

California State University, Chico

College of Communication and Education

Department of Communication Design

Retention, Tenure, and Promotion Procedures

Revised Spring 2008



# CHICO

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UNIVERSITY

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PRODUCED BY STUDENTS AND FACULTY OF THE COMMUNICATION DESIGN DEPARTMENT, COLLEGE OF COMMUNICATION AND EDUCATION, CALIFORNIA STATE UNIVERSITY, CHICO  
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Attachments: Peer Teaching Report

## Introduction

Decisions regarding Retention, Tenure, and Promotion in the Department of Communication Design 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.

## Mission Statement

The Department of Communication Design focuses on the study of the structure, processes, meaning, history, aesthetics, functions, effects, and creation of mediated communication. Students have the opportunity to gain knowledge and skills in a wide array of highly integrated design applications.

At the undergraduate level, the Department aspires to contribute to a broad education for majors by raising their level of visual, aural, and written communication literacy, as well as their critical thinking ability by developing their understanding and appreciation of mediated message creation and exchanges. The Department advances knowledge as well as skills needed for future employment in graphic communication, radio, television, media production, advertising, business, government, education, and consulting wherein communication design skills are essential.

At the graduate level, the program serves students in providing career-oriented skills and qualifications. Students have the opportunity to study theory, criticism, research methods, and to enhance professional skills appropriate to their instructional design career goals. The mission statement is published at <http://www.csuchico.edu/cdes>.

## I. CRITERIA FOR RETENTION, TENURE AND PROMOTION

- A. The Department of Communication Design, in accordance with current faculty personnel policies and procedures, adopts the following criteria for purposes of retention, tenure, and promotion within the Department.

In the adaptation and application of these criteria within the Department, we recommend:

1. That each faculty member assume personal responsibility for teaching excellence, research and publication, and other professional activities which contribute to the goal of quality education and which enhance the reputation of the School and the College.
2. That the general thrust of evaluative procedures in the Department be that of fostering and facilitating professional development of the faculty, and that these procedures be designed and implemented for development and diagnostic purposes.
3. All members of the faculty shall be guided by the professional and ethical standards established in the RESPONSIBILITIES AND ETHICAL REQUIREMENTS, the statement on Academic Freedom, and the statement on Conflicts of Interest, which are found in section 1.0 of Faculty Personnel Policies and Procedures (FPPP).
4. All members of the faculty shall adhere to the procedures referenced in the MEMORANDUM OF UNDERSTANDING, the agreement between the Trustees of the California State University and the California Faculty Association.
5. All members of the faculty shall adhere to the procedures referenced in the California State University, Chico Faculty Personnel Policies and Procedures.

## II. SELECTION AND OPERATION OF THE DEPARTMENT OF COMMUNICATION DESIGN PERSONNEL COMMITTEE

- A. The Department of Communication Design Personnel Committee shall consist of three eligible tenured members elected from the Department faculty by the probationary and tenured members of the unit. No faculty member may serve on the Committee if:
1. His/her case is to be reviewed that year by the Committee.
  2. He/she is on leave for all or part of that academic year.
  3. He/she is serving on another level of review for a given candidate in a particular personnel cycle.

The Personnel Committee, when dealing with promotion and/or tenure, must be made up entirely of faculty members of higher rank than that of the candidate being considered.

- B. Quorum standards for RTP matters will constitute the entire Personnel Committee.
- C. The Department Personnel Committee shall elect a Chairperson and a Secretary. Committee members will not be eligible to serve as Chair until they have completed one term on a personnel committee (Department or College,). The Chair will call and preside at meetings and carry out other appropriate duties. The committee shall record minutes concerning time, place, and date of meeting, members present, any action taken, and carry out other appropriate duties. No minutes on discussion shall be taken.
- D. The Personnel Committee shall be responsible for the review and evaluation of the personnel data and for preparing a report and recommendation on the candidate. All reports and recommendations shall be in writing. The Personnel Committee must approve each report as to its completeness and the adequacy of supporting data before it is forwarded. A member who concurs with a recommendation, but not the contents of the supporting report, must submit a concurring report. A member who disagrees with the recommendation and/or the supporting report of the majority must submit a minority report and recommendation. (Abstentions on RTP voting must be explained in writing by the member and will not count as a negative vote.)

### III. AFFIRMATIVE ACTION GUIDELINES

The Department of Communication Design is committed to the policy that there shall be no discrimination based upon race, national origin, religion, sex, physical handicap, or age (within retirement regulations) in any personnel action, including recruitment, appointment and promotion procedures. The Department will comply with all University Affirmative Action criteria.

It is the responsibility of each member of the Personnel Committee to insure the RTP process is untainted by discrimination. If any member feels the review and evaluation process has been discriminatory, it is the responsibility of that member to file a minority report explaining the infractions. This report will become a document in the subsequent review procedures.

### IV. TENURED FACULTY REVIEW

The fifth year 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 three 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 CDES faculty from the College of Communication and Education or from another academic unit with related subject matter areas.

Any full professor serving on the CDES RTP 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, but shall be allowed to participate in the fifth year evaluation of others.

