

COVER/SIGNATURE PAGE

REVISED UNIT CODE OF OPERATIONS
UNIT NAME: SCHOOL OF COMMUNICATION
SCHOOL/COLLEGE OF: FINE ARTS AND COMMUNICATION
EAST CAROLINA UNIVERSITY

Revised Unit Code Approval

- 1. Approved by the applicable code unit voting faculty members:

Chair, Code Unit Committee [DocuSigned by: Brian Massey] Date: March 3, 2022

Unit Administrator [DocuSigned by: Dr. Laura Prividera] Date: 3/3/2022 | 9:47 AM EST

- 2. Submitted to Next Higher Administrator for advice:

Administrator [DocuSigned by: Linda Kean] Date: 3/15/2022 | 5:20 PM EDT

- 3. If changed, reapproved by applicable code unit voting faculty members*:

Chair, Code Unit Committee _____ Date: _____

Unit Administrator _____ Date: _____

- 4. Reviewed/recommended by Faculty Senate Unit Code Screening Committee:

Committee Chair [DocuSigned by: Kenneth Ferguson] Date: 4/25/2023 | 10:10 AM EDT

- 5. Approved by the East Carolina University Faculty Senate: FS Resolution #23-36

Chair of the Faculty [DocuSigned by: Anne Tichnor] Date: 4/26/2023 | 11:43 AM EDT

- 6. Approved by East Carolina University Chancellor/or designee:

Chancellor [DocuSigned by: Philip Rogers] Date: 6/21/2023 | 9:28 AM EDT

(Effective Date of Unit Code is the date of the Chancellor's Signature)

Effective Date of Code: 06-21-2023

* Any changes to the code that are made after the original approval by at least two-thirds of the applicable code unit voting faculty members, in response to advice received from the next higher administrator, must be approved again by at least two-thirds of the applicable code unit voting faculty members.

UNIT CODE FOR THE SCHOOL OF COMMUNICATION

Section I. PREAMBLE.

This Code allows for faculty participation in and establishes procedures for the School of Communication's (SOC) internal affairs, and it is consistent with all applicable sections of the East Carolina University [Faculty Manual](#), the [University Policy Manual](#) and all established University policies.

In our mission to educate students, the SOC takes an integrated approach to the processes and practices of human and media communication, combining scholarly thinking and research with demonstrated professional competencies.

Section II: FACULTY

- A. **Definitions of the unit's faculty.** The SOC's faculty is comprised of all persons in the SOC with permanent tenure, and probationary and fixed-term appointments who are full time and part time.
- B. **Criteria for serving as a voting faculty member of the unit.**
1. "Voting faculty" is defined in accordance with [Part IV](#) of the ECU *Faculty Manual*, as pertains to matters concerning the Unit's Code.
 2. "Voting faculty" is defined in accordance with [Part IX](#) of the ECU *Faculty Manual*, as pertains to serving on unit personnel-related committees and making recommendations for:
 - a. Appointments, new and subsequent.
 - b. Conferral of permanent tenure to faculty.
 - c. Promotion in academic rank.
 - d. Reappointments of probationary faculty.
 - e. Advancement in title for fixed-term faculty.
 3. For matters not specifically covered above, or not covered elsewhere in this code or in the ECU [Faculty Manual](#), a vote is extended to full-time faculty.
- C. **Criteria for Graduate Faculty.** The Graduate Faculty of the SOC shall consist of the SOC's faculty who meet the criteria outlined in the SOC "Standards for Graduate Faculty," and are granted membership by the Graduate School and the associated rights and privileges noted in [Part II](#) of the ECU *Faculty Manual* and the SOC's "Standards for Graduate Faculty," which is available in the Unit's main office.
- D. **Criteria for Emeritus Status.** The SOC recognizes emeritus status for faculty members who are retired (including phased retirement participants), permanently disabled or deceased, and who have made significant contributions to the SOC, College of Fine Arts and Communication, and the University through a long and distinguished record of scholarship, teaching and/or service. (See [Part VIII](#) of the ECU *Faculty Manual*.)

1. A qualifying faculty member may make a written request for emeritus status to the chair of the Personnel Committee, or the Personnel Committee may initiate such a request on behalf of a qualifying faculty member.
2. The Personnel Committee's recommendation for conferring emeritus status must be approved by the SOC's Director and by the College's Dean. The dean sends the recommendation to the University's Provost.

Section III. ADMINISTRATIVE ORGANIZATION OF THE SOC

A. **Director of the SOC.** The Director is the SOC's official representative and advocate to the higher administrative units of the College of Fine Arts and Communication and the University. The Director will provide leadership for the SOC, and facilitate the teaching, research/creative activity, service, and other efforts of the SOC.

1. *Appointment.* The Director's appointment will be conducted in accordance with [Part II](#) of the *ECU Faculty Manual*.
2. *Duties.* The Director oversees the daily operations of the SOC. The Director's duties include:
 - a. Assigning teaching loads and specific classes to individual academically qualified faculty members in accordance with [Part VIII](#) of the *ECU Faculty Manual*. (See also, Section IV of this code for information about academic qualifications.) Faculty members may request reassigned time from their usual teaching duties for research/creative activity subject to established University policies. Written requests, including justification, should be submitted to the Director at least one full semester in advance.
 - b. Developing resources for the SOC, including fundraising and community outreach.
 - c. Ensuring that SOC Unit Code procedures are followed.
 - d. Exercising responsibility for all SOC space, facilities and equipment, and their proper use and assignment, to meet continuing SOC needs.
 - e. Facilitating faculty development and student development, being mindful of the University's policy on diversity, equity and inclusion (DEI).
 - f. Forwarding recommendations for promotion, permanent tenure, appointment, subsequent appointment, reappointment, non-reappointment, advancement in title and merit salary increases to the Dean.
 - g. Informing faculty of various University funds available for the SOC's improvement and for faculty research and teaching efforts.
 - h. Informing the faculty of non-confidential higher level administrative decisions that relate to the operations of the SOC or to the welfare of its individual faculty members.

- i. Supervising and evaluating clerical and technical staff and maintaining essential SOC records.
 - j. Preparing the Annual Report and the Annual Budget. The Director will authorize expenditures after due consultation with the faculty and will have available to the faculty up-to-date files and records on the various budgets within the SOC. The Annual Report and Annual Budget will be presented and discussed at a regular faculty meeting during the fall semester.
 - k. Presiding over SOC meetings and electronically distributing agendas for and minutes of those meetings.
 - l. Promoting the SOC and maintaining its visibility in professional organizations (e.g., Director attending conferences, promoting institutional and faculty membership in professional organizations, and securing funds to support professional involvement).
 - m. Providing publicity to the University and others about various SOC activities.
3. *Evaluation.* The Director will be evaluated annually and once every five years in accordance with established University policies. An annual evaluation will be conducted using an instrument approved by the ECU Faculty Senate in accordance with [Part II](#) of the *ECU Faculty Manual*. The annual evaluation shall be made available to the Director and Dean.

B. Associate Director.

1. *Appointment.* The Director appoints the Associate Director with feedback from the SOC faculty. The Director shall determine reductions of normal teaching, research, and/or service duties, as well as other forms of non-salary compensation in accordance with established University policies.
2. *Duties.* The Associate Director is responsible for the following:
 - a. Assisting the Director with the day-to-day operations of the SOC.
 - b. Fulfilling the operational responsibilities of the Director in the temporary absence of the Director.
 - c. Other duties as assigned by the Director.
3. *Evaluation.* The Associate Director will be evaluated by the Director as part of the Annual Report regime. Faculty may offer feedback to the Director.

