



TENURE UNIT STANDARD ROUTING SHEET

In support of the following academic policy statements, tenure unit performance standards will be maintained and made publicly available by the Office of the Provost's Faculty Records Team. Per policy, each of these sets of standards will be reviewed every five (5) years, submitted to the Office of the Provost using this routing form for all signatures.

- APS [900417](#), Faculty Reappointment, Tenure, and Promotion of Tenured and Tenure-Track Faculty
- APS [980204](#), Performance Evaluation of Tenured Faculty (Post-Tenure Review)
- APS [820317](#), The Faculty Evaluation System of Tenured and Tenure-Track Faculty
- APS [890301](#), Hiring, Evaluation, Promotion, and Merit for Non-Tenure Track Faculty

Please note the following:

- Use a separate routing sheet for each set of tenure unit standards.
- Submit files in portable document format (PDF) only.
- Ensure the set of standards being submitted **have been approved** by the tenure unit **and** college dean.

Tenure Unit: _____

College/Unit:

___CAM ___COCJ ___CHSS ___COM ___NGL
___COBA ___COE ___COHS ___COSET

Standard:

___Promotion and Tenure ___Post-Tenure Review ___Faculty Evaluation System (FES)
___Non-Tenure Track Faculty Promotion ___Non-Tenure Track Faculty Annual Evaluation

Contact:

Name (first & last): _____

SHSU Email: _____

Phone: _____

Approved By:

Department Chair

College Dean

Provost & Sr. VP for Academic Affairs

Mass Communication Department

Performance Standards

For Tenured and Tenure-Track Faculty

April 14, 2025

This document outlines standards for meritorious performance in teaching, scholarly and creative activities, and service of tenure-track and tenured faculty. Professionalism and willingness to further the mission of the department, college, and university is expected of all faculty as a baseline condition of meritorious performance. The Mass Communication Department Promotion and Tenure Advisory Committee (DPTAC) evaluates its faculty members for reappointment, tenure, and promotion at regular intervals.

In accordance with APS 900417, these standards will apply and be provided to faculty members at the outset of employment in a tenure-track position. In a tenure-track position, it is the faculty member's responsibility to know these criteria. Each time the Mass Communication Performance Standards for Tenured and Tenure-Track Faculty policy is updated, the tenure-track faculty shall choose, at the time of their annual probationary evaluation, whether to remain on the standards that previously applied or switch to the updated standards. If no selection is made, the standards of evaluation shall default to the updated standards. Tenure-track faculty may only be evaluated on standards that were current during some portion of the probationary period.

For promotion to professor, a faculty member shall elect to be evaluated by the updated standards or by any standards that previously applied that are both no older than six (6) years and were current during some portion of the faculty member's service at the rank of associate professor. The faculty member's selection of evaluation standards shall be communicated at the time of any DPTAC review of progress toward promotion to professor and at the time the faculty member's portfolio for promotion is submitted for review. If no selection is made, the standards of evaluation shall default to the updated standards.

Standards apply to three distinct purposes:

1. Probationary faculty reappointment, tenure, and promotion to associate professor (see Academic Policy Statement APS 900417)
2. Promotion to full professor (APS 900417)
3. Periodic evaluation of tenured faculty (APS 980204)

These standards are also expected to align with the annual Faculty Evaluation System (FES - APS 820317) and Merit Increases in Salary (APS 800722) policies.

The faculty member under review is expected to prepare a portfolio that demonstrates meritorious performance in three categories: teaching, scholarly and creative activities, and service. The portfolio consists of the following:

1. A curriculum vita listing education, employment history, scholarly and creative publications, funded grants and fellowships, honors, awards, and other special recognitions;
2. An overall narrative statement summarizing contributions to teaching, research/creative work, and service across the review period;
3. A short narrative statement for teaching across the review period, including documents listed below; and,
4. One- or two-page narrative statements for research/creative work and service across the review period, highlighting key efforts and outlining strategies for sustained professional development.

Supplementary documents are not required.

At the candidate's discretion, supplementary documents that attest to key efforts and add detail may also be included for each category. Portfolios should be uploaded to the university's designated online system according to timelines established in academic policy statements by the second Monday in January. The timeline for review and recommendation, as well as the appeals procedure, are specified in the academic policy statements APS 900417 and APS 980204.

Teaching

Excellence in teaching is the primary goal of the university. Mass communication tenure-track faculty teaching workloads shall be aligned with APS 790601 and the department's Workload policy. A typical tenure-track teaching load is three courses per semester. All faculty members are expected to remain current in their areas of expertise and demonstrate a high level of effectiveness as teachers.