Persons to be reviewed will submit all pertinent data for the evaluation of teaching and/or currency in their field by February 1.

The interview with the candidate and the report from the Departmental Committee shall be completed and forwarded to the Department Chair (or designee) by April 1.

The Chair shall complete his/her review and submit a report to the Dean by May 1. In the event the Chair is the subject of a tenured review, the report will be submitted directly to the Dean.

The Departmental Committee shall use departmental criteria outlined in Paragraph V of this document, as well as the Current Faculty Personnel Policies and Procedures and the Memorandum of Understanding. Each Review Committee chairperson will be responsible for facilitating an orderly process of evaluation that meets all criteria of the Faculty Personnel Policies and Procedures document.

#### V. RETENTION, TENURE, AND PROMOTION REVIEW PROCEDURES

Prior to the beginning of the Retention, Tenure and Promotional Review process, the CDES Personnel Committee shall hold a meeting for all faculty under review in order to explain personnel rights and responsibilities and to clarify any misunderstandings that the RTP process may generate.

Each of the following categories: Instruction, Professional Growth and Achievement, and Other Service to the University, shall be rated and described by all reviewing bodies using the following adjectives: inadequate, minimal, adequate, effective, or superior. Combinations of these terms may not be used. The Committee shall also address the category of the Contributions to the Strategic Plan. 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. *Successful candidates for tenure and promotion must exhibit evidence of*

*superior performance in at least one of the three categories and must show evidence of at least effective performance in all categories.*

A. INSTRUCTION:

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. *Student advising is a critical component of teaching effectiveness. Office hours, number of student advisees, and student comments are evidence of advising performance.*

Each candidate's dossier and working file shall be evaluated. Examples of teaching materials such as course syllabi, handouts, work-books, visual aids that have been prepared by the faculty member (DVD's, video tapes, Web link), examinations and examples of student work will be included as part of the evaluation of instruction. *The dossier will include evidence of student outcomes assessments and contributions to elements of the Strategic Plan, such as:*

Organization, scholarship, knowledge of the field and effective communication are the main criteria for judgment. A candidate will be evaluated in regard to graduate and both upper division and lower division undergraduate teaching as appropriate and each of the following instruments for evaluation will be weighted equally.

1. STUDENT EVALUATIONS

Evaluation, using the University prescribed Student Evaluation of Teaching, shall be carried out on each full-time, probationary faculty member each semester. The CDES department will notify the Office of Testing regarding SET recipients each semester.

Data obtained from Student Evaluation of Teaching forms, collected in the SET process, shall comprise no more than 25% of the total evaluation.

2. CLASSROOM OBSERVATION

Classroom visitations will be conducted during the fall semester preceding the final RTP report. Each candidate will be reviewed by two faculty members who will act as representatives for the RTP Committee. The two faculty representatives will be appointed by the RTP Committee chairperson. During the first three weeks of the fall semester 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 one week prior to the visitation.

In order to insure consistent guidelines for evaluation, each representative will use the attached Classroom Observation Form 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.

### 3. 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 referee should sign the written evaluation and provide the RTP Committee sufficient information to validate an informed assessment.

### 4. COURSE MATERIALS

The faculty member being reviewed shall provide the committee with a set of course materials for use in the evaluation. These may include the course syllabi, student assignments, workbooks study guides, examinations and other instructional materials prepared by the faculty member for use in his/her instruction *these materials must appear in the Dossier*.

### 5. PERSONAL INTERVIEW

After reviewing the data and evaluations but before writing its recommendation, the Department RTP Committee shall meet with each candidate for retention, tenure or promotion on an individual basis. The purpose shall be to answer unresolved questions on the part of any of the participants in the retention, tenure, or promotion process. Committee members may question the faculty member regarding any issue affecting the retention, tenure, or promotion decision-making process. The faculty member must be afforded an opportunity at this meeting to respond to these questions and to receive answers to his or her inquiries about the retention, tenure, or promotion process. The Department Chair shall be present at this meeting and may participate in it. Minutes on the question, responses and answers shall be kept. At a minimum such minutes shall contain a written digest of the substance of the interview. They shall become a part of the Working File. Interviews must be taped and serve as the official record. The candidate may request one additional meeting with the

## RTP Committee

### B. PROFESSIONAL GROWTH AND ACHIEVEMENT

The Department of Communication Design faculty, in accordance with the resolution on scholarly and professional activity issued by the Faculty Senate at CSU, Chico, 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, that's 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 production, audiovisual materials, and scripts for radio, television, cinema and web design presentations. 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 particular faculty member in question that is consistent with that particular faculty member's training and assignments.

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

Service to the California K-12 Public Education System: Service to the schools shall include significant research, grants and/or the design and development of teaching/learning materials and delivery systems.

### Evaluation Guidelines

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

1. 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.
2. *Contributions to elements of the Strategic Plan, such as:*
  - a. *involvement with K-12*
  - b. *involvement with General Education*
  - c. *enhancement of instructional technology*
  - d. *other activities, as identified*
3. 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.
4. The contribution of the activity to the individual's professional and personal goals and interests. 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 Communication Design 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.

