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MEMORANDUM

To: Julio Frenk
University President

From: Tomás A. Salerno 
Chair, Faculty Senate

Date: October 31, 2016

Subject: Faculty Senate Legislation #2016-20(B) –Increase the Number of EDUCATOR FACULTY
in the School of Communication

The Faculty Senate, at its October 26, 2016 meeting, voted by majority with one vote against and six abstentions to approve the proposal to increase the number of EDUCATOR FACULTY in the School of Communication. The School of Communication proposes to increase its current cap of twelve EDUCATOR FACULTY to twenty across the four departments in the School. Increasing the number of EDUCATOR FACULTY will allow the School of Communication to recruit and retain professionally oriented faculty of the highest quality.

This legislation is now forwarded to you for your action.

TAS/rh

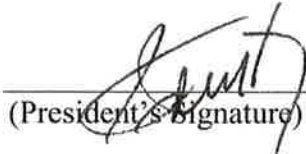
Enclosure

cc: Thomas LeBlanc, Executive Vice President and Provost
Gregory Shepherd, Dean, School of Communication

CAPSULE: Faculty Senate Legislation #2016-20(B) –Increase the Number of EDUCATOR FACULTY in the School of Communication

PRESIDENT’S RESPONSE

APPROVED: _____


(President's Signature)

DATE: _____

11/18/16

OFFICE OR INDIVIDUAL TO IMPLEMENT: _____

Dean Gregory Shepherd

EFFECTIVE DATE OF LEGISLATION: _____

IMMEDIATELY

(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.

MEMORANDUM

October 2, 2016

TO: Tomas Salerno
Chair, Faculty Senate

FROM: Greg Shepherd
Dean, School of Communication

SUBJECT: Increasing the Number of Educator Faculty Allowed in the School

This past Spring Semester, the tenured and tenure-earning faculty of the School of Communication expressed near-unanimous support for a proposal to increase the number of Educator Faculty in the School of Communication. The proposal was approved by each of the four Departments in the School with a cumulative vote total of 39 in favor and three opposed. We are currently restricted to 12 such faculty, but would like the freedom to appoint as many as 20 across the four departments in the School. We believe that the kind of professionals we need to help educate our students in all the various areas of communication we cover (e.g., film, advertising, public relations, print and broadcast journalism, interactive media, media management, health communication) are more appropriately appointed to a rank of Educator Faculty (called "Professors in Practice" in the School) than given only Lecturer status. Our intention is not to alter in any significant way the relative proportion of tenure-track to non-tenure-track faculty in the School, but rather to increase the relative number of Educator Faculty to Lecturers. We currently have 44 tenured or tenure-earning lines and 21 full time lecturers. Again, our plan is to maintain the 44 tenure track lines, but reduce the number of Lecturers in the School by increasing the number of Educator Faculty. We have a particular challenge in hiring teaching faculty in areas that are experiencing both high demand and quickly changing landscapes. It is, simply, difficult for us to compete in the marketplace if too many of our teaching positions are limited to Lecturer lines, in part, because those positions do not hold faculty status or offer the opportunity to advance in rank, and in part, because our policy limits lecturer positions to annual contracts only. Increasing the number of Educator Faculty in the School will allow us to recruit and retain professionally oriented faculty of the highest quality.

We currently have six lecturers on the faculty who we will consider for promotion to Educator Faculty status. We have other positions in the School that have been historically filled by lecturers that we would like to begin filling with Professors in Practice. Three of the four Departments in the School currently employ Educator Faculty:

Department	Educator Faculty	Tenured and Tenure-Track
Strategic Communication	2	9
Journalism & Media Management	4	12
Cinema & Interactive Media	5	14

Future plans include employing Educator Faculty in the Department of Communication Studies (currently no Educator Faculty and nine Tenured and Tenure-track faculty), and increasing the Educator Faculty numbers in Strategic Communication and in Cinema and Interactive Media.

The Policies for appointing and retaining Educator faculty, including those regulating titles, hiring, appointment review, promotion, evaluation, and voting rights will remain the same as those already approved for the School by Faculty Senate Legislation #2002-07(B). I have attached a copy of that legislation.



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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PRESIDENT'S RESPONSE

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

OFFICE OR INDIVIDUAL TO IMPLEMENT: [Signature]

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

NOT APPROVED AND REFERRED TO: _____

REMARKS (IF NOT APPROVED): _____