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MEMORANDUM

To: Donna E. Shalala, President

From: Jane E. Connolly *Jane*
Chair, Faculty Senate

Date: 26 November 2002

Subject: Faculty Senate Legislation #2002-07(B) –Educator Faculty in the School of Communication

The Faculty Senate, at its 20 November 2002 meeting, voted unanimously to approve the creation of Educator Faculty positions in the School of Communication with titles of Assistant, Associate, and Professor of Communication in Practice. The cap on such positions shall be five (5) Educator Faculty, with a maximum of two (2) for each of the School's five academic programs. The full description is attached for your review.

This legislation is now forwarded to you for your action.

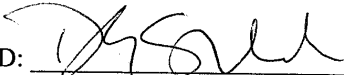
SG/kl

cc: Luis Glaser, Executive Vice President and Provost
Edward Pfister, Dean, School of Communication
Don Stacks, Professor and Director of Advertisement and Public Relations

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CAPSULE: Faculty Senate Legislation #2002-07(B) –Educator Faculty in the School of Communication

PRESIDENT'S RESPONSE

APPROVED:  DATE: Dec 4 2002
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: JG/ao

EFFECTIVE DATE OF LEGISLATION: _____
(if other than June 1 next following)

NOT APPROVED AND REFERRED TO: _____

REMARKS (IF NOT APPROVED): _____

PROPOSAL FOR THE ESTABLISHMENT OF EDUCATOR FACULTY IN THE SCHOOL OF COMMUNICATION

In order to serve its students, the School of Communication seeks to adopt the following policy in accordance with the Faculty Manual, section C2.5 (“EDUCATOR FACULTY shall consist of i) INSTRUCTORS and ii) those faculty with professorial titles engaged primarily in professional practice and in teaching associated with that practice”), subject to the approval of its faculty and the approval of the Faculty Senate:

The School of Communication shall have the following titles for Educator Faculty:

Assistant Professor of Communication in Practice
Associate Professor of Communication in Practice
Professor of Communication in Practice

These positions are designed for those EDUCATOR FACULTY whose primary responsibility is the professional education of communication students in advertising, broadcasting, communication studies, journalism, public relations, photography, and motion pictures. The primary qualifications for these faculty members are teaching effectiveness and significant professional accomplishment. The cap on such positions within the School of Communication shall be five (5) Educator Faculty, with a maximum of two (2) for each of the School’s five academic programs.

Policy for appointing and retaining Professional Educator Faculty

1. Titles. The titles of the positions shall be Assistant Professor of Communication in Practice, Associate Professor of Communication in Practice, and Professor of Communication in Practice. These positions are for faculty whose primary responsibility is teaching a professional communication craft while maintaining a close relationship with that profession.
2. Hiring. Initial hiring decisions shall be made by the Dean of the School of Communication, upon the recommendation of the appropriate Program Director and majority vote of the School’s tenured/tenure track faculty.
3. Appointment. Initial appointment at any rank shall be for one year, renewable for up to three years.
4. Review. At the end of the first year and thereafter retention shall be by majority vote of the tenured and tenure seeking faculty, upon the recommendation of the candidate’s Program Director and the Dean of the School of Communication.
5. Promotion. Promotion for Educator Faculty may be extended to a candidate during the review noted in 4, above, or, in exceptional circumstances, upon the motion of the Dean, after consultation with the tenured faculty. Criteria are listed below in 6 and are consistent with the requisite levels of accomplishment set out in section C12.3 of the Faculty Manual.

6. Evaluation Criteria. Candidates will be evaluated with respect to performance in the areas of teaching, professional activity, and creative work. In evaluating the candidate's qualifications within these areas, reviewers should determine (1) teaching effectiveness, (2) professional competence in the program area, to include continued interaction within the communication profession, (3) community/university service, and (4) other areas falling within the candidate's experience and expertise. Proficiency in all areas is required for initial and continuing appointment.
 - a. Teaching. Evidence of high quality teaching is an important criterion for appointment or promotion. The reviewing body shall seek evidence of the candidate's command of the subject(s), continuous growth in the candidate's field(s), and a capacity to stimulate student thinking and professionalism. Such evidence could include, but not be limited to:
 - 1) Letters from colleagues, who are familiar with the candidate's teaching;
 - 2) any evaluations from external professionals who have worked with the candidate's students;
 - 3) evidence of continued education completed;
 - 4) students mentored and/or supervised;
 - 5) student teaching evaluations;
 - 6) awards or special recognitions;
 - 7) peer review of teaching;
 - 8) serving on undergraduate and graduate creative projects; and
 - 9) media supervision
 - b. Professional Competence. Evidence of continued professional competence and engagement is required for appointment or promotion. Reviewers shall seek evidence of the candidate's continued professional competence in the subject(s), continued work within the professional area(s), and a capacity to engage practitioners. This evidence could include, but not be limited to:
 1. Quality of professional work (e.g., scripts, films, campaigns);
 2. participation in professional association conferences;
 3. presentations/showings to local, regional, or national audiences;
 4. developing new or better ways to teach basic professional topics; and
 5. number and types of clients served.
 - c) Community/University Service. Evidence of involvement in program, school, and university committee service, as well as service to the local community.
 - 1) Serving on school and university committees;
 - 2) public relations and fundraising;
 - 3) community media relations; and
 - 4) media consultation.
7. Educator faculty shall be eligible to serve on faculty committees in compliance with the School's bylaws, and, in accordance with the Faculty Manual (section A3.1c), shall be eligible to vote on all issues for which they are qualified, with the exception of appointment, reappointment, promotion, the award of tenure, evaluation of the dean, and ratification of amendments to the faculty Government Charter.