

Policy 102.3: Continuing Appointment and Promotion

COLLEGE OF MEDIA & COMMUNICATION POLICIES/PROCEDURES FOR CONTINUING APPOINTMENT-ELIGIBLE FACULTY

I. Purpose of this Operating Policy

This policy outlines college-level policies and procedures concerning continuing appointment and promotion in the College of Media & Communication (CoMC) at Texas Tech (including continuing appointment and promotion from assistant to associate professor of practice, promotion from associate to full professor of practice, and continuing appointment and promotion from lecturer to senior lecturer). All policies and procedures in this document conform to the following university documents, and faculty are expected to adhere to the principles and guidelines conveyed in these documents. In cases of conflict, the most recent edition of the documents listed below takes precedence.

- A. The Texas Tech University Operating Policy Manual (O.P. [32.01](#), [32.34](#), [10.20](#))
- B. The [Faculty Handbook](#) (Adopted by the Texas Tech University Board of Regents, most recent edition)

Note: Tenure-track faculty (assistant and associate professors) in CoMC follow a similar timeline for promotion and tenure, as outlined in Operating Policy 102.2.

II. Evaluation Guidelines

Successful candidates for continuing appointment and promotion are expected to achieve excellence in teaching and service, as outlined below. Professors of practice have an additional expectation of professional excellence and currency, also outlined below:

- a. Teaching (lecturers and professors of practice): Faculty must contribute to undergraduate and graduate education as well as curriculum development or related activities, as stipulated in the faculty member's appointment letter. All faculty are expected to receive satisfactory student/peer review, and those with graduate faculty status are expected to contribute to graduate programs by advising graduate student work, as appropriate.
- b. Service (lecturers and professors of practice): Contribute as appropriate to the department, college, university, discipline and/or broader community. The nature of service will vary depending on the faculty member's appointment letter and other factors. Faculty members should work closely with their department chair to determine appropriate service contributions.
- c. Professional Excellence and Currency (professors of practice only): Faculty are expected to demonstrate active industry involvement that informs their teaching and establish/maintain a regional and/or national reputation within their field. Such activities should bolster the faculty's currency in their respective professional fields, lead to external validation, and contribute to educating future

professionals. Examples of this activity may include, but are not limited to, editorial publication, creative and/or strategic communication for commercial and/or non-profit organizations, filmmaking, industry consulting, and media producing. Faculty may also publish in trade and professional publications, host workshops, perform service to professional organizations, and speak at professional meetings and conferences. The faculty member's appointment letter, to be included in the continuing appointment/promotion dossier, may provide additional clarification of an individual faculty member's expectations for professional excellence and currency.

University expectations for continuing appointment and promotion are stipulated in TTU OP 32.34. Department policies will offer more specific guidelines to indicate expectations for teaching, service, and professional excellence and currency.

III. Procedures

This section provides an overview and timeline for the department- and college-level procedures to be followed for the calendar year during which a faculty member is considered for tenure, continuing appointment, and/or promotion.

A. Overview of Department/College Procedures

In accordance with TTU OP 32.01, the CoMC tenure, continuing appointment, and promotion process includes three levels of evaluation: (a) department level, (b) college level, and (c) dean level. The department/college process begins when the faculty member states their intention by January 15 to pursue tenure, continuing appointment, and/or promotion during a given calendar year. It concludes when the faculty member's dossier is submitted to the Provost's Office, typically sometime in mid-November. Departments will have more specific guidelines governing the department-level portion of the process.

(a) Department level:

- ✓ Required elements at this level include a dossier submitted by the faculty member, a vote of pertinent faculty (see below), opportunity for voting faculty to submit unsigned ballot comments, and chair's letter added after the department faculty vote. As stated in TTU OP 32.01, the faculty member has primary responsibility for assembling a dossier that adheres to university, college, and department guidelines. It is the chair's responsibility to make sure the dossier conforms to university and college guidelines. (See Appendices A and B for CoMC templates [under "Faculty Evaluation Resources" in CoMC intranet]; see also TTU OP 32.01-Attachment B). "Pertinent faculty" means the following, as stipulated in accordance with university OP:
 - All full professors vote on cases for promotion from associate to full professor.
 - All tenured faculty vote on cases for tenure/promotion to associate professor.
 - All associate professors of practice and tenured faculty vote on continuing appointment and promotion for assistant professors of practice.
 - All senior lecturers, associate professors of practice, and tenured faculty

vote on cases of continuing appointment and promotion for lecturers.

- ✓ Departments will establish policies and criteria for implementing these procedures. Department guidelines will follow the college framework and guidelines.
- ✓ If a department does not have at least three faculty members who hold the pertinent rank for voting at the required level (higher than the rank that the candidate is pursuing), the department chair will consult with the Dean's Office and the Provost's Office to form a committee that includes faculty from other departments in the college. (See 6a[8] in OP 32.01).
- ✓ In a situation where a candidate for full professor worked in a department with an associate professor as chair, the chair would ask the Dean to appoint a full-professor proxy. With the proxy appointed, the Dean, proxy, and chair would identify who would perform the following duties: selecting and inviting external reviewers, sending out the dossier to external reviewers, receiving the external review letters, and supervising the faculty member as they compile their dossier. The proxy would be responsible for attending the meeting of full professors (but not participating in the vote at that meeting) and writing a letter that states the "chair's" recommendation and gets added to the dossier, along with the faculty vote, before the dossier is submitted to the college committee. While the proxy serves in the evaluative role at the college meeting, the chair would be available to attend the meeting to answer questions about candidate from the committee; the chair would also be available throughout the process to respond to inquiries from other campus entities. For situations in which the department chair is an untenured (or non-tenure-track) faculty member, similar procedures would be followed for cases of tenure, promotion, and/or continuing appointment for which the department chair does not hold the appropriate rank to oversee the case.

