



UNIVERSITY OF CENTRAL FLORIDA

**Nicholson School of Communication and Media**

## Annual Evaluation Standards and Procedures

### **Department of Film and Mass Media Tenured/Tenure Earning Faculty**

Faculty members are responsible for reporting their annual accomplishments in teaching, research/creative activity, and service. The Assistant Director/Department Chair will evaluate the reported work in each category and will also provide an overall evaluation. Faculty are required to earn a minimum rating of Satisfactory in each area of assignment in order to earn an overall rating of Above Satisfactory or Outstanding.

Each faculty member will earn an overall performance assessment based on the individual ratings earned in activities including teaching, research/creative activity, service and other assigned duties. The overall rating will be determined mathematically using the portion of the FTE (Full Time Equivalent) assigned for each activity and listed in the Faculty Activity System. The total FTE for a full-time faculty member must add up to 1.00 (or 100%). Generally, each three credit-hour course taught is assigned .11 FTE (11%). For example, a faculty member on a "3/3" load (teaching three courses a semester) would typically have a Teaching assignment of .66 (66%), a Research assignment of .22 (22%) and a Service assignment of .12 (12%).

It is understood that changing circumstances, such as shifts in teaching assignment, increased service obligations, or new research and creative activity opportunities, may affect the relative productivity in teaching, research/creative activity, and service. In such cases, the faculty member and Assistant Director/Department Chair should meet as soon as possible before the end of the annual evaluation period to agree on a new weighting that more accurately reflects the workload.

The first year that a faculty member fails to achieve all requirements for an overall rating of Satisfactory the performance will be marked Conditional. In the second year of not achieving all requirements for Satisfactory, the rating will be Unsatisfactory. Note: if the faculty member achieves a Satisfactory rating in the year following a Conditional, this cycle resets (i.e., a faculty member could be Conditional one year, Satisfactory the year after, then Conditional in the third year).

\* For purposes of calculating overall evaluations in a manner that distinguishes among the levels (e.g., Satisfactory, Above Satisfactory and Outstanding), individual evaluations of teaching and service are assigned the following values: Outstanding = 4, Above Satisfactory = 3,

Satisfactory =2, Conditional = 1, Unsatisfactory =0. The overall evaluation is assigned according to the table below. The categories of evaluation are weighted according to the Assignment of Duties (see above). The overall evaluation is assigned according to the table below.

<u>Weighted Total</u>	<u>Overall Evaluation</u>
3.5 and above	Outstanding
2.5 – 3.49	Above Satisfactory
1.5 – 2.49	Satisfactory
0.5-1.49	Conditional
Below 0.49	Unsatisfactory

**Example:** Based on the formula for evaluation, a faculty member who teaches a “3/3” load, and who is Outstanding in Teaching, Above Satisfactory in Research/Creative Activity, and Outstanding in Service will earn an overall evaluation of Outstanding  $[(4 \times .66 = 2.64) + (3 \times .22 = .66) + (4 \times .12 = .48)] = 3.78$

## I. OVERALL

### SUMMARY OF TEACHING, RESEARCH/CREATIVE ACTIVITY AND SERVICE ACCOMPLISHMENTS AND FUTURE GOALS

At the end of each evaluation period, faculty members will summarize their teaching, research/creative activity, and service accomplishments during the evaluation period. Please provide a list identifying teaching, research and service accomplishments during the evaluation period (please be succinct and limit your list to no more than 250 words).

## II. TEACHING

### I: CONDITIONAL/UNSATISFACTORY

The first year that a faculty member fails to achieve all requirements for Satisfactory the performance will be marked Conditional. In the second year of not achieving all requirements for Satisfactory, the rating will be Unsatisfactory. Note: if the faculty member achieves a Satisfactory rating in the year following a Conditional, this cycle resets (i.e., a faculty member could be Conditional one year, Satisfactory the year after, then Conditional in the third year).

### II: SATISFACTORY

In order to achieve a rating of Satisfactory the faculty member must satisfy ALL of the following criteria for all courses taught:

#### Preparation for Teaching

1. Submit book orders (or indicate no book necessary) on time as required by state legislation.
2. Prepare syllabi that follow the current university guidelines.
3. Provide a copy of the syllabus for each class to the Department office.
4. Remain current in appropriate area of expertise.