C. Assistant Director.

1. *Appointment.* The Director appoints the Assistant Director with feedback from the SOC faculty. The Director shall determine appropriate reductions of normal teaching, research, and/or service duties, as well as other forms of non-salary compensation in accordance with established University policies.
2. *Duties.* The Assistant Director is responsible for the following:

- a. Assisting with the day-to-day operations of the SOC.
 - b. Fulfilling the operational responsibilities of the Director in the temporary absence of the Director and Associate Director.
 - c. Other duties as assigned by the Director.
3. *Evaluation.* The Assistant Director will be evaluated by the Director as part of the Annual Report regime. Faculty may offer feedback to the Director.
- D. Graduate Program Director.**
1. *Appointment.* The Director appoints the Graduate Program Director with feedback from the faculty.
 2. *Duties.* The Graduate Program Director oversees the day-to-day operations of the SOC graduate programs and will perform other duties as described in [Part II](#) of the *ECU Faculty Manual*.
 3. *Evaluation.* The Graduate Program Director will be evaluated by the Director as part of the Annual Report regime. Faculty may offer feedback to the Director.
- E. Undergraduate Program Coordinator.**
1. *Appointment.* The Director appoints the Undergraduate Program Director with feedback from the faculty.
 2. *Duties.* The Undergraduate Program Coordinator oversees the day-to-day operations of the SOC undergraduate programs and will perform other duties as assigned by the Director.
 3. *Evaluation.* The Undergraduate Program Coordinator will be evaluated by the Director as part of the Annual Report regime. Faculty may offer feedback to the Director.
- F. Area Coordinators.** In lieu of departments, the SOC is administratively organized by undergraduate academic areas. Each area will have an Area Coordinator.
1. *Appointment.* Faculty in each area shall elect an Area Coordinator at the beginning of each fall semester.
 2. *Duties.* The Area Coordinator's duties include:
 - a. Advising the SOC's administrators on class scheduling, and the utilization of classroom and lab space and equipment for the area.
 - b. Calling and chairing meetings of the area's faculty.
 - c. Coordinating and facilitating the development of the area's curriculum in consultation with and the approval of the area's academically qualified faculty.
 - d. Establishing goals and objectives for the area in consultation with and the assistance of the area's faculty.
 - e. Serving as the area's spokesperson to the SOC's administrators and faculty, and other audiences.

3. *Evaluation.* Area Coordinators will be evaluated by the Director as part of the Annual Report regime. Faculty may offer feedback to the Director.

Section IV. CURRICULUM OVERSIGHT AND PROGRAM COORDINATION

Qualified faculty are responsible for overseeing and coordinating all educational programs to assure that each degree program and/or concentration contains essential curricular components, has appropriate content and pedagogy, and maintains discipline currency. Curriculum development, review and revision are the responsibility of discipline-specific qualified faculty for the SOC's degree program, its concentrations and levels (undergraduate, masters, certificate, etc.). Final curriculum decisions rest with faculty who possess the required academic qualifications in Communication, and whose professional experience (e.g., academic, practitioner) is relevant to Communication.

- A. **Appointment of program coordinator.** The Director's appointment will be conducted in accordance with [Part II](#) of the ECU *Faculty Manual*.
- B. **Responsibilities of the program coordinator.** See "Director of the SOC" in Section III of this code.
- C. **Academic and/or professional qualifications of the program coordinator.** The SOC Director shall hold a terminal degree in Communication.

Section V. COMMITTEES OF THE SOC

- A. **Standing Committees.** At the beginning of the academic year, the members of all SOC standing committees will be elected by a majority (present and voting) of the SOC's voting faculty as defined in this Code (see Sec. II.B). Each committee shall elect a chair from its membership at its first meeting of each academic year.
 1. *Undergraduate Curriculum Committee.*
 - a. **Function.** The Undergraduate Curriculum Committee shall be responsible for:
 - i. Evaluating new undergraduate course proposals from the faculty.
 - ii. Proposing new undergraduate courses for the curriculum.
 - iii. Reviewing and revising the SOC's undergraduate curricula and degree programs.Curricular recommendations of the committee must be approved by the SOC's academically qualified voting faculty. (See Section IV for additional information related to curriculum oversight.)
 - b. **Composition.** The Undergraduate Curriculum Committee will consist of at least three (3) members of the SOC's voting faculty.
 - c. **Term.** Committee members serve staggered terms of two years.
 2. *Graduate Curriculum Committee.*
 - a. **Function.** The Graduate Curriculum Committee shall be responsible for:

- i. Evaluating new course proposals from the graduate faculty.
- ii. Proposing new courses for the graduate curriculum when necessary.
- iii. Reviewing and revising the SOC's graduate curriculum and degree program(s).
- iv. Reviewing applications for admission to the unit's graduate program(s) and selecting candidates for admission.

Curricular recommendations of the committee must be approved by the academically qualified voting members of the SOC's Graduate Faculty. (See Section IV for additional information related to curriculum oversight.)

- b. Composition. The Graduate Curriculum Committee will consist of at least three (3) graduate faculty members selected from the SOC's Graduate Teaching, Associate Graduate and Graduate faculty membership. The committee chair shall be elected by and from the committee's membership.
- c. Term. Committee members serve staggered terms of two years.

3. *Diversity, Equity and Inclusion Committee*

- a. Function: The Diversity, Equity, and Inclusion Committee shall be responsible for:
 - i. Promoting diversity, equity, and inclusion within the SOC faculty.
 - ii. Promoting diversity, equity, and inclusion among the SOC student population.
 - iii. Encouraging best practices in teaching diversity, equity, and inclusion topics,
 - iv. Disseminating DEI-related resources among the SOC faculty.
 Recommendations of the committee will be made to the SOC faculty.
- b. Composition: The Diversity, Equity and Inclusion Committee will consist of at least three (3) the SOC's voting faculty.
- c. Term. Committee members serve staggered terms of two years.

4. *Distance Education Committee*

- a. Function. The Distance Education Committee shall be responsible for:
 - i. Assisting instructors teaching online in the SOC.
 - ii. Promoting Distance Education Professional Training opportunities to SOC faculty.
 - iii. Investigating and promoting best practices among Distance Education teaching by sharing Distance Education and Information Technology related resources within the SOC faculty.

- iv. Creating/updating syllabus statements for Distance Education and Instructional Technology relevant information to SOC Faculty.
- v. Supporting the success of the SOC Distance Education student population.

Recommendations of the committee will be made to the SOC faculty.

- b. Composition. The Distance Education Committee will consist of at least three (3) members of the SOC's voting faculty.
- c. Term. Committee members serve staggered terms of two years.

B. **Personnel, Tenure and Promotion Committees.**

The committees are established and function in accordance with [Part IX](#) of the ECU Faculty Manual.

1. *SOC Committee Election Procedures.* At the beginning of the academic year, the members of the SOC's Personnel Committee will be elected by a majority (present and voting) of the SOC's voting faculty as defined in Sec. II of this code. The Personnel Committee shall elect a chair from its membership at its first meeting of each academic year.
2. *Personnel Committee.*
 - a. Function. To facilitate the selection and appointment of new full-time probationary and fixed-term and part-time faculty members for the SOC in accordance with [Part VIII](#) and [Part IX](#) of the ECU *Faculty Manual*. The Personnel Committee will be responsible for all aspects of conducting searches for new probationary and fixed-term faculty, including the appointment of a search committee to make recommendations to it. As defined in [Part IX](#) of the ECU *Faculty Manual*, the Personnel Committee is responsible for making recommendations regarding:
 - i. Advancement in title for fixed-term faculty appointments.
 - ii. Appointments of part-time faculty.
 - iii. Initial and subsequent fixed-term faculty appointments.
 - iv. Initial probationary faculty appointments.
 - v. Special fixed-term faculty appointments.

The committee also will undertake any additional roles as defined by the ECU [Faculty Manual](#).

- b. Composition. The Personnel Committee is composed of at least three (3) members of the probationary and/or permanently tenured voting faculty members, excluding the Director. At least two-thirds of the committee must be tenured. The chair of the Personnel Committee shall be a permanently tenured member of the SOC's faculty and shall be elected annually by and from the committee's membership. Probationary faculty

members in their last (terminal) year of employment shall not be eligible to serve on the Personnel Committee.

- c. Term. Personnel Committee members serve a term of two years and are eligible for re-election.