The following documentation must be included in the narrative statement on teaching:

1. A short narrative statement for teaching across the review period;
2. Overall quantitative IDEA scores for every course across the review period;
3. Qualitative IDEA evaluation feedback for every course across the review period;
4. Peer (DPTAC) evaluations across the review period; and,
5. Department chair's evaluations across the review period (FES).

At the candidate's discretion, the portfolio may include optional documentation on activities such as:

- New course adoption forms
- Description of substantive curricular revisions
- Other instructional materials such as assignments or exams
- Reviews from alumni

- Chairing, or participating on the committee, of capstone or graduate thesis projects
- Teaching directed study courses, practicum courses, or contracts with honors students
- Supervision of teaching assistants and graduate assistants
- Nomination for teaching awards
- Grant proposals for teaching-related projects
- Direction of student productions for department media outlets (e.g. KSHU 90.5, Channel 7, and The Houstonian)
- Professional development related to teaching (may include industry-related certifications, workshops, programs, or activities outside of the university)
- Special responses to departmental needs (e.g. willingness, if needed, to teach required courses, development and teaching of online courses, and overload assignments)

Scholarly and Creative Activities

Tenure-track mass communication faculty are expected to pursue scholarly research, creative works and/or professional work concurrent with APS 790601 and the department's Workload policy. That work must be germane to their area of expertise and teaching. It should enhance their teaching and service work, generating new ideas and opportunities for teaching and fellow faculty.

Faculty should compose a one- to two-page narrative statement outlining scholarly, creative and/or professional work across the review period. Connections to teaching and service work, as well as the faculty member's professional interests, should be clear. The rigor of the activity should be clearly stated, as well as the merits, affiliations, and standards of any publication, conference, festival, or other location or method of distribution.

For the normal probationary term of six academic years, the minimum standard for scholarly activities is represented by the following conditions:

1. Four peer-reviewed journal articles or creative activities
 - a. Lead author of at least two peer-reviewed activities in a relevant field
2. Five peer-reviewed conference activities, including paper presentations or panel discussions
 - a. Three must be national or international conferences
 - b. For creative activities, exhibitions at national or international venues may be considered equivalent to peer-reviewed conference participation

Once quantitative minimums are met, the quality of scholarly and creative activities will be more heavily weighted than quantity.

The above model is based upon the journal article; books, series, creative activities, and other projects (including grant-funded projects) will be evaluated individually. Members undertaking longer works or non-traditional projects should consult with DPTAC faculty, especially a senior mentor, to ensure that their activity meets these minimum standards. For scholarly work, candidates should disclose and explain any article processing charges or fees associated with peer-reviewed scholarship.

Combination of Activities. Faculty may do both creative work and scholarship alternatively. It is not necessary to choose one track or the other, but they should aim to undertake activity in each area intentionally in order to build a coherent profile that sustains expertise.

Outside Review of Scholarly and Creative Activities. The department chair will solicit three expert reviewers from outside the department for tenure and all promotion decisions. At least two months before the review portfolio is due, the member under review can propose up to five names to the chair (two peers may also be named as blocked from selection). Past collaboration, advising, or other relationships that could pose a conflict of interest should be disclosed. The DPTAC will also propose up to five names. The chair directly contacts three reviewers and passes their blind evaluations to the committee.

Service

All faculty must demonstrate a continuing commitment to high-quality, impactful service to Sam Houston State University, the Profession/Academic Discipline, and the community. The DPTAC's evaluation of service will focus on the quality, scope, and time commitment of service performed. The faculty member should prepare a one- to two-page narrative statement that summarizes their service across the review period.

Faculty members are strongly suggested to serve from among three distinct kinds of entities, as directed by the department chair and illustrated by the following sample activities:

To the Department

- Leadership on department-level committees
- Serving on departmental committees, noting specific projects and tasks (e.g. evaluating BFA applications)
- Coordination of tracks, courses, or internships
- Leadership in administration (e.g. Associate Chair)
- Organizing recruitment events (e.g. Saturday@Sam) and leading visitor tours
- Organizing events such as conferences or guest speakers
- Mentoring and helping students job searches through contacts and recommendation letters
- Advising department-level student organizations
- Senior faculty mentoring junior faculty

- Attendance at departmental events such as guest speakers or artists, Heatwave Media & Film Festival, award ceremonies, and university convocation
- Contributing to department promotional efforts

To the College and University

- Leadership on college- and/or university-level committees
- Serving on college- and/or university-level committees, and/or the Faculty Senate
- Leadership roles in college and university events
- Assistance with campus functions as requested by the administration such as filming guest speakers and hosting alumni
- Organization of a cross-disciplinary event
- Advising college- and/or university-level student organizations

To the Profession and Community

- Membership in professional organizations
- Attendance and participation in professional conferences, such as chair, moderator, or respondent of a panel
- Editorships of journals, proceedings, books, or creative projects
- Leadership and participation in the governance of professional societies
- Leadership and involvement in community-engagement projects, in tandem with scholarly activity
- Participation in civic associations and community organizations as a representative of the university faculty

This list is not exhaustive and not a list of requirements, but a collection of different possible service activities. Junior members are expected to serve primarily the department, while senior members are expected to serve other entities as well. Junior members presented with opportunities outside the department should consult with a senior mentor to ensure a productive balance of duties. Service to renowned national and international entities is encouraged. It is incumbent upon the faculty member to provide evidence of their service in their portfolio for consideration by the DPTAC.