### Course Delivery

5. Follow syllabi that follow the current Department guidelines.
6. Meet classes on a regular basis as scheduled.
7. Be available at scheduled office hours.
8. Provide content that aligns with learning objectives.
9. Provide effective and accurate advisement when so assigned.
10. Reply in a timely fashion to student inquiries.
11. Submit grades on time (per Department deadlines).
12. Submit course assessment data on time (per Department deadlines).
13. Provide timely feedback on student assignments.
14. Unless previously approved by the Assistant Director/Department Chair or teaching an online course (M or W designation), hold a final exam (or appropriate class meeting) during the scheduled final exam period.
15. Evaluate student performance with a level of rigor that is appropriate to the curriculum.

A faculty member who does not fulfill one or more of the above criteria may provide a description of the extenuating circumstances that contributed to the lapse.

### Course Evaluation

16. Fulfill ONE of the following two options\*:
  - A) Demonstrate satisfactory performance in the classroom as evidenced by Student Perception of Instruction (SPI) Reports ratings of at least 50% in the “Good,” “Very Good,” and “Excellent” categories for both semesters (i.e., not an average) in the category “Overall Assessment of Instruction” on the “Instructor Summary” page. Faculty have the option of including SPI reports from their summer assignments.
  - B) Submit a summary that contextualizes SPI scores (e.g. low response rates, etc.) and describes a strategy for improving future SPI evaluations.

*\*NOTE: It is important to recognize the aggregate nature of numerical ratings versus the individual nature of written comments. If referring to written comments, it is critical for faculty and the evaluator to use them judiciously and comprehensively (and not used selectively to make a point).*

### III: ABOVE SATISFACTORY

In order to achieve a rating of Above Satisfactory, the faculty member must satisfy the requirements for Satisfactory and accomplish at least THREE of the following across at least TWO Categories.

*Faculty are expected to provide a brief description (no more than two sentences) of the selected activities in the space provided.*

#### Preparation

1. Attend two or more short university sponsored teaching related workshops (e.g., FCTL one- hour workshops).
2. Attend a campus-based multi-day teaching workshop (e.g., FCTL summer conference).
3. Engage FCTL/CDL staff in a one-on-one consultation about teaching.
4. Attend a professional conference or workshop or continuing education opportunity related to the faculty member’s area of expertise.

5. Conduct research for an article about teaching and learning for publication in a university or local publication.
6. Receive internal funding/compensation through a teaching grant (a grant in the SoTL area counts under research; writing a technology grant counts under service).

### Delivery

1. Revise/modify one aspect of a course based on teaching workshop or continuing education experience, as identified in the "Preparation" section above.
2. Serve as a committee member for one or more Honors in the Major students to successful completion of an undergraduate thesis. (May be counted more than once.)
3. Active service as a committee member for one M.A./M.F.A./Ph.D. theses/projects during this evaluation period (may be counted more than once).
4. Formally mentor a student through any UCF recognized undergraduate research initiative, e.g., RAMP, SMART, or McNair with an identified deliverable. (May be counted more than once.)
5. Supervise an independent study or undergraduate research, creative or professional project that results in an identifiable deliverable. (May be counted more than once.)
6. Supervise three or more internships (that are not included in a course assignment).
7. Guide students in a class who present their work in a campus or community setting or who present their work through off-campus media such as:
  - a. Film related activities
  - b. Newspaper/Magazine/Online news outlets
  - c. Radio/TV activities
8. Engage students in one or more recognized service learning activities.
9. Guide students on a fieldtrip to an off-campus discipline-related setting
10. Teach a course for the first time that involves new preparation.
11. Successfully propose a new course at the Department level.
12. Substantially revise an existing course (e.g. Translating F2F to online).
13. Plays a significant role in developing, maintaining, and/or upgrading a classroom, studio, laboratory, or academic display venue.
14. Mentors a student in a discipline-related activity outside of classroom instruction
15. Delivers guest lecture or learning session for a colleague's class or other University unit (at UCF or another institution).

### Evaluation

1. Demonstrate satisfactory performance in the classroom as evidenced by Student Perception of Instruction (SPI) Reports ratings of at least 50% in the "Very Good," and "Excellent" categories for both semesters (i.e., not an average) in the category "Overall Assessment of Instruction" on the "Instructor Summary" page.\* Faculty have the option of including SPI reports from their summer assignments.
2. Receive a favorable peer review evaluation conducted by FCTL or NSCM faculty/administration.
3. Conduct an assessment of teaching effectiveness regarding student knowledge and/or skills gained in a course that may be used for program assessment.
4. Conduct an assessment of teaching effectiveness regarding improvement in critical thinking in a course that may be used for program assessment.
5. Provides compelling evidence of significant teaching effectiveness and rigor.

Other - Perform some other noteworthy teaching activity that is not listed. (Note: Activity must

be specified and faculty must provide satisfactory documentation.)

