

**COVER SHEET FOR PROPOSED CHANGES TO DEPARTMENT/COLLEGE  
PERSONNEL PROCEDURES**

**MCCAMC**

COLLEGE

**COMS**

DEPARTMENT

In order to facilitate a complete and expeditious review by the Personnel Planning and Review Committee (PP&R) of the change(s) you propose to your personnel procedures, please adhere to the format described below, and also fill out the Background Information. Attach this memo as a cover sheet for the written material you submit to PP&R. PP&R assumes that the initiating Department or College Committee has determined that the proposed new or revised procedures are consistent with Section 600 and with the Collective Bargaining Agreement.

**FORMAT:** Please use a complete copy of your existing procedures as the starting point for the proposed revisions that you submit to PP&R for approval. Strike over any text that you wish to have deleted from your written procedures, and/or underline any text that you wish to have added to your written procedures.

**BACKGROUND INFORMATION:**

- Are proposed changes those of College  or Department  procedures? (check one)
- Date that current proposed changes were sent forward November 30, 2015
- Department or College initiating proposed changes COMS
- Describe briefly the general reason(s) for your proposed change(s) (e.g., "proposed changes were initiated by the Department in response to a request from the College Personnel Committee, which felt that existing promotion criteria were too rigorous"). Proposed changes were initiated by the Department as part of its 6-year Periodic Review of Personnel Policies and Procedures, and includes revisions suggested by the CPC  
Proposed changes were initiated by the Department as part of its 5-year Periodic Review of Personnel Policies and Procedures, and includes revisions suggested by the CPC
- The proposed changes have been approved by the faculty of the College  or Department . (check one)

**RECEIVED  
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**DEC 03 2015**

**Office of  
Faculty Affairs**

**FOR DEPARTMENT PERSONNEL PROCEDURES:**

[Signature] 12-1-15  
Chair, Department Personnel Committee Date  
[Signature: Kathryn Sorrells] 12-1-15  
Department Chair Date

**FOR DEPARTMENT PERSONNEL PROCEDURES & COLLEGE PERSONNEL PROCEDURES:**

[Signature: Julie Herrin] 12/2/15  
Chair, College Personnel Committee Date  
[Signature: Daniel W. Harkins] 12/3/15  
College Dean Date  
[Signature] 8/30/16  
Chair, Personnel Planning and Review Committee Date

(for PP&R use only)	F116	F'20
<u>S110</u>	F'19 Effective date (change in criteria)	
Approval Date	Effective Date (see attached)	Date of Next Review

CALIFORNIA STATE UNIVERSITY NORTHRIDGE  
DEPARTMENT OF COMMUNICATION STUDIES

DEPARTMENT PERSONNEL PROCEDURES

INTRODUCTION AND OVERVIEW

The Department of Communication Studies values excellence in teaching, scholarship in its many forms, and active involvement in the department, college, university and community. We view the personnel process as an opportunity for dialogue within the department and university. We acknowledge that in a comprehensive university there are many—and sometimes conflicting—priorities and we hope that in collaboration with their colleagues, faculty will develop in a climate that fosters meaningful and rewarding work over the course of their professional careers.

We believe the advanced study and practice of communication have much to offer our students, the university and the community at large. We encourage our faculty to be active in improving the quality of student learning, engaging in scholarship at a high level, participating in institutional leadership and serving the larger community.

The department believes that central to our mission is a demonstrated commitment to advancing the educational equity and diversity goals of our university.

A. TEACHING EFFECTIVENESS AND INSTRUCTIONAL CONTRIBUTIONS

The Communication Studies Department Personnel Committee (hereafter referred to as the Committee), in its evaluation of teaching excellence, takes into account student opinion expressed in direct consultation in addition to data gathered from annual teaching evaluations. The Committee will consider any other evidence of teaching excellence that candidates provide, and the Committee encourages submission of course materials such as syllabi, class assignments and examinations. The Committee will conduct class visits.

1. Procedures for Student Consultation.
  - a. The Committee designates a time and place when they will be available to confer with students concerning faculty who are being considered for retention, tenure, and promotion.
  - b. A notice listing the faculty under consideration and indicating time and meeting place for consultation will be posted, distributed to the faculty and read in classes at least two weeks prior to the scheduled meeting date. Students are to be encouraged to confer with the Committee.
  - c. On the day and during the announced hours, students will meet with the Committee. Students' comments are to be used in the Committee's evaluations according to the procedures described in *Administrative Manual* Section 600.

2. Procedures for Class Visits.

- a. The Committee shall be responsible for arranging class visits. Class visits, not excluding online, distance learning, service-learning, and laboratory classes, shall be made at least once each academic year on all probationary faculty and faculty under consideration for promotion. Class visits shall be conducted early enough in the academic year for use during the annual personnel cycle.
- b. Class visits shall be made by the Department Chair and at least one representative of the Committee or their designees. An untenured Department Chair shall appoint a designee to make class visits. Designees shall be senior, tenured faculty normally from within the department.
- c. Scheduling of a class visit shall be made by mutual agreement between the faculty member and the observer. The date of the class visit must be arranged at least five days before the class visit occurs.
- d. A written report of the class visit shall be submitted to the candidate within 14 calendar days of the visit, to the Chair of the Department Personnel Committee, and to the Department Chair. The candidate has ten calendar days to seek changes in the class visit evaluation before it is put in the Personnel Action File, and the candidate has the right to submit a rejoinder for inclusion in the Personnel Action File along with the evaluation. Following this ten day period, a copy of the report shall be placed in the candidate's Personnel Action File and retained for a period of five years.

3. Criteria for evaluation of Class Visit.

- a. Communication abilities (for example, analytic-synthetic qualities and dynamism-enthusiasm qualities).
- b. Command of the subject matter (for example, demonstration of communication theories and their application as appropriate for the observed class activity).
- c. Interaction with students (for example, encouraging class discussion, perceiving levels of student understanding, respecting students as individuals, respecting diverse populations).
- d. Professional attitude (for example, appropriate behavior and management of the class).
- e. Other criteria may be applied as appropriate to the mode of instruction.

4. Additional Instructional Contributions

In accordance with *Administrative Manual* Section 600, recognition will also be given to faculty who engage in activities that contribute to instruction beyond the limit of their classes, e.g., serving on thesis and comprehensive exam committees, working with students on research presentations. In addition to the examples in *Administrative Manual* Section 600, the department will give positive recognition for contributions to the department's and university's commitment to educational equity and diversity. These may include: recruitment, retention, and mentoring of undergraduate and graduate students and involving students in campus activities that address issues of equity and diversity.

## B. CONTRIBUTIONS TO THE FIELD OF STUDY

In addition to policies outlined in *Administrative Manual* Section 600, the Communication Studies Department has defined the standards listed below for assessing a candidate's continuing contribution to the field of study. The guiding philosophy behind these standards is that the Communication Studies Department wishes to grant tenure and promotion to Associate Professor to those candidates who demonstrate that their research, scholarship, professional development and activities have made sustained, quality contributions to the field of study and that there is promise that the candidate will meet the requirements for promotion to Professor. For promotion to Professor, candidates must show continued sustained, quality contributions and must demonstrate that the stature of their research, scholarship, and professional development activities have grown since promotion to Associate Professor.

The Department of Communication Studies recognizes the multiple and varied ways scholars engage in their discipline, as well as the diverse means by which scholars create knowledge and document their scholarship. Scholarship is assumed to be rooted in one's expertise, sustained at a high level, disseminated and open to public critique and evaluation.

1. The department acknowledges the university standard for Contribution to the Field of Study as publication or significant scholarly and creative contributions and has established the following procedures to determine significant scholarly and creative contributions.
  - a. Any creative and/or scholarly activity that a candidate wishes to be judged as a significant contribution must be shown by the candidate to be a worthwhile product of scholarship. It must be publicly disseminated in a manner appropriate to the type of creative or scholarly activity.
  - b. The candidate must provide evidence that enables assessment of the proposed significant scholarly and creative contributions based on the following criteria:
    - 1) Clear goals
    - 2) Adequate preparation
    - 3) Appropriate methods
    - 4) Significant results
    - 5) Effective presentation
    - 6) Reflective critique
    - 7) Other criteria if appropriate to the material under review
  - c. In order to develop an evaluation process analogous to that used for a refereed publication, and appropriate for the contribution under consideration, the candidate will arrange a meeting with the Department Chair and the Department Personnel Committee to determine the nature of the evaluation process.
    - 1) This evaluation must include, at minimum, three independent referees from outside the University who will judge the work and respond in writing to the Chair of the Committee, the Department Chair, and the candidate.

