

**COVER SHEET FOR PROPOSED CHANGES TO DEPARTMENT/COLLEGE  
PERSONNEL PROCEDURES  
SECTION 700 (LECTURERS)**

Nazarian  
COLLEGE

Marketing  
DEPARTMENT

In order to facilitate a complete and expeditious review by the Personnel Planning and Review Committee (PP&R) of the changes 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 coversheet for the written material you submit to PP&R. The Department and College Committees are responsible for ensuring that the proposed procedures are consistent with Section 600 or Section 700, and with the Collective Bargaining Agreement.

**FORMAT:** *A complete Word version of your existing procedures is required as the starting point for the proposed revisions. Any proposed changes to your existing procedures must be indicated using the Track Changes feature of Word. The personnel procedures and a cover sheet are required to be submitted even if there are no proposed changes.*

**BACKGROUND INFORMATION:**

1. **CHECK ONE:** Are proposed changes those of College  or Department  procedures?
2. Date that current proposed changes were sent forward 4.12.22
3. **For Department Personnel Procedures:**
  - a. Indicate the date the department faculty voted to approve the proposed changes: 3.29.22
  - b. Indicate the date the CPC voted to approve the proposed changes: \_\_\_\_\_
4. **For College Personnel Procedures:**
  - a. Indicate the date the college faculty voted to approve the proposed changes: \_\_\_\_\_
5. (Optional) Briefly state the rationale for your proposed changes: College practiced of administering SEF to "all faculty" spring semester is problematic. This clarifies "all classes," changes to fall semester for Y3 lecturers, both semesters for Y1 lecturers, and ensures minimums.

Please email the following to Faculty Affairs email at [faculty.affairs@csun.edu](mailto:faculty.affairs@csun.edu):

1. **WORD DOCUMENT WITH TRACKED CHANGES showing revisions to the personnel procedures**
2. **Signed Cover Sheet in PDF format.**

**FOR DEPARTMENT PERSONNEL PROCEDURES: (Sign & Print Name)**

<u>Nora Moran</u>	<u>nm</u>	08/30/2022
Chair, Department Personnel Committee		Date
<u>Deborah Heisley</u>	<u>Deborah D Heisley</u>	4-12-22
Department Chair		Date

**FOR DEPARTMENT PERSONNEL PROCEDURES OR COLLEGE PERSONNEL PROCEDURES: (Sign & Print Name)**

<u>Rafael Efrat</u>	<u>Rafael Efrat</u>	08/30/2022
Chair, College Personnel Committee		Date
<u>Chandra Subramaniam</u>	<u>Chandra</u>	08/31/2022
College Dean		Date
<u>Primday An</u>		May 31, 2023
Chair, Personnel Planning and Review Committee		Date

<i>(for PP&amp;R use only)</i>		
<u>SP 2023</u>	<u>FA 2023</u> <u>FA 2026 for changes in criteria</u>	<u>FA 2027</u>
<i>Approval Date</i>	<i>Effective Date (see attached)</i>	<i>Date of Next Review</i>

## DEPARTMENT OF MARKETING PERSONNEL POLICIES FOR SECTION 700 FACULTY

Personnel policies for Department of Marketing lecturers are governed by the provisions of *Section 700 (California State University, Northridge Administrative Manual)*, the *Agreement Between the Board of Trustees of the CSU and the California Faculty Association: Unit 3 – Faculty* (the Collective Bargaining Agreement), the *Personnel Procedures: Handbook for Lecturers* for the David Nazarian College of Business and Economics, and the *Department of Marketing Personnel Procedures*. The following are the ways in which the Department of Marketing Personnel Policies are more specific.

### 1. Contributions to the Field of Study

The department defines scholarly publication to include co-authored and single-authored, publicly-disseminated and peer-reviewed: pedagogical research, interdisciplinary research, cases, books, basic research, and applied research.

### 2. Composition of Department Personnel Committee

The department personnel committee consists of three tenured faculty.

### 3. Student Evaluations of Faculty (SEF)

- A. All lecturers with a one-year appointment shall have student evaluations administered in all classes in every Fall and Spring semester.
- B. SEF will be administered for all classes taught by each faculty in the fall semester. Any faculty member may elect to have additional evaluations administered in the spring semester by emailing this request to the department coordinator and copying the chair no later than the end of the day on the fourth Friday of the semester. If the administration of SEF in the fall semester does not fulfill both minimums of six units and two classes, additional classes will be evaluated during the spring semester to reach these minimums. Each faculty who teaches less than these minimums in a given academic year will have SEF administered for all classes. For those who need classes evaluated in the spring, student evaluations shall be administered for classes representative of the faculty member's teaching assignment. The classes evaluated shall be jointly determined in consultation between the faculty member being evaluated and the faculty member's department chair. In the event of disagreement, each party shall select 50% of the total courses to be evaluated. Faculty should email the department coordinator and copy the chair indicating which classes they would like to be evaluated in the spring semester no later than the end of the day on the fourth Friday of the semester – if not, the chair will select the classes to meet the six-unit and two-class academic year minimums.