*\*NOTE: It is important to recognize the aggregate nature of numerical ratings versus the individual nature of written comments. If referring to written comments, it is critical for faculty and the evaluator to use them judiciously and comprehensively (and not used selectively to make a point)*

#### **IV: OUTSTANDING**

Faculty members seeking an Outstanding rating in teaching shall present appropriate evidence to the Assistant Director/Department Chair (i.e., a brief description of the activity comprising no more than two sentences wherever appropriate). To achieve a rating of Outstanding, faculty must complete the requirements for Satisfactory and Above Satisfactory, plus do two additional activities from Above Satisfactory OR one from Outstanding.

##### Preparation

1. Author a textbook or trade book published during this or the prior academic year (counts for two consecutive reporting periods; please provide inclusive dates).
2. Create and deliver a new course.
3. Author textbook chapter.
4. Play a leadership role in a local, regional or national teaching and learning conference and/or organization.
5. Secure external grant funding for the preparation of instructional materials (grants in the SoTL area count under research; technology grants count under service).
6. Develop an approved service learning course or study abroad course.

##### Delivery

1. Active Supervision of one M.A. thesis or Honors in the Major project.
2. Demonstrate application of an innovative teaching technique.
3. Guide students who present their work in a regional or national setting or who present their work through regional or national media.
4. Engage students in a regional initiative involving a significant community challenge (e.g., hunger, homelessness, quality of life, public health).
5. Organize a co-curricular or instructional effort outside the classroom that serves the unit, school or the university (e.g., student workshops or summits; plan and lead educational student trips; lead efforts to have representation at student exhibitions or competitions; organize and manage co-curricular tournaments or competitions).
6. Leads/organizes a visiting speaker/artist series
7. Deliver an approved service learning or study abroad course.

##### Evaluation

1. Receive external recognition of outstanding student performance that resulted from work presented in the faculty member's course.
2. Provide evidence of significant teaching/mentoring effectiveness through distinctive achievement of student(s) in the discipline (e.g. student awards from work generated in the faculty member's classes, outstanding graduate school acceptances, and/or comparable entry level positions for students directly supervised by the faculty member).
3. Receive recognition through teaching awards (e.g., teaching awards from professional organizations, UCF, etc.).
4. Demonstrate satisfactory performance in the classroom as evidenced by Student Perception of Instruction (SPI) Reports ratings of at least 70% in the "Very Good," and

“Excellent” categories for both semesters (i.e., not an average) in the category “Overall Assessment of Instruction” on the “Instructor Summary” page. Faculty have the option of including SPI reports from their summer assignments.

Other - Perform some other noteworthy teaching activity that is not listed. (Note: Activity must be specified and faculty must provide satisfactory documentation.)

*\*NOTE: It is important to recognize the aggregate nature of numerical ratings versus the individual nature of written comments. If referring to written comments, it is critical for faculty and the evaluator to use them judiciously and comprehensively (and not used selectively to make a point)*

### **III. RESEARCH AND CREATIVE ACTIVITIES**

#### **Overview**

Research and creative activities may currently differ (Spring 2019) between tenured/tenure earning faculty hired through Film (College of Arts and Humanities) and Journalism or Radio Television (College of Sciences). Because of the current fluid nature of the research portion of the AESP, research/creative activity criteria for faculty in both colleges are listed here, starting with Film (CAH).

*Faculty are expected to provide a brief description (no more than two sentences) of the selected activities in the space provided.*

#### **Film (College of Arts and Humanities)**

##### **General Principles**

In recognition of the various components of Film, and the many areas of expertise needed for staffing, a candidate’s research and/or creative endeavors should relate to each individual’s specific focus. For example, this could be screenwriting, producing, or directing a film, or it could be writing film history or theory. While an area of expertise is generally desired for each member of the department, faculty members are encouraged to expand their skills and areas of concentration.

Film subscribes to the professional standards specifically adopted for the evaluation of faculty by the primary relevant national organizations of our fields (e.g., The University Film and Video Association, The Society for Cinema and Media Studies). Standards for traditional scholarly work and research are well established. Creative work is given the same type of rigorous external review by which scholarly work is judged, but this type of review may take different forms, including publication/presentation in respected venues of a particular medium.

The expectation for research and creative activities is that such efforts should lead to formal public presentation related to one’s professional and/or academic activities. Publication and public exhibition may include any venue that is refereed, juried, mediated, by special invitation, or meets the accepted professional standard within the discipline, or industry. Scholarship and creative work must be disseminated publicly and evