

Jandoli School of Communication Scholarly, Professional, and Creative Activity Guidelines for Tenure and Promotion

The Jandoli School adheres to the guidelines of the Association for Education in Journalism and Mass Communication (AEJMC) and the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) in determining criteria for scholarly achievement and professional recognition for faculty members. The relevant ACEJMC guidelines, which encompass research, creative, and professional activity, are appended.

The following criteria address the uniqueness of a professional school of communication and fulfills the scholastic achievement criteria of St. Bonaventure University.

In that regard, the school recognizes the importance of continuing professional achievement in communications and places much weight on professional activity to complement or be an alternative to scholarly research and publication. Because the purpose of scholarship is to demonstrate competency, currency, and engagement in a field of study, the Jandoli School recognizes professional activity as a fully equivalent way to demonstrate competency, currency, and engagement. Moreover, such professional activity fortifies and enhances a faculty member's effectiveness in the classroom.

In evaluating such activity for tenure and promotion purposes, the school employs professionally recognized measures of accomplishment and influence, which shall be defined and demonstrated in any application. Work that undergoes a peer review process—either academic or professional, as appropriate for the work—is given greater weight than work that does not undergo such a process. Professional peer review in communication fields can be conducted by the editor(s) of a publication, managers of video or audio sites, editors and publishers of creative written works, etc.

The purpose of communication is to effectively share information with audiences appropriate to a specific message. We therefore recognize that faculty work may be aimed at scholarly and public audiences; national, regional, and local audiences; and audiences of diverse populations. In presenting work for evaluation, applicants must demonstrate their effectiveness in reaching their intended audience and the impact of their efforts.

As Creative Activity, a category the accrediting body considers important, the Jandoli School recognizes writings and audio and video activities that illustrate a professor's skills in the field,

even if the subject matter does not deal directly with the field. These activities demonstrate a professor's competence in the skills he/she is teaching.

The school considers the following activities as appropriate examples of scholarship and/or professional activity:

- Analyses and critical reviews of professional subjects and/or articles published in peer-reviewed academic journals or professional publications. These could include, but are not limited to, reviews in scholarly journals, newspapers, magazines or the Internet. It is expected that material published in professional publications was accepted in said publications after review by professionals in the field the school considers peers of the faculty member.
- Commentary on journalism or communication-related subjects, either published or on air, including guest appearances on radio or TV to discuss and comment upon issues within the expertise of the faculty member.
- Publications of textbooks or contributions to textbooks; publications in books or magazines of journalism or mass communication or books or magazines of wider professional scope, including peer-reviewed academic journals that help break new ground and successfully advance concepts, ideas and approaches that transcend ordinary instructional material.
- The conducting of seminars and workshops for professionals to enhance their professional skills and practice, and presentations at academic conferences to enhance the academic field.
- Work that keeps pace with changes in communications professions. As an example, the use of new technologies or platforms to deliver commentary and analysis on issues pertinent to the profession.
- Work in the professions during summer or sabbatical leave, providing the work enhances the faculty member's teaching.

A faculty member's expertise may also be recognized through professional achievements, major awards, invited speaking engagements, profiles in professional publications, and other forms of professional recognition.

ACEJMC's accrediting guidelines state an expectation that a program "supports faculty as they contribute to the advancement of scholarly and professional knowledge and engage in scholarship (research, creative and professional activity) that benefits the disciplines and society." As indicators, the guidelines specify that

- (a) Full-time faculty have primary responsibility for curricula, oversight of courses, research/creative activity and service.
- (b) The unit's faculty (full- and part-time) are highly qualified and keep their expertise current through professional development opportunities and maintain relationships with professional and scholarly associations.
- (c) The unit requires, supports and rewards faculty research, creative activity and/or professional activity. Expectations for promotion and tenure are clear.
- (d) Faculty members communicate the results of research, creative and/or professional activity to other scholars, educators and practitioners through presentations, productions, exhibitions, workshops and publications appropriate to the activity and to the mission of the unit and institution.

See Standard Five: <http://www.acejmc.org/policies-process/nine-standards/>.