3. *Tenure Committee.*

- a. Function. As defined in [Part IX](#) of the *ECU Faculty Manual*, the Tenure Committee is responsible for making recommendations regarding:
 - i. Granting of permanent tenure.
 - ii. Initial appointments with permanent tenure.
 - iii. Reappointments of probationary-term faculty, and for
 - iv. Fulfilling additional roles stated in Part IX of the *ECU Faculty Manual*.
- b. Composition. The Tenure Committee is composed of the permanently tenured voting faculty, including those on non-medical leave but in attendance at the committee's meeting at the time of the committee's vote. The SOC's Director is excluded from membership. The chair of the Personnel Committee shall also chair the Tenure Committee.
- c. Term. There is no term limit.

4. *Promotion Committee.*

- a. Function. As defined in [Part IX](#) of the *ECU Faculty Manual*, the Promotion Committee is responsible for making recommendations for promotions in academic rank and for recommending the ranks of initial appointments at the associate professor or professor level.
- b. Composition. The Promotion Committee shall be composed of those permanently tenured voting faculty who hold a rank at least equal to the rank for which the candidate is being considered, including those on non-medical leave but in attendance at the committee's meeting at the time of the committee's vote. The SOC's Director is excluded from membership. The Chair of the Personnel Committee shall also chair the Promotion Committee, except when the individual is ineligible due to the rank of the faculty candidate being considered for promotion. In that case, Part IX provisions are followed in selecting an eligible chair of the Promotion Committee.
- c. Term. There is no term limit.

C. **Ad Hoc Committees.**

- 1. Function. Ad hoc committees may be established based on SOC needs. Ad hoc committees can be established by a majority vote of the voting faculty as defined in Sec. II of this code. Recommendations of the committees will be made to the SOC's voting faculty.

2. Composition. Ad hoc committees shall be composed of no less than three (3) members. Criteria for membership shall be determined at the time of committee establishment.
3. Term. Ad hoc committee members serve a term of two years or until the committee is dissolved, whichever is shorter.

D. Representatives.

1. *Faculty Senator.* The SOC's senator(s) to the ECU Faculty Senate shall be elected by the SOC's voting faculty in accordance with [Part II](#) of the ECU *Faculty Manual*. The duties of the faculty senator(s) include:
 - a. Attending all meetings of the ECU Faculty Senate and representing the interests and needs of the SOC at such meetings.
 - b. Reporting at each SOC faculty meeting on critical issues from the most recent Faculty Senate meeting and on any critical issues anticipated to go before the Faculty Senate.
 - c. Soliciting faculty opinion and comment on critical issues before the Faculty Senate or anticipated to go before it.
2. *Library Representative.* The SOC's library representative shall be elected by a majority of the SOC's voting faculty. The library representative is the SOC's liaison with the ECU libraries for matters pertaining to the selection and acquisition of library materials of relevance to the SOC.

Section VI. EVALUATION OF FACULTY.

A. Tenured and Probationary-term Faculty.

1. *General Provisions.* The procedures for reappointment, promotion and tenure are prescribed by Parts [VIII](#), [IX](#) and [X](#) of the ECU *Faculty Manual* and in this Code.
 - a. Any faculty member of the SOC who requests promotion or the early conferral of tenure shall notify the Chair of the Personnel Committee of this request, via written memorandum. Upon receipt of said notification, the Chair of the Personnel Committee shall consult in a timely manner with the faculty member to advise that member of the procedures and needs necessitated by the request.
 - b. The contents and usage of Personnel Action Dossiers (PAD) are governed by Parts [VIII](#), [IX](#) and [X](#) of the ECU *Faculty Manual*. Candidates for reappointment, promotion and tenure shall compile, in consultation with the Director and the chair of the Personnel Committee, their PAD. The PAD is to be used by the members of the appropriate SOC committee in their evaluation of the candidate's qualifications for the personnel action being requested.
2. *Evaluation.* Probationary and tenured faculty evaluations are based on the following criteria: (1) teaching effectiveness: (2) disciplinary

research/scholarship, creative activity/innovation, and/or engagement/outreach (see [Part VII](#) of the *ECU Faculty Manual*); (3) professional service, and (4) other areas when applicable. Also, in accordance with University policies, diversity, equity and inclusion are important considerations. Criteria may be found in the *ECU Faculty Manual* (Parts [VIII](#), [IX](#) and [X](#)) for probationary faculty reappointment and promotion. ECU is committed to recruiting, retaining, and developing faculty that are highly accomplished in teaching and scholarship, including research and creative activities. Accordingly, research and creative activities that align with the institution's mission, engage students in effective ways, and advance our academic disciplines are an expectation of all tenured and probationary (tenure-track) faculty. Measures of success in these arenas include, but are not limited to, peer-reviewed publications, books, presentations, performances, patents, and national awards, including both honorary awards and competitively awarded external funding as appropriate to the discipline. These measures, and particularly national awards that recognize prominence in the discipline, will be positively reflected in annual evaluations and other personnel actions.

- a. *Assessment of Teaching Effectiveness.* Teaching effectiveness shall be measured by:
 - i. Survey(s) of student opinion.
 - ii. Peer evaluation.
 - iii. Teaching portfolios composed of syllabi or course outlines, including course objectives, major topics, number and weights of tests and examinations, title of textbook(s), grading policies, and/or assigned projects. The portfolio may also include other instructional materials and information that faculty voluntarily make available as evidence of teaching effectiveness, including materials that could result from service or summer teaching assignments.
 - iv. Quality of academic advising, when applicable.
 - v. Seeking and/or securing grants related to teaching.
 - vi. Other evidence of teaching effectiveness.
- b. *Assessment of Research/Scholarship, Creative Activity/Innovation, and Engagement/Outreach.* The SOC values Disciplinary Research/Scholarship, Creative Activity/Innovation, and Engagement/Outreach (see [Part VII](#) of the *ECU Faculty Manual*). Disciplinary Research/Scholarship is work consistent with the expertise emerging from the discipline as represented by SOC faculty and their professional organizations. Creative Activity/Innovation comprises products emerging from disciplinary knowledge, skill, professional activity or application. Recognized Scholarship of Engagement has

disciplinary contributions but emerges from partnerships/collaborations among faculty and community members for the mutually beneficial generation and exchange of knowledge. Outreach consists of activities imparting disciplinary knowledge, activities, and/or applications in the context of a community external to the University. Also, scholarship that advances ECU's commitment to diversity, equity and inclusion will be valued as is appropriate to candidates' research agendas.

A record of quality work in one or more of the above areas is necessary for promotion to the senior ranks and tenure. Candidates should engage in a program of original scholarship that contributes to the discipline. The work should be consistent with performance levels at peer institutions. Candidates should demonstrate some independence and/or leadership of a team in doing scholarly/creative work.

The SOC recognizes forms of these academic efforts as listed below. The lists are comprehensive but are not intended to be exhaustive as future developments in the field may generate more scholarly/creative outlets for SOC faculty.

- i. Research/Scholarship.
 - (a.) Published research articles in refereed journals.
 - (b.) Published scholarly books and monographs.
 - (c.) Published book chapters.
 - (d.) Book editorship.
 - (e.) Securing external grants and serving as principal or co-investigator.
 - (f.) Journal/monograph editorship.
 - (g.) Published book reviews.
 - (h.) Publishing articles in proceedings.
 - (i.) Published abstracts.
 - (j.) Grant-seeking activities.
 - (k.) Participating as a juried or invited conference contributor (papers, panels, posters, roundtables, etc.).
 - (l.) Other scholarly publications.
 - (m.) Translation of disciplinary research.
- ii. Creative Activity/Innovation.
 - (a.) Presenting jury-reviewed media and electronic productions (e.g., film festivals).
 - (b.) Presenting jury-reviewed scripts/screenplays.

