



Communication and Media Management

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Procedures and Standards for the Schools of Business Communications & Media Management Area

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A. Procedures

1. General Procedures

a. Establishing Procedures

Procedures are established by a majority vote with a 50% quorum of the area's PC membership present. Future changes to these procedures require the same.

b. Application Packets

The applicant must include in the application packet his/her: signed application, cv, syllabi, student evaluation spreadsheet prepared in the required manner including all teaching evaluations at Fordham, and research material that the candidate wants considered. Claims that research has been accepted for publication must be documented.

2. Procedures for Contract Renewal and Tenure Decisions

Outside (i.e. NonFordham) Reviewers

In the case of tenure and promotion decisions, outside reviewer letters are solicited. By October 1st (for tenure applicants), the applicant shall provide: 1) a packet of papers, books, etc. that they want a representative outside reviewer to consider and 2) their CV (in electronic form) to their area chair to aid in the outside

reviewer selection process. The CV would presumably be submitted to potential outside reviewers (when requesting their aid) to help the reviewer decide if they can/should do the review. By November 1st (for tenure applicants), the applicant supplies the area Chair with: 1) 8 packets, each containing their CV and copies of the papers, books, etc. they want sent to the outside reviewers to help the reviewers determine the impact that the applicant's research has had or is likely to have upon the field and 2) a list of 4 outside (i.e. nonFordham) reviewers (and all relevant contact information such as their address, phone number, e-mail address, and fax number). Also by November 1st (for tenure applicants), the applicant's area chair, in consultation with the applicant's area PC members, selects 3 qualified outside reviewers (who have stated that they will do the reviews in the required time). These 3 reviewers are not to be selected by the candidate. They are expected to be truly unbiased outside reviewers. The area Chair gives the list of the 7 (4 from the candidate and 3 from the area chair) outside reviewers (and all relevant contact information such as their address, phone number, e-mail address, and fax number), and the packets to support staff. The support staff sends the 7 packets out, each with the standard letter from the area Chair, and keeps 1 as a back-up copy.

Teaching Evaluations

The dean's office will provide the applicant's teaching evaluations to the PC and to the applicant in the standard spreadsheet format adopted by the PC. The standard spreadsheet and notes below the standard spreadsheet should be modified as necessary to completely and accurately reflect all of the applicant's student evaluations since their arrival at Fordham. Missing evaluations should be indicated as such. The applicant is invited to audit the evaluations for accuracy and completeness and to aid in improving the spreadsheet's accuracy and completeness.

Three-member subcommittee (if the area chooses to utilize such)

A three-member subcommittee for each applicant may be created in the applicant's first term at Fordham. Two subcommittee members may be appointed by the applicant's area chair. Applicants may be allowed to

select a third member by the date their application is due. The purpose of the subcommittee if it is utilized is to perform due diligence of the application and present a summary of the application in a standard written format.

3. Procedures for Promotion to Associate Professor Decisions

For each promotion applicant there may be a three-member subcommittee as specified by the Contract Renewal and Tenure PC for contract renewal and tenure applicants.

When the applicant was granted tenure in the same calendar year as he/she is applying for promotion, he/she will use his/her tenure application (and its associated solicited outside letters) as his/her promotion application.

When the applicant was not granted tenure in the same calendar year as he/she is applying for promotion, he/she must prepare a separate promotion application. These applicants shall signify their intentions to apply for promotion by *April 15th* of the calendar year that they are applying for promotion. *Their intentions are signified by providing the area Chair with: 1) the references and packets required of tenure applicants by the Contract Renewal and Tenure PC and 2) their CVs and packets as required of tenure applicants by the Contract Renewal and Tenure PC.* Teaching evaluation spreadsheets shall be included with the applicant's October 15th application. The spreadsheet shall be prepared in the manner specified for tenure applicants by the Contract Renewal and Tenure PC.

4. Procedures for Promotion to Full Professor Decisions

For each promotion applicant there may be a three-member subcommittee as specified by the Contract renewal and Tenure PC for contract renewal and tenure applicants.

These applicants shall signify their intentions to apply for promotion by April 15th of the calendar year that they are applying for promotion. Their intentions are signified by providing the area Chair with: 1) the references and packets required of tenure applicants by the Contract Renewal and Tenure PC and 2) their CVs and packets

as required of tenure applicants by the Contract Renewal and Tenure PC. Teaching evaluation spreadsheets shall be included with the applicant's October 15th application. The spreadsheet shall be prepared in the manner specified for tenure applicants by the Contract Renewal and Tenure PC.

5. Procedures for Endowed and Named Professorships

We will follow the recommendations of the senate ad-hoc committee on appointment procedures.

B. Standards

1. Standards for Reappointment

The decision to reappoint a faculty member shall be based on demonstrated progress toward and estimated promise of a future favorable tenure decision.

2. Standards for Tenure (Listed in order of relative importance)

- a. Research: The candidate is expected to establish an active and ongoing research program. The committee will consider publication in refereed journals, publication of books and book chapters, presentation of research results at conferences, and other research activity in making this evaluation. Both current research activity and future promise will be considered.
- b. Teaching: Teaching is an important part of the area's mission. The candidate is expected to have received favorable teaching reviews. The committee will consider ways in which the candidate helps students reach their educational goals including appropriateness of the course materials, availability to students, and development of new courses or materials.
- c. Service: Probationary Faculty are expected initially to focus primarily on developing their research and teaching programs. As they become more established in these areas, they should begin to contribute more service to the area, School, University, and public. Past service and the promise of future service will receive significant weight.

3. Standards for Promotion to Associate Professor

The standards for promotion to Associate Professor are similar to those for tenure and frequently both decisions will occur in the same year. Consideration for promotion will focus on actual accomplishments rather than future promise.

4. Standards for Promotion to Full Professor

Appointment as Professor requires distinguished academic achievement evidenced by outstanding contributions, recognized by scholars within and outside the University, in teaching, research and scholarly publications, and service. Significant time in rank is encouraged.

5. Standards for Endowed and Named Professorships

We will follow the recommendations of the senate ad-hoc committee on appointment procedures.

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