(b) College level:

- ✓ The department chair adds a report of the department faculty vote, unsigned ballot comments, and the chair's letter to the dossier and then submits the dossier to the Associate Dean for Administration & Finance (ADAF).
- ✓ After ensuring the dossier is complete and accurate, the ADAF then submits the dossier to the College Tenure, Promotion, and Continuing Appointment Committee (CTPCAC).
- ✓ The CTPCAC is composed of six tenured faculty members, four associate professors of practice, and one senior lecturer. To be eligible for service on the college committee, a faculty member must not hold a current appointment as department chair or associate dean in CoMC.
- ✓ To form this committee, faculty in each of the five departments in the college hold an election to identify three nominees to the college committee. (Given that faculty holding current appointments as department chairs or associate deans in CoMC cannot serve on the college committee, their names should not be included in the ballot for this election).
- ✓ Ideally, these three faculty members would include one full professor, one associate professor, and one associate (or higher) professor of practice. If a department does not have anyone holding one of these ranks, they may elect

additional people at one of the other ranks. The MCOM area elects one faculty member who holds the rank of associate professor of practice or higher. From this pool of nominees, the dean selects ten individuals to serve on the college committee, as designated above, ensuring that all departments are represented, and, to the extent possible, that all disciplinary areas and methodological perspectives in the college are represented.

- ✓ Given that only one faculty member in CoMC holds the rank of senior lecturer at the time of writing this policy, that senior lecturer will serve a three-year term on the CTPCAC beginning when this policy is implemented. This item will be revisited and revised near the end of that three-year term.
- ✓ All college committee members serve three-year terms, with three of the seven members rotating off each year.
- ✓ The college committee is chaired by the ADAF, who convenes the committee meeting but does not vote at this meeting.
- ✓ The college committee reviews each dossier, then meets to vote. Committee members also have an opportunity to submit unsigned ballot comments. In reviewing, deliberating, and voting on dossiers, the purpose of the CTPCAC is to review the case, ensure that procedures were followed at the department level and that the dossier is complete, and provide a recommendation to the dean.
- ✓ Each CTPCAC member, like any other faculty member, can only vote once on each case. Thus, when a case from their own department is being reviewed, the college committee member will vote as a faculty member in their department. When the case is reviewed by the CTPCAC, that committee member should participate in the meeting but recuse themselves from the college committee vote on that candidate.
- ✓ The ADAF adds their letter (which is essentially a report of the college committee vote) and unsigned ballot comments from college committee members to the dossier.

(c) Dean level:

- ✓ The ADAF shares the dossier with the faculty member and department chair. After the faculty member has reviewed the dossier, he or she signs the access statement affirming that the dossier is ready to submit to the dean. This signed access statement is then added to the dossier.
- ✓ The ADAF submits the dossier to the dean.
- ✓ The dean writes a letter stating their recommendation.
- ✓ After providing the faculty member an opportunity to review the dean's letter, this letter is added to the dossier, which is then ready to submit to the Provost's Office.

B. Timeline (if the date falls on a weekend or holiday, then the deadline shifts to the next business day)

January 15: A faculty member who intends to submit for tenure, continuing appointment, and/or promotion in this calendar year notifies their department chair and ADAF.

September 1: Faculty member submits dossier to department chair. (See Appendices A and B for CoMC dossier templates and TTU OP 32.01-Attachment B for university-level dossier requirements). After ensuring that dossier conforms to department, college, and university expectations, the department chair follows department procedures for making the dossier available to pertinent faculty in the department (as specified above in Item A(a)).

Around September 15: Voting faculty in the candidate's department meet to discuss tenure, continuing appointment and promotion dossiers, adhering to department, college, and university guidelines. In addition to the tenure, continuing appointment, and/or promotion ballot, voting faculty must also be given an opportunity to submit unsigned comments, as stated in TTU OP 32.01.

September 30: Department chair submits tenure, continuing appointment, and/or promotion dossier to Associate Dean for Administration & Finance. This dossier includes a report of the faculty vote, the department chair's letter, and unsigned ballot comments, all in accordance with university, college, and department operating policies.

Around October 15: CTPCAC meets to discuss and vote on tenure/continuing appointment/promotion dossiers. Committee members are also given an opportunity to submit unsigned ballot comments.

November 1: ADAF submits tenure/continuing appointment/promotion dossiers to the dean. The dossier now includes a report of the college committee vote, unsigned ballot comments submitted by college committee members, and a signed statement acknowledging the candidate has reviewed the dossier before it was submitted to dean.

Around November 8: Candidate meets with dean and associate dean to review dean's letter before it is added to the dossier, which is then submitted to the Provost's Office.