- (c.) Production of jury-reviewed video, audio, or other electronic media works.
 - (d.) Patents.
 - (e.) Software development.
 - (f.) Proprietary research in the disciplines relevant to the SOC.
 - (g.) Consultation in the disciplines relevant to the SOC.
 - (h.) Journalistic products.
 - (i.) Performance studies products.
 - (j.) Public relations products.
- iii. Engagement/Outreach, in addition to activities that fall under Research/Scholarship and/or Creative Activity/Innovation.
- (a.) Summary detailing sustained community-based programs, projects, or partnerships.
 - (b.) Books, manuals, white papers, websites, instruments, digital products, and other items directly related to specific community engagement/outreach programs or projects.
 - (c.) Summary detailing public influence and community impact and/or assessment of the engagement/outreach to include information about community stakeholders or partner involvement.
 - (d.) A body of complementary products that demonstrate a well-defined program of engagement/outreach that integrates teaching, research, and service.
- iv. Receipt of professional honors and/or awards. Faculty members are expected to provide a description of the focus, goals and significance of Research/Scholarship and/or Creative Activity/Innovation and/or Engagement/Outreach to assist reviewers. As mandated by the ECU [*Faculty Manual*](#), external peer review of the quality of a candidate's Research/Scholarship, Creative Activity/Innovation, and/or Engagement/Outreach shall occur as a component of the SOC's assessment of that candidate's qualifications for promotion to the senior ranks or for permanent tenure.
- c. *Assessment of Service.* Although service may not be weighed more heavily than either Teaching or Research/Scholarship and Creative Activity/Innovation and Engagement/Outreach in evaluations of tenured or probationary (tenure-track) faculty, it is important. This is an essential component of appropriate professional activity. Examples of appropriate service contributions may include, but are not limited to, the following:

- i. General service that contributes to the well-being of local, regional, national or international communities by volunteering, organizing and/or contributing to community events, etc.
 - ii. Participation in regional, national or international community activities directly related to the faculty member's profession, such as lectures, speeches and presentations, news media interviews, and professional advice to nonprofit agencies.
 - iii. Participation in SOC, College and University committees.
 - iv. Participation in service functions of the faculty member's profession, such as acting as a referee or editor, officer of professional organizations, session organizer or chair at professional meetings.
 - v. Other SOC activities, such as participation in faculty meetings and seminars, contributing to the student body as club advisors, organizing events, volunteering, etc.
 - d. *Assessment of other activity.* Any other activity for evaluation is determined by assignment. Such assignments include releases granted for the purpose of pursuing administrative work, program development, etc. Such efforts should be established or identified at the beginning of the evaluation year so that this category may be appropriately weighted.
3. *Reappointment of Probationary Faculty.* The procedures for reappointment of probationary-term faculty shall follow those prescribed in Parts [VIII](#), [IX](#) and [X](#) of the *ECU Faculty Manual*. In addition, the following procedures shall apply:
- a. The PAD shall be made available to members of the SOC's Tenure Committee no later than two calendar weeks before that committee's recommendation is required.
 - b. The Tenure Committee shall review the PAD of each probationary-term faculty member in accordance with [Part X](#) of the *ECU Faculty Manual*. The members of the Tenure Committee shall review the PAD individually and discuss the PAD at a meeting called for this purpose.
 - c. The committee shall recommend reappointment only if the PAD indicates a reasonable probability that the record will eventually sustain a recommendation for tenure and promotion using the criteria described in this Code for such actions.
4. *Promotion and Tenure.*
- a. *General Provisions.* The procedures for promotion of probationary term and permanently tenured faculty shall follow those prescribed in [Parts VIII, IX and X](#) of the *ECU Faculty Manual*. Within the discipline of communication, Creative Activity/Innovation and Engagement/Outreach, as defined in this Code, may fulfill the role customarily associated with

scholarly research and publication. Candidates for promotion and permanent tenure may satisfy the research expectations of the University either through scholarly research leading to publication or through appropriate evidence of Creative Activity/Innovation and/or Engagement/Outreach. The following procedures shall apply:

- i. Consideration of faculty for promotion shall employ criteria in the areas of Teaching; Research/Scholarship and/or Creative Activity/Innovation, and/or Engagement/Outreach; service; and, when appropriate, other areas. The PAD should demonstrate satisfactory qualifications in each of these areas.
- ii. The PAD shall be complete and submitted in accordance with the timeline in Part X of the Faculty Manual. It must be available to members of the Tenure Committee and/or Promotion Committee at least five business days prior to the committee's meeting to discuss the candidate's case.
- iii. The SOC's Tenure Committee and/or Promotion Committee shall review the PAD of each faculty member being considered for tenure and/or promotion.
- iv. The Tenure Committee and/or Promotion Committee shall use the tenure and/or promotion criteria relevant to the rank being considered.

b. *Appointment to Assistant Professor.*

The Assistant Professor is an entry-level probationary position. Criteria for appointment (e.g., hiring) are listed below. Evidence for each will be gathered from the candidate for an open Assistant Professor position in documentary form and through the hiring-interview process.

- i. Criteria for Teaching.
 - (a.) Demonstrates a thorough understanding of the relevant communication discipline, including central knowledge of the relevant professions and/or theoretical developments in the field, history, and trends in communication research, theory and practice.
 - (b.) Demonstrates a commitment to professional development as a teacher, through consultation with other faculty, attendance at discipline-specific teaching conferences, and attendance at teaching-related workshops.
 - (c.) For candidates with teaching experience, creates a learning environment that challenges and engages students and encourages and stimulates student learning. For candidates

without teaching experience, demonstrate the promise of creating such an environment.

- (d.) Holds a terminal degree in Communication or closely related field.
- ii. Criteria for Research/Scholarship, Creative Activity/Innovation, and Engagement/Outreach. Produces significant and relevant Research/Scholarship and/or Creative Activity/Innovation, and/or Engagement/Outreach work in the chosen area of specialization. For candidates with a record of these activities, demonstrate the potential to continue building upon the record during the probationary period. Acceptable evidence of research includes books, book chapters, published refereed articles, paper presentations at meetings and conferences, etc. Candidates pursuing Creative Activity/Innovation should demonstrate proficiency in the medium relevant to their work, and an ability to deliver and present their communicative media in a variety of settings. Candidates pursuing Engagement/Outreach should provide evidence of community-based scholarly work. For candidates without such a record, demonstrate the promise of successfully establishing and building one during the probationary period.
- iii. Criteria for Service. Demonstrates a willingness to serve the SOC through participation in SOC committees, performance of specific services within the candidate's teaching and research areas, and participation in ongoing SOC efforts.
- c. *Promotion to Associate Professor.* Candidate has met the requirements listed for appointment to Assistant Professor, in addition to the following:
 - i. Criteria for Teaching
 - (a.) Demonstrates a commitment to ongoing professional development as a teacher.
 - (b.) Contributes effectively to curriculum and program development. Skilled in creating learning environments suited to subject matter and course goals.
 - (c.) Participates in student mentoring, where applicable. Course syllabi and materials reflect an advanced and comprehensive understanding of the relevant communication discipline.
 - ii. Criteria for Research/Scholarship, Creative Activity/Innovation, and Engagement/Outreach. Produces significant and relevant Research/Scholarship and/or Creative Activity/Innovation, and/or Engagement/Outreach work in the chosen area of specialization.

The quantity and quality of the candidate's work has achieved recognition in the field. Acceptable evidence of research includes books, book chapters, published refereed articles, paper presentations at meetings and conferences, etc. Candidates pursuing Creative Activity/Innovation should demonstrate proficiency in the medium relevant to their work, and an ability to deliver and present their communicative media in a variety of settings. Candidates pursuing Engagement/Outreach should provide evidence of community-based scholarly work.