Tenure and Promotion to Associate Professor

To be recommended for an award of tenure and/or promotion, an applicant must document a sustained pattern of professional competence and effectiveness in teaching, scholarly/creative activity, and service. In addition, the member shall have a clearly developed, ongoing strategy for sustaining professional development throughout their career. Tenure-track faculty undergo a probationary period, normally six academic years, and are reviewed for tenure and promotion in the final semester of the period.

A mentor from the DPTAC will advise the junior member on decisions relating to career development. The probationary faculty member should seek out a mentor and notify the department chair of the mentor's name by the end of the first year; the department chair will assign a mentor if necessary. The mentor's role is strictly an advisory one. It is the responsibility of the faculty person to perform their duties effectively.

Third-Year Review. DPTAC will comprehensively review tenure-track faculty at the midpoint of the probationary period, normally in the third year. Their portfolio should demonstrate the capability to meet standards for the full probationary term in teaching, scholarly/creative activities, and service.

Previous Experience. Faculty hired for a period or rank that differs from the six-year template must include previous work at the time of hire. A statement from the department chair or dean should be included in the portfolio that attests to these special conditions. Performance for the period at Sam Houston State University should meet minimum standards when adjusted for that period; in other words, the member is expected to sustain performance while at Sam and not rest on laurels awarded previously.

Other Non-Standard Review Periods. Faculty members who have had their probationary period adjusted (i.e. tenure clock suspended) should provide official documentation that attests and specifies the adjustment.

Promotion to Professor

The rank of professor is distinguished by leadership. Policy 900417 describes areas of leadership in section 5.01.b2. Review for promotion from associate to "full" professor considers all of the member's service to the university and all the scholarly and creative activities across their career, including research published while at previous institutions. Excellence should be demonstrated in teaching, scholarly and creative activities, and service.

Appeals for Promotion and Tenure

Academic Policy Statement 900417 section 12 states that appeals to non-renewal or termination decisions on promotion and tenure must be presented to the President at the end of the member's contract term.

Periodic Evaluation of Tenured Faculty

To improve performance, faculty members are reviewed according to the process outlined in academic policy statement 980204. It is not a re-tenure process. Review normally occurs every fifth year after tenure and promotion.

The minimum standard for scholarly/creative activities, for members with a normal teaching load, is represented by the following conditions:

1. Two peer-reviewed journal articles or creative activities (e.g. films in a juried festival) that meet standards described above
 - a. Lead author of at least one peer-reviewed activity in a relevant field
2. Two peer-reviewed conference activities that meet the standards described above
 - a. All must be national or international conferences
 - b. For creative activities, exhibitions at national or international venues may be considered equivalent to peer-reviewed conference participation

(These are not standards for promotion. See the previous section on promotion from associate to professor.)

With regard to service, tenured faculty are expected to provide evidence of service to the college and university, and to the profession and community, as detailed above.

Abnormal Teaching and Service Loads. The minimum standards for scholarly/creative activities are predicated upon normal teaching and service loads. Faculty who have higher loads should include a statement from the chair in their portfolio that clarifies any extra load and its period.

Timeline. In accordance with Academic Policy Statement 980204, by October 1, the chair will notify faculty members up for review; requests for early evaluation must also be made by this date. A portfolio must be submitted by March 1. The DPTAC will vote by secret ballot and provide written notification of the outcome to the member under review, chair, dean, and provost by April 1. Members who do not receive a simple majority vote, as having met the minimum standard, shall then be subject to a prompted comprehensive performance evaluation, as outlined in Academic Policy Statement 980204 section 5.

Merit Increases in Salary & Faculty Evaluation System of Tenured and Tenure-Track Faculty

Merit Increases. Standards and procedures for salary increases based on merit are set and evaluated in accordance with the Merit Increases in Salary policy (APS 800722).

Faculty Evaluation System. Standards and procedures for annual review of tenured and tenure-track faculty are set and evaluated in accordance with the Faculty Evaluation System of Tenured and Tenure-Track Faculty policy (APS 820317).