

## Promotion and Tenure Criteria

### School of Journalism

### Stony Brook University

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*The School of Journalism will adhere to the Arts and Sciences Senate Promotion and Tenure Committee Guidelines and Procedures, as revised by the Arts and Sciences Senate, February 1999, with additional revisions approved by the Arts and Sciences Senate at its April, 2000 meeting and in accordance with any subsequent revisions approved by the Arts and Sciences Senate..*

Successful candidates for tenure and promotion in the School of Journalism will be evaluated according to the Guidelines set below. Successful candidates will be expected to demonstrate that they are capable teachers, based on the standards and criteria adopted by the faculty, and that they will have satisfactorily performed their normal faculty obligations.

Candidates will be judged according to their performance in six areas:

- a) Mastery of subject matter
- b) Scholarly and/or creative activity
- c) Teaching quality
- d) Service to school, university, profession and community
- e) Continuing growth and development
- f) Enriching diversity in university life

**A) Mastery of Subject Matter:**

Mastery of subject matter can be variously demonstrated by such things as advanced degrees, professional accomplishments, publications, honors, awards, and reputation in the journalism field.

**B) Scholarly and/or Creative Activity:**

As fulfilling the requirement of continuing productivity, the school may accept any combination of: (1) traditional academic research and (2) professional journalistic work.

The scholarly and /or creative work submitted by candidates may vary according to subject matter or public communications medium. This may include, but is not limited to: (1) articles or essays published in refereed academic journals, (2) papers or speeches delivered at conferences, conventions and similar gatherings, and (3) professional work published in books, magazines, newspapers, on-line, or through television and radio broadcasting.

The weight accorded these materials will be measured by their contribution to the intellectual community, their adherence to professional standards, the quality of execution and the distinction they may bring to the school and university.

Significant works-in-progress may also be submitted for consideration, but these materials will be given less weight than work that has already been published, presented, or broadcast.

**C) Teaching Quality:**

As demonstrated and evaluated variously by: (1) development of new courses or improving approaches to existing courses, innovative teaching techniques and practices, (2) judgment by colleagues, classroom observations, student evaluations, surveys and interviews, and (3) teaching awards and commendations.

**D) Service to School, University, Profession and Community:**

As demonstrated variously by: (a) serving on School committees, Arts and Sciences and University Senates, Faculty Governance (senate) committees, and Administrative committees; (b) taking a leadership role in School program development; (c) organizing career programs and communications workshops for students and professionals; (d) assisting in the recruitment of students and faculty; (e) participating in, planning, and running conferences and symposia; (f) raising external support for School and University activities and projects; (g) advising student groups and organizations; (h) acting in a liaison or advisory role to the communications professions, (i) playing a leadership role in academic and professional societies; and (j) representing the School and University in appearances before and meetings with community organizations.

**E) Continuing Growth and Development:**

As reflected variously by (a) adapting to new research fields and opportunities; (b) attendance at professional or academic conventions, conferences, symposiums, workshops, and other activities intended to keep candidates current in their field; (c) enhancing teaching effectiveness; and (d) taking increased responsibilities within the School and the University.

**E) Enriching Diversity in University Life:**

As demonstrated by (a) making notable contributions to the development of practices that will correct discrimination and encourage diversity in the School and University; (b) introducing appropriate material on diversity into the journalism curriculum; (c) helping to promote and /or advise journalism organizations for minority students; (d) actively helping to recruit women and minority faculty; (e) participating in University and professional conferences and workshops devoted to questions of enhancing diversity on campus; (f) supporting any academic and professional work that will encourage diversity at Stony Brook.