- iii. Criteria for Service. Candidate serves the SOC through participation in SOC and University committees, performs service relevant to the candidate's chosen area of expertise and/or application. Shows a willingness to serve community programs and activities that directly relate to the chosen area of expertise and/or shows willingness for University service.
 - iv. Assessment of other activity. Any other activity for evaluation is determined by assignment. Such assignments include releases granted for the purpose of pursuing administrative work, program development, etc. Such efforts should be established or identified at the beginning of the evaluation year so that this category may be appropriately weighted.
- d. *Promotion to Professor.* Candidate has met the requirements listed for promotion to Associate Professor, in addition to the following:
- i. Teaching Criteria.
 - (a.) Assumes leadership of curriculum and program development projects.
 - (b.) Highly skilled as a teacher and, when applicable, as a practitioner.
 - (c.) Receives positive feedback from peers and/or students.
 - (d.) Other, as the faculty member deems appropriate.
 - ii. Criteria for Research/Scholarship and Creative Activity/Innovation, and Engagement/Outreach. Produces significant and relevant Research/Scholarship and/or Creative Activity/Innovation, and/or Engagement/Outreach work in the chosen area of specialization. There should be evidence in the quality and quantity of refereed publications and juried presentations that the candidate has national recognition compared with others at similar institutions. Acceptable evidence of research includes books, book chapters, published refereed articles, paper presentations at meetings and conferences, etc. Candidates pursuing Creative Activity/Innovation should demonstrate

proficiency in the medium relevant to their work, and an ability to deliver and present their communicative media in a variety of settings. Candidates pursuing Engagement/Outreach should provide evidence of community-based scholarly work.

- iii. Service Criteria. Demonstrates leadership through participation in the SOC, College, University, discipline, and/or community.
- iv. Criteria for Other Activity. Any other activity for evaluation is determined by assignment. Such assignments include releases granted for the purpose of pursuing administrative work, program development, etc. Such efforts should be established or identified at the beginning of the evaluation year so that the Other category may be appropriately weighted.

B. Fixed-Term Faculty.

1. *Following initial appointment.* Fixed-term faculty are granted subsequent appointments according to the procedures outlined in Parts [VIII](#) and [IX](#) of the *ECU Faculty Manual* and are evaluated according to the provisions of the letter of appointment. As prescribed by [Part IX](#), fixed-term faculty members seeking subsequent appointments must submit a letter requesting such and a portfolio to the unit administrator in the specified time frame.
 - a. The portfolio shall include, but not be limited to, evidence of:
 - i. Teaching effectiveness, including student evaluations of teaching and syllabi, and/or peer evaluations.
 - ii. Service, including documentation of accomplishments relevant to the position.
 - iii. Fixed-term faculty members may include any other materials they deem necessary and relevant to their case for subsequent appointment.
 - b. The SOC will make reasonable efforts to facilitate the compiling of material for the portfolio.
 - c. The request letter and portfolio shall be made available to the SOC's Personnel Committee no later than two calendar weeks before that committee's recommendation is required.
2. *Advancement of Fixed-Term Faculty.*
 - a. General provisions. The procedures for an advancement in title of fixed-term faculty shall follow those prescribed in Parts [VIII](#) and [IX](#) of the *ECU Faculty Manual*. The procedures listed in this Code shall also apply.
 - b. Appointment to Teaching Instructor
 - i. Demonstrates potential for effective teaching.

- ii. Holds, at a minimum, a master’s degree appropriate to the area of instruction, or has equivalent professional experience.
 - c. Appointment or Advancement to Teaching Assistant Professor. Candidate has met requirements listed for appointment as a Teaching Instructor, in addition to the following:
 - i. Demonstrates effectiveness in teaching.
 - ii. Holds the appropriate terminal degree, as evaluated by the academic unit and affirmed by the appointing officer and the profession concerned.
 - d. Appointment or Advancement to Senior Teaching Instructor. Candidate has met requirements listed for appointment or advancement as Teaching Instructor, in addition to the following:
 - i. Demonstrates excellence in teaching and/or other instructional responsibilities.
 - ii. Engages in professional development activity.
 - e. Appointment or Advancement to Teaching Associate Professor. Candidate has met requirements listed for advancement to Teaching Assistant Professor, in addition to the following:
 - i. Demonstrates superior teaching ability.
 - ii. Engages in professional development activities.
 - f. Appointment or Advancement to Teaching Professor. Candidate has met requirements listed for advancement to Teaching Associate Professor, in addition to the following:
 - i. Demonstrates a degree of proficiency sufficient to establish an excellent reputation among colleagues.
 - ii. Engages in professional development activities.
 - iii. Has demonstrated excellence in teaching.
 - iv. Is qualified and competent in mentoring others (such as graduate students, teaching instructors, etc.).
- C. **Performance Review of Permanently Tenured Faculty (Post-Tenure Review).** The procedures for this personnel action are prescribed in [Part IX](#) of the ECU *Faculty Manual*. The SOC’s standards are included in its “Performance Review of Tenured Faculty” document, which is available in the SOC’s main office.
- D. **Criteria for Salary Increases.** All full-time, continuing SOC faculty shall annually document their accomplishments in teaching effectiveness, research/scholarship and/or creative activity (required of probationary and tenured faculty), service, and other activities where applicable for the academic year. This information will be considered by the Director in making recommendations for merit salary allocation, in accordance with

UNC and ECU compensation regulations. Evaluation and determination of annual salary increments will be done in accordance with [Part VIII](#) of the *ECU Faculty Manual*.

1. *Assessment for Merit Pay Raises.*
 - a. In accordance with [Part VIII](#) of the *ECU Faculty Manual*, the Director, in consultation with each faculty member of the SOC, will annually establish that member's duties. These include teaching, research/scholarship and/or creative activity, service, and other, if applicable.
 - b. The Director, in consultation with the faculty member, will determine the relative weight to be assigned each duty. The values for these weights shall be consistent with the reassigned time given to faculty members for research, administrative and service activities. Based upon each faculty member's assigned duties and weights, the Director shall evaluate annually each member's performance in teaching, research/scholarship and/or creative activity, service, and other activities.
 - c. The Director, again in consultation with the faculty member, can revise the relative weights during the academic year if changing circumstances warrant such a revision.
 - d. The Director shall report to each faculty member of the SOC eligible for a merit increase the recommendation for merit pay for that member. In accordance with the Faculty Manual Part VIII, the Director shall also reveal the mean and median merit pay awards (dollar amounts and percentage increases) being recommended for the SOC.

Section VII. PROCEDURES FOR MEETINGS WITHIN THE SOC

- A. **Number of Meetings.** There shall be at least two SOC meetings per semester.
- B. **Calling of Meetings.** SOC meetings are called by the Director or by petition of:
 1. A majority of the voting SOC faculty (as defined in this Code [Sec. II.B]), or
 2. A majority of the SOC's permanently tenured faculty.If a meeting is called by petition, this meeting shall be held within two weeks of the time the petition is presented to the Director.
- C. **Meeting Agenda.** The agenda shall be distributed for each meeting at least 48 hours prior to the meeting, and the Director or any voting SOC faculty member may request that a particular item be placed on the agenda. Such requested items shall be placed on the agenda of at least one of the next two SOC meetings occurring after receipt of the request.
- D. **Meeting Facilitation.** The Directors, or their designee, shall preside over SOC meetings that shall be conducted according to the rules and regulations of the most recent edition of *Robert's Rules of Order Newly Revised*. No votes shall be cast by absentee ballots, except when otherwise prescribed. Motions made during SOC meetings are to be

approved by a majority of the SOC's voting faculty (as defined in this Code [Sec. II.B]) present and voting.

- E. **Quorum.** A quorum shall be three-fifths of the SOC's voting faculty. A quorum must be present at each SOC meeting to conduct business.
- F. **Minutes.** Minutes of SOC meetings will be taken by a designee of the Director and shall be distributed in a timely manner to all SOC members before the next SOC meeting.