1. **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.
2. **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.
3. **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.
4. **Authoring book reviews.** The faculty member shall provide relevant information to Personnel Committee for their evaluation.
5. **Developing instructional materials, such as lab manuals and supplements to text, video, films, multi-media, web based productions, etc.** The faculty member shall supply Personnel Committee with copies of materials developed.
6. **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.
7. **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.
8. **Presentation of papers at professional meeting.** The quality as well as quantity of papers presented at professional meetings should be evaluated by Personnel Committee.
9. **Publications.** The quality as well as quantity of publications should be

evaluated by Personnel Committee.

10. **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.
11. **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.
12. **Serving as editor of professional journal(s) or editing book(s).** The faculty member shall provide relevant information to Personnel Committee for their evaluation.
13. **Significant consulting activities.** The relationship to the faculty member's academic area and quality of consulting activities should be evaluated by Personnel Committee.
14. **Grant activity.** The faculty member shall provide Personnel Committee with copies of grant proposals indicating whether accepted or rejected.
15. **Designing and producing displays/exhibits.** The faculty member shall provide documentation of displays including time, place and quality of sponsoring organization.
16. **Designing and producing Electronic Media productions.** The faculty member shall provide documentation of Electronic Media productions including when and where presented and the sponsoring organization.
17. **Review and analysis of Electronic 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.
18. **Web Based instruction materials.** The faculty should provide documentation of Web Based materials including where used and sponsoring organization.
19. **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.
20. **Contributions to the California K-12 Education System.** The faculty

member shall provide relevant evidence to the Personnel Committee of participation in curriculum design, materials development, presentations, workshops, career/guidance activities, creative competitions and media festivals which relate to K-12 instruction.

21. **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.
22. **The Department requires a faculty member being reviewed to have the terminal degree or equivalent for tenure.**

#### C. OTHER CONTRIBUTIONS TO THE UNIVERSITY

1. Contributions in Support of the Strategic Plan not covered above.
2. Contributions to the Department: 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 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.
3. Contributions to the College and the University: As with departmental contributions, contributions at these levels will be weighted according to the significance of the contribution.
4. Significant consultancies with organizations external to the university that enhance the posture of the University with either the professional or civic community.
5. 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 members file and assess his/her competencies in terms of the Department's short and long range plans including affirmative action goals. The Committee will describe any particular efforts the individual has made to adapt to the Department plans and what unique contributions he/she make to meeting the Department goals.

6. *Works collaboratively and productively with colleagues.*

#### D. THE REPORT

The Department/Unit personnel committee (or subcommittee) having declared the Working File to be complete with respect to relevant evidence, shall then write its report and recommendation. The report and recommendation shall follow the prescribed form provided by the Vice President of Academic Affairs and shall include:

1. The recommendation.
2. Summary of appointment status, time-in-rank considerations, "ranking" for promotion and, for promotion to Professor, an explicit explanation of substantial national recognition.
3. Instruction.
4. Professional growth and achievement.
5. Other contributions to the University.
6. Willingness to adjust to the Master Plan.
7. Concluding remarks shall contain a summary paragraph reflective of items 3-6 of this section and a numerical record of the committee vote(s) of adoption of the report and recommendation, and a statement indicating that the committee's work was consistent with the University Policy on Affirmative Action and Non-discrimination.

If any part of the evaluation is done by a subcommittee, the names of the sub-committee members shall be included as part of the conclusion.

#### VI. EVALUATION OF TEMPORARY FACULTY

- A. Definition of "Temporary". A temporary faculty member has an appointment for a specified period of time with a definite termination date and no presumption of subsequent employment.
  1. Full-time temporary is an appointment to a whole position (1.0).
  2. Part-time temporary is an appointment to less than a whole position (e.g. .20 or .80).
- B. General
  1. A temporary faculty member, full-time or part-time appointed for one semester only will receive only an evaluation of instructional performance and a classroom visitation report by the option

coordinator. Any other information provided by the faculty member will be considered in the evaluation.

2. Temporary faculty members will have a student evaluation of teaching performance for each class each semester of service.
3. A copy of the CDES RTP document will be furnished to each temporary faculty member.

C. Full-time Temporary Faculty

1. Full-time temporary faculty must receive at least one evaluation review for every two semesters of service whether consecutive or not. The review will follow the basic procedures of probationary faculty except that ~ recommendation for subsequent employment is made. Subsequent employment is a de novo hiring action with its own consideration and recommendation. Prevailing entitlement policies must be reviewed for each case.
2. The timetable for full-time temporary faculty will follow the time schedule of review of third-year probationary faculty regardless of the number of years the individual has served.
3. The written evaluation report must be placed in the faculty members Personnel Action File and a copy provided to the individual no later than June 1.
4. The evaluation must include as a minimum, information in the Personnel Action File, student evaluation of faculty, evaluation by the option coordinator or designee, and the Department.

D. Part-time Temporary Faculty

1. Part-time temporary faculty will be reviewed according to the procedures specified in paragraph B above.
2. No part-time faculty will require more than one evaluation per academic year.