- a) The referees will be selected by mutual agreement from a list compiled by the chair in consultation with the candidate and the Committee. The Department Chair shall be responsible for making the arrangements for the evaluation.
    - b) The judgments must include, but are not limited to, an overall estimate of the work's strengths and weaknesses, the degree of achievement represented by the work and the contribution the work makes to the field.
  - 2) Letters from the Department Chair and the Committee will indicate whether a significant scholarly and creative contribution has been established.
2. Additionally, for tenure and promotion to Associate Professor, the recommending agencies will base their decisions on the following criteria:
  - a. The candidate should be able to show a pattern of attendance at professional development activities, including scholarly conferences, related to the candidate's assignment in the department.
  - b. The candidate should be able to show the development of one or more well-defined areas of scholarship related to the candidate's assignment in the department.
  - c. The candidate's scholarship should be of such quality as to warrant acceptance for presentation at meetings of regional and/or national associations related to the candidate's assignment in the department.
  - d. The candidate's scholarship should be of sufficient quality to earn positive regional, national and/or international recognition for the candidate among peers in the candidate's area of expertise, including, but not limited to: awards, appointment to editorial or other review boards (e.g.: as editor or reviewer for a journal), appointment to commissions, invitations to publish manuscripts, contributions to edited volumes or encyclopedias, invitations to speak, present, or perform on topics in their area(s) of expertise, republication in anthologies, extensive citation, and/or prominent reviews of performance work.
3. Additionally, for promotion to Professor, the recommending agencies will base their decisions on the following criteria:
  - a. The candidate should be able to show a continuing pattern of attendance at professional activities, including scholarly conferences related to the candidate's assignment in the department.
  - b. The candidate should demonstrate continued significant scholarly or creative contributions to the field of study as defined in Section 632.4.2. Recognition of this nature may include being a respondent to research presented at professional meetings, being invited to review manuscripts submitted to scholarly journals, serving on the editorial board of a scholarly journal, being invited to review the works of others for purposes of personnel action, and being invited to make presentations of one's scholarship to professional groups, planning programs or professional

development events and holding offices in national and/or regional associations related to the candidate's assignment in the department. This list is not exhaustive, and the candidate may submit other information to meet this criterion.

- c. The candidate's scholarship should continue to be of such quality as to warrant acceptance for presentation at meetings of regional, national and/or international associations related to the candidate's assignment in the department.
  - d. The candidate's scholarship should be of sufficient quality to earn positive regional, national and/or international recognition for the candidate among peers in the candidate's areas of expertise, including, but not limited to: awards, appointment to editorial or other review boards (e.g.: as editor or reviewer for a journal), appointment to commissions, invitations to publish manuscripts, contributions to edited volumes or encyclopedias, invitations to speak, present, or perform on topics in their area(s) of expertise, republication in anthologies, extensive citation, and/or prominent reviews of performance work. The candidate should demonstrate growth in recognition, supplemental to what was evident when promoted to Associate Professor.
4. Candidates who collaborate with one other individual will be recognized by the reviewing bodies as if the work were solely authored. Collaborations among more than two individuals shall be evaluated by the Department Personnel Committee and the Department Chair to determine what credit to award the candidate for the work.
  5. The candidate must submit as part of the Professional Information File review histories and/or documentation pertaining to significant scholarly and creative contributions for all published or similarly significant scholarship. Candidates seeking promotion and/or tenure must submit as part of the Profession Information File a statement indicating how the criteria in Section B. 2 or B. 3 have been met.
  6. The candidate may, at their initiation, seek independent assessments of the candidate's contributions to the field of study at the time the candidate is evaluated for tenure and/or promotion.

#### C. POLICY ON CONTRIBUTIONS TO THE UNIVERSITY AND COMMUNITY

In addition to the policies outlined in section *Administrative Manual* Section 600, the Department of Communication Studies values a wide range of contributions to the university and community.

1. The department encourages faculty to participate in advising and mentoring activities. Documentation of these activities may include: letters from students, advisement materials, evidence of participation in mentoring programs outside the department, and other similar documentation.
2. The department recognizes faculty members who contribute to the intellectual climate of the university by assisting colleagues with their research, presenting their work on campus, etc.

3. The department values community service and acknowledges the import of service learning, volunteerism, service on community boards, participation in community forums, and similar activities.
4. The department wishes to promote and reward departmental services that fall outside the rubric of committee work (e.g., creating and maintaining the department's web page, administering the department library, conducting technology sessions, etc.).
5. The candidate may make the case that some activities identified here as "Contributions to the University and Community" are more appropriately considered as "Teaching Effectiveness and Instructional Contributions."