Section VIII. VOTING BY FACULTY MEMBERS

A. Procedure for Approval of Major Planning Documents, Assessment Documents and Other Major Reports.

1. The Director shall enlist faculty participation and cooperation in preparation for major planning documents, assessment documents and other major reports.
2. The faculty will indicate in a timely fashion and by vote their approval or disapproval of such documents prior to submission in final form to person(s) outside the unit. Such a vote may be taken in a regular or specially called SOC meeting. A majority vote of the voting faculty (as defined in this Code [Sec. II.B]) is required for approval. Online voting may be conducted using a University-approved secure and confidential system, when deemed appropriate to facilitate a timely vote.
3. *Seven-Year Unit Program Evaluation.* The seven-year program evaluation shall be conducted according to the procedure outlined in [Part IV](#) of the *ECU Faculty Manual*.

Section IX. BUDGET AND ANNUAL REPORT

- A. **Annual budget request and subsequent budget allocation.** The Director shall prepare the budget request and present it to the faculty for consultation with the faculty in a regular SOC meeting at the beginning of the academic/school year. The Director shall make a copy of the budget (original request and updated allocation) and annual report available to the faculty for discussion.
- B. **Annual report.** The Director will prepare the SOC's annual report and present it to the faculty for consultation in a regular SOC meeting.

Section X. AMENDMENT PROCEDURES

Amendments to this Code are to be submitted to the Director and must be initiated by not less than 20 percent of the SOC's voting faculty, as defined in [Part IV](#) of the *ECU Faculty Manual*. The proposal should include the signatures of the faculty making the request, the location of the proposed amendment in the Code, and the desired change or changes. The Director shall

circulate the proposal to all SOC faculty and, following a 20-day review period, call for a meeting of the faculty for consideration of the proposal. After discussion with the entire faculty, a vote will be taken by the eligible voting faculty defined in Section II of this code. A two-thirds majority of the ballots cast by the eligible voting faculty in attendance will be required to make an amendment to the Code. In accordance with the ECU *Faculty Manual* [Part IV](#), only permanently tenured, eligible voting faculty may vote on or amend the SOC's tenure, promotion and post-tenure review criteria. A separate affirmative vote of at least a majority of voting tenured faculty is required to approve new or revised tenure, promotion and post-tenure review criteria. Such approved criteria may not be further amended during the approval process of the revised SOC Code by all voting faculty.

Amendments to this code to reconcile the code with the ECU *Faculty Manual* shall be submitted directly to the Director by a unit code committee.

The amended Code shall go into effect upon approvals as stated above and in accordance with the ECU *Faculty Manual* [Part IV](#) after approval by the Unit Code Screening Committee, Faculty Senate and the Chancellor.

School of Communication Graduate Faculty Standards

Approved by the SOC Graduate Faculty, Jan. 11, 2023

The following standards are stipulated in accordance with and in addition to the credential guidelines from the most recent edition of the ECU *Faculty Manual*, School of Communication (SOC) Unit Code and relevant SACS standards.

The graduate faculty exercises the authority within the university for the development of general policies and procedures for all graduate courses and programs, as noted in Part II of the ECU *Faculty Manual*.

The School's Graduate Program director shall work with the Personnel Committee chair to maintain a list of the School's Graduate Faculty, and their membership status and its expiration date. The Graduate Program director shall give Graduate Faculty members timely notice of the pending expiration of their status.

All probationary (tenure-track) faculty who have completed their dissertation and been awarded their Ph.D. or MFA degree in the field of Communication will be automatically nominated for Graduate Teaching Faculty status as stated in Part II of the East Carolina University Faculty Manual.

Faculty members who complete their first five years as members of the Graduate Faculty must request nomination for reappointment if they so choose. They should meet the minimum criteria, below, and submit a completed Graduate Faculty Checklist, current vita and a cover letter/request for reappointment and/or status change to the School's Personnel Committee chair. For subsequent nominations for reappointment and/or status change, Graduate Faculty members should meet the criteria outlined below, and submit a completed copy of the Graduate Faculty Checklist, a current vita and cover letter to the Personnel Committee chair.

The Personnel Committee chair will schedule a meeting of the Graduate Faculty to review the materials and vote on the requests. The Personnel Committee chair will forward the Graduate Faculty's decision to the School's director, who will forward it to the Dean of the Graduate School. Each nomination will state the type of appointment recommended and contain evidence that the nominee has satisfied the school's criteria for the type of membership sought.

In compliance with the ECU *Faculty Manual*, for faculty members with permanent tenure, the appointment to the Graduate Faculty will be reviewed within the School in the manner outlined for initial appointments, with the focus on the activity during the five years immediately preceding the request for renewal and/or status change.

For non-tenured faculty (e.g., probationary [tenure-track] or fixed-term), appointment to the Graduate Faculty is for the length of faculty member's current contract.

Types of Memberships

There are four types of memberships in the Graduate Faculty. Minimum criteria for membership eligibility in each category are described below. Relevant rights and privileges are as stipulated in the ECU *Faculty Manual*. (See Part II of the *Faculty Manual* for details.)

Membership types are listed in descending order.

1. **Graduate Faculty Member**

Minimum criteria:

- a. Terminal degree in the field of Communication.
- b. Tenured or probationary term (tenure-track).
- c. Demonstrated evidence of success in research/creative activity.
- d. Demonstrated evidence of successful graduate teaching.
- e. Demonstrated evidence of successful supervision of research, or creative activity.

Responsibilities per the ECU *Faculty Manual*: “Eligible to serve on the Graduate Curriculum Committee, may serve as a Graduate Program Coordinator, may teach graduate classes, may chair doctoral or master’s committees, and may be a member of doctoral or master’s committees.”

2. **Associate Graduate Faculty Member**

Minimum criteria:

- a. Terminal degree in the field of Communication.
- b. Tenured or probationary term (tenure-track).
- c. Demonstrated evidence of success or the potential for success in research/creative activity.
- d. Demonstrated evidence of successful graduate teaching or the potential of such success.
- e. Demonstrated evidence of successful supervision of research or creative activity, or the potential of such success.

Responsibilities per the ECU *Faculty Manual*: “May serve as Graduate Program Coordinators, may teach graduate classes, may chair doctoral or master’s committees, and may be a member of doctoral or master’s committees.”

3. **Graduate Teaching Faculty Member**

Minimum criteria:

- a. Terminal degree in the field of Communication.
- b. Demonstrated evidence of successful graduate teaching or the potential of such success.
- c. Evidence of professional growth (e.g., completion of continuing education, participation in relevant seminars, or other professional activity).

** Exceptions to these criteria for graduate teaching faculty membership may be requested on a case-by-case basis stating graduate task and corresponding expertise.*

Responsibilities per the ECU *Faculty Manual*: “May teach master’s or doctoral classes as appropriate for their background, certification, and experience and may be the fourth member of a thesis or dissertation committee upon certification of appropriate experience or expertise by the unit administrator.”

4. **Ex-officio Member**

“Administrators with responsibilities for graduate programs who do not hold other appointments to the graduate faculty will be appointed to an ex-officio membership commensurate with background and experience and will hold that appointment for the duration of their administrative appointment.”

Graduate Faculty Checklist Procedure

To objectively document eligibility for membership in the SOC Graduate Faculty, the following criteria will be used, based on the completed checklist:

For **Graduate Faculty** member status, over the past five years:

- Engaged in at least three items in Graduate Teaching and Mentoring Activity.
- Engaged in at least 10 items in Research/Scholarship, Creativity Activity/Innovations, Engagement, and/or Outreach.

For **Associate Graduate Faculty** member status, over the past five years:

- Engaged in at least six items in Graduate Teaching and Mentoring Activity.
- Engaged in at least two items in Research/Scholarship, Creativity Activity/Innovations, Engagement, and/or Outreach

For **Graduate Teaching Faculty** member status:

- Been awarded a Ph.D. or MFA in the field.

