department Chair/Director submits to College Dean for review and approval;
- b) College Dean reviews, consults with Department Chair/Director regarding questions/ issues, then forwards Dean approved Word document to OAPL via email for review;
- c) OAPL reviews for compliance with CBA/FPPP, consults with the dean, then forwards OAPL approved document to Provost for approval;
- d) Provost reviews and approves, recommending changes if necessary, then returns approved document to OAPL.
- e) If not approved, OAPL forwards requested changes for revision and re-submission.
- f) If approved, OAPL adds *Provost Approved Date* footnote to page 1 of the document:
  - a. Routes this approval sheet with approved Standard for signatures via Adobe Sign,
  - b. Uploads document to OAPL Department Standards website, and
  - c. Informs Dean and Department Chair/Director of approval with link to OAPL website location.

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**Approvals:**

Chair/Director: <u>Tom Welsh</u>	Date: <u>Sep 6, 2022</u>
Dean: <u>Angie Guthrie</u>	Date: <u>Sep 6, 2022</u>
OAPL: <u>Mahalley D. Allen</u>	Date: <u>Sep 7, 2022</u>
Provost: <u>[Signature]</u>	Date: <u>Sep 10, 2022</u>



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# MEMORANDUM

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DATE: Sept. 1, 2022

TO: Thomas Welsh, Department Chair

CC: Angela Trethewey, Dean

FROM: Mahalley D. Allen, Associate Vice President for Academic Personnel

SUBJECT: Provisional Approval of MADT Department RTP Standards

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Thank you for submitting revised department RTP standards incorporating the [three new evaluation ratings](#) in each area of faculty performance.

Provost Larson has provisionally approved the attached department standards for the 2022-2023 academic year. This approval is provisional, and your department needs to address and revise specific areas of your standards as noted in the document's comments and tracked changes. In addition, we have called out here critical items that must be addressed:

- Provide information (membership, procedures, confidentiality, etc.) about the department personnel committee.
- Document provides some general ideas but is mostly missing of the criteria to establish the assignment of ratings. How does the candidate, let alone the personnel committee, know what constitutes performance that meets expectations, etc. ?
- Document relies on ill-defined words as criteria such as “high-level, awareness, excellence, competence, consummate, etc.” Specify the characteristics that would constitute, for example, high-level performance. This is important as each person has a different notion of what these words mean in the specific.
- Many comments are provided within the evaluation criteria section. Please know that lists of possible activities (e.g. data sources) are the same thing as criteria.
- Document does not specify the ratings required in each area for tenure and/or promotion. Same comment for lecturers. Document does not differentiate performance expectations between retention, tenure and promotion and promotion to full.

Based on our review of recently submitted department standards, we offer these general observations, which we highly recommend departments consider as they work on revising their provisionally approved standards.

1. According to FPPP 10.3.3, an evaluation of meets expectations is the minimum level of overall achievement consistent with the awarding of tenure and/or promotion. Evaluations of exceeds expectations shall be concluded only when faculty performance has clearly exceeded the requirements for obtaining tenure and/or promotion.

2. FPPP 10.5 requires a higher standard for obtaining accelerated tenure and/or promotion at the rank of assistant to associate. Not only must faculty be evaluated as exceeding expectations in all three categories of evaluation, but they must also demonstrate the likelihood that this high level of performance will continue, and they must have worked a minimum of one academic year under the conditions similar to their department's typical full-time assignment. FPPP 11.1.3 applies to accelerated promotion to professor that includes the requirement that the candidate demonstrate substantial potential recognition at and beyond the University itself.
3. Departments need to develop clear definitions and criteria for the three evaluation ratings in each area of performance. Clearly defined expectations provide fair and necessary guidance for faculty undergoing review and encourage professional growth.
4. We encourage departments to consider differential expectations for faculty members as a function of time in rank. The criteria for an evaluation of meets expectations in service, for example, may be different for retention of probationary faculty than for the granting of tenure. Similarly, the criteria for an evaluation of meets expectations in professional growth and achievement may be different for promotion to associate professor than for promotion to full professor.

Please submit your revisions, with tracked changes, to our office no later than Monday, January 23, 2023, so that the Office of Academic Personnel and Provost Larson have adequate time to review the revisions prior to the start of the 2023-2024 academic year. If revisions are not received by that date, your department standards will revert to the version posted prior to this submission.

Our office will route for signatures your provisionally approved department standards in Adobe Sign and will post them to the [Department Standards page](#). You may now provide these provisionally approved standards to faculty in your department.