SOC Graduate Faculty Checklist

Covers the past five years of activity

Name _____ Date submitted _____

Current status (check one):

- Grad Faculty
- Associate Grad Faculty
- Grad Teaching Faculty
- Ex-Officio

Request reappointment at (check one):

- Grad Faculty
- Associate Grad Faculty
- Grad Teaching Faculty
- Ex-Officio

Graduate teaching and mentoring activity

<i>Check</i>	<i>Number of instances</i>	<i>Item</i>
<input type="checkbox"/>	_____	Contributed to enhancing equity, diversity and/or inclusion.
<input type="checkbox"/>	_____	Developed new graduate-level course(s).
<input type="checkbox"/>	_____	Directed thesis/dissertation of graduate student(s).
<input type="checkbox"/>	_____	Directed thesis/dissertation of graduate student(s).
<input type="checkbox"/>	_____	Mentored professional paper of graduate student(s).
<input type="checkbox"/>	_____	Mentored/advised grad student association or related activities (e.g., brown bag series).
<input type="checkbox"/>	_____	Mentored/supervised graduate (research or teaching) assistant(s).
<input type="checkbox"/>	_____	Received teaching honors and/or awards.
<input type="checkbox"/>	_____	Served as departmental/graduate program director.
<input type="checkbox"/>	_____	Mentored/supervised graduate (research or teaching) assistant(s).
<input type="checkbox"/>	_____	Received teaching honors and/or awards.
<input type="checkbox"/>	_____	Served as departmental/graduate program director.
<input type="checkbox"/>	_____	Served on the graduate program committee.
<input type="checkbox"/>	_____	Served on thesis/dissertation of grad student(s) in Communication, other disciplines.
<input type="checkbox"/>	_____	Served on/chaired a comprehensive examination committee of graduate student(s).
<input type="checkbox"/>	_____	Supervised research project by graduate student(s).
<input type="checkbox"/>	_____	Taught a portion of graduate course(s) (e.g., guest lecture).
<input type="checkbox"/>	_____	Taught graduate-level course(s).
<input type="checkbox"/>	_____	Other teaching/advising activities.

Research/scholarship, creative activity/innovations, engagement, and/or outreach

<i>Check</i>	<i>Number of instances</i>	<i>Item</i>
<input type="checkbox"/>	_____	Conducted proprietary research studies in the disciplines relevant to the SOC.
<input type="checkbox"/>	_____	Consulted in the disciplines relevant to the SOC.
<input type="checkbox"/>	_____	Edited/co-edited scholarly books.
<input type="checkbox"/>	_____	Edited/co-edited scholarly journals.
<input type="checkbox"/>	_____	Engaged in scholarship that advances a commitment to diversity, equity and inclusion.
<input type="checkbox"/>	_____	Participated as a juried/invited conference contributor (papers, panels, posters, etc.).

Last name: _____

- _____ Participated in other referred/invited contributions to peer publications.
- _____ Presented a poster, paper, or invited seminar.
- _____ Presented jury-reviewed media/electronic productions (e.g., film festivals).
- _____ Produced jury-reviewed video, audio, other electronic media works.
- _____ Published articles in proceedings.
- _____ Published book chapters.
- _____ Published book reviews.
- _____ Published research articles in refereed journals.
- _____ Published scholarly books/monographs.
- _____ Received an external research grant.
- _____ Received an internal research grant.
- _____ Reviewed published books or textbooks.
- _____ Secured external grants as principal or co-investigator.
- _____ Serve/served on the editorial board of a journal/monograph.
- _____ Served as a reviewer for journals, books, or conference papers.
- _____ Nominated for research/creative/engagement/outreach honors and/or awards.
- _____ Received research/creative/engagement/outreach honors and/or awards.

Performance Review of Tenured Faculty: School of Communication

Approved by the SOC Tenured Faculty, Jan. 11, 2023

The following standards have been developed for the performance review of the tenured faculty within the School of Communication (SOC). These standards embody the high academic and scholarly expectations of a cutting-edge program representing journalism, public relations, media studies and the communication discipline.

Designed to be comprehensive and to cover “all aspects of the faculty member’s professional performance” (Part IX, Sec. II, *ECU Faculty Manual*), these standards accommodate the diverse faculty work completed in four domains: teaching, research, service and other assigned duties. Faculty work is also recognized to include “contributions to the departmental college/school and university goals, contributions to the academic programs” in which faculty members teach and “any other professional activities” bearing on faculty members’ performance of their duties during the period under review (Part IX, Sec. II, *ECU Faculty Manual*). These performance standards also promote faculty excellence in the disciplines represented by the SOC’s faculty (see Part IX, Sec. II, *ECU Faculty Manual*).

These standards shall not be employed to limit academic freedom, or to reevaluate or revalidate tenure. Performance reviews “must be conducted in a manner free of arbitrary, capricious, or discriminatory elements.” A “widespread presumption of competence on the part of each tenured faculty member” is made. Reviews are based upon both “fair and reasonable expectations as recognized by faculty peers in the department (school) and discipline” (Part IX, Sec. II, *ECU Faculty Manual*).

Review Process

The performance of tenured faculty will be reviewed every five years (Part IX, Sec. II, *ECU Faculty Manual*). The College of Fine Arts and Communication performs block reviews. That is, all School of Communication tenured faculty members are reviewed during the same year.

Each review cycle moves through the following steps:

1. The School’s Tenure Committee reconsiders these performance standards for the “exceeds expectations,” “meets expectations,” or “does not meet expectations” ratings required by ECU for the tenured faculty performance reviews. Revisions may be made as necessary to these standards (using procedures in Part IX, Sec. II, *ECU Faculty Manual*), but should remain consistent with the current unit and university goals.
2. The Tenure Committee elects a minimum of three permanently tenured voting faculty members and one alternate to serve on the Performance Review Committee (one-year term). These members may not hold administrative status (Part IX, Sec. II, *ECU Faculty Manual*). If the unit is unable to elect three permanently tenured voting faculty members not holding administrative status, procedures in Part IX Sec. II, of the *ECU Faculty Manual* will be followed to establish the Committee.
3. The Unit Administrator (Director) reviews the faculty member’s Annual Reports and Annual Evaluations, 5-Year Plan, current CV, and other materials submitted by the faculty member, as

detailed in the SOC Unit Code. Evaluation of performance is to be based on a comprehensive assessment of the faculty member's activities during the evaluation period.

- a. The initial review is conducted by the Unit Administrator.
 - b. The Unit Administrator shall use the "Performance Review of Tenured Faculty" report template below (Part IX, Sec. II, ECU *Faculty Manual*). The report includes a narrative supporting the evaluation and an overall ranking of the faculty member's performance as "exceeds expectations," "meets expectations," or "does not meet expectations."
4. The Performance Review Committee will be provided with the following documentation for faculty members under review:
- a. The unit administrator's evaluation of the faculty member (see Appendix A).
 - b. The faculty member's Annual Reports for the period under review.
 - c. The faculty member's Evaluation Weights for the period under review.
 - d. The faculty member's Annual Evaluations for the period under review.
 - e. The faculty member's current CV.
 - f. The faculty member's 5-year plan, using the "Faculty 5-year Plan" template below.
 - g. Any other material the faculty member wishes to provide.

Any information provided for the Performance Review will become part of the faculty member's Personnel record (Part IX, Sec. II, ECU *Faculty Manual*).

5. Based on the materials provided, the Performance Review Committee shall either agree or disagree with the findings of the unit administrator and document these findings using the attached form (Appendix A). Additionally, the Performance Review Committee shall complete its part of the "Performance Review of Tenured Faculty report (below). In the event of disagreement between the unit administrator and the Performance Review Committee, the process outlined in Part IX, Sec. II, of the ECU *Faculty Manual* shall be followed.

Criteria for Rankings

The basic standard for appraisal and evaluation is whether faculty members under review discharge "conscientiously and with professional competence" the duties associated with their positions (Part IX, Sec. II, ECU *Faculty Manual*). When applying the university-required ratings of "exceeds expectations," "meets expectations" or "does not meet expectations," the following criteria shall be considered for each faculty member over the five-year period under review:

1. Different investments of resources, effort, time (e.g., Faculty Weights) and involvement of others may be required by the respective domains (i.e. teaching, research, service and other assigned duties) for each year of an individual faculty member's work.
2. The faculty member's annual stated goals and workload show anticipated contributions to the unit, college, university, profession and/or community, and can reflect long-term involvements.
3. Varied indicators of the quality of work exist in each domain of teaching, research, service and other duties. (See the SOC Unit Code for more information.)

4. Continuous contributions of the faculty member to support the mission of the institution, college and unit programs, as well as ongoing professional development and participation are expected.
5. The multiple communication disciplines represented in the School of Communication are dynamic and rapidly changing so that contemporary standards for excellence by peers are important considerations.
6. Faculty members who have been tenured or promoted within five years of the performance review shall be deemed, at a minimum, “meets expectations.”

Performance Standards

The School of Communication’s performance standards are detailed below. The lists are not exhaustive. Further criteria that may be considered in the performance review of teaching, scholarship, service and other assigned duties are found in the SOC Unit Code.

1. **Exceeds expectations.** Faculty members are considered as “exceed expectations” if they consistently exceed expectations for the “meet expectations” designation in two or more categories of “teaching,” “scholarship,” “service,” and “other” (if applicable), and are at least “meet expectations” in the other relevant categories.
 - a. *Teaching.* To be found as “exceeds expectations” in this category, the faculty member must exceed the basic expectations for teaching, which may include:
 - i. Overall excellent evaluations of teaching.
 - ii. Outstanding development of instructional materials.
 - iii. Outstanding involvement in curricular development.
 - iv. Outstanding innovation in course structure and content.
 - v. Significant mentoring of other faculty, undergraduate and/or graduate students.
 - vi. Outstanding contribution to student development outside of assigned course load (e.g., comprehensive exams, theses, honors projects, independent studies, aiding in getting student work published, showcased, aired, etc.).
 - vii. Teaching awards, honors, and nominations.
 - b. *Scholarship.* To be found as “exceeds expectations” in this category, the faculty member must exceed the basic expectations for scholarship, which may include:
 - i. Evidence of significant high-quality peer-reviewed publications and/or juried creative activities (as outlined in the SOC Unit Code).
 - ii. Scholarly awards, honors, and nominations.
 - iii. Invited lectures or research presentations, or other evidence of scholarly recognition.
 - c. *Service.* To be found as “exceeds expectations” in this category, the faculty member must exceed the basic expectations for service, which may include:
 - i. Significant service activity and leadership at the unit level.
 - ii. Significant service activity and leadership to the discipline, community, college, and/or university.

- iii. Promoting the SOC, its faculty, and/or its students within the non-University community (e.g., lectures, speeches, presentations, news media interviews and/or professional advice to non-profit agencies).
 - d. *Other*. To be found as “exceeds expectations” in this category, the faculty member must exceed the basic expectations for other duties, which may include:
 - i. Outstanding performance of other assigned duties as applicable.
 - ii. Extensive involvement in professional development.
- 2. **Meets expectations.** Faculty members are considered as “meet expectations” if they consistently meet expectations in all categories of “teaching,” “scholarship,” “service,” and “other” (if applicable).
 - a. *Teaching*. To be found as “meets expectations” in this category, the faculty member must meet the basic expectations for teaching, which may include:
 - i. Overall favorable evaluations of teaching.
 - ii. Sustained development of instructional materials.
 - iii. Sustained involvement in curricular development.
 - iv. Contribution to student development outside assigned course load (e.g., comprehensive exams, theses, honors projects, independent studies, aiding in getting student work published, showcased, aired, etc.).
 - v. Continued innovation in course structure and content.
 - vi. Involvement in mentoring other faculty, undergraduate and/or graduate students.
 - b. *Scholarship*. To be found as “meets expectations” in this category, the faculty member must meet the basic expectations for scholarship, which may include:
 - i. Sustained evidence of peer-reviewed and/or juried scholarship (as outlined in the SOC Unit Code).
 - ii. Sustained evidence of activities leading to scholarly production.
 - iii. Documented progress on long-term scholarly activities leading to publication.
 - c. *Service*. To be found as “meets expectations” in this category, the faculty member must meet the basic expectations for service, which may include:
 - i. Sustained service activity at the unit level.
 - ii. Sustained service activity to the discipline, community, college, and/or university.
 - d. *Other*. To be found as “meets expectations” in this category, the faculty member must meet the basic expectations for other duties, which may include:
 - i. Consistent performance of other assigned duties in a timely manner.
 - ii. Consistent execution of those duties in a satisfactory manner.
 - iii. Consistently meeting the expressed goals and objectives of those duties.
 - iv. Involvement in professional development.

3. **Does not meet expectations.** Faculty members are considered as “do not meet expectations” if they consistently underperform in one or more categories of “teaching,” “scholarship,” “service,” and “other” (if applicable).
- a. *Teaching.* To be found as “does not meet expectations” in this category, the faculty member must fail to meet the basic expectations for teaching, which may include:
 - i. Overall unfavorable evaluations of teaching.
 - ii. No development of pedagogical materials.
 - iii. No involvement in curricular development.
 - iv. No contribution to student development outside assigned course load.
 - b. *Scholarship.* To be found as “does not meet expectations” in this category, the faculty member must fail to meet the basic expectations for scholarship, which may include:
 - i. No evidence of peer-reviewed and/or juried scholarship.
 - ii. No evidence of activities leading to scholarly production.
 - c. *Service.* To be found as “does not meet expectations” in this category, the faculty member must fail to meet the basic expectations for service, which may include:
 - i. No service activity beyond the promotion and tenure committees at the unit level.
 - d. *Other.* To be found as “does not meet expectations” in this category, the faculty member must fail to meet the basic expectations for other duties, which may include:
 - i. Consistently not performing assigned duties in a timely manner.
 - ii. Consistently failing to adequately execute those duties.
 - iii. Consistently failing to meet the expressed goals and objectives of those duties.

Faculty 5-Year Plan

This template will be made available as a fill-in text document.

For ECU's 5-year plan guidelines, sample language, go to <https://tinyurl.com/4af3eckd>

Faculty member name: Click or tap here to enter text.

College: Fine Arts and Communication

School: School of Communication

Responsibilities and Mutual Expectations

Percentages must total to 100. Assign a percentage to Teaching, Research/Creative activity and Service. Use Other if it fits you, otherwise enter n/a. Write a short rationale/justification for each category. Use general descriptions reasonable for the SOC Unit Code. For Research/Creative activity, if appropriate, specify other forms of products to document scholarship productivity.

Teaching Click or tap here to enter text. %

Click or tap here to enter text.

Research Click or tap here to enter text. %

Click or tap here to enter text.

Service Click or tap here to enter text. %

Click or tap here to enter text.

Other Click or tap here to enter text. %

Click or tap here to enter text.

Performance Standards. "Following the procedures outlined in Part IX, Section II of the ECU *Faculty Manual*, meet and strive to exceed the performance standards contained for the School of Communication."

Summary of changes

Tenured: Click or tap here to enter text.

Original 5-year plan: Effective on Click or tap here to enter text.

Amended 5-year plan: Effective on Click or tap here to enter text.

Faculty member's signature

Date

Unit Administrator's signature

Date

Responsibilities changed to responsibilities as described above on Click or tap here to enter text.

Enter Month, day, year

Performance Review of Tenured Faculty

East Carolina University

This template will be made available as a fill-in text document.

Faculty member name: Click or tap here to enter text.

School: School of Communication

Date: Click or tap here to enter text.

I. Narrative evaluation of most recent five years of faculty performance.

Click or tap here to enter text.

II. Summary Performance Review Evaluation. Indicate "exceeds," "meets" or "does not meet" expectations for each category. Use Other if it applies.

Click or tap here to enter text. Teaching

Click or tap here to enter text. Research/Creative activity

Click or tap here to enter text. Service

Click or tap here to enter text. Other, if applies

Click or tap here to enter text. **Overall**

Submitted by: _____
Unit Administrator Date

Performance Review Committee response

Agree

Disagree

Chair, Performance Review Committee Date

Faculty member Date

Note: Faculty member's signature acknowledges neither agreement nor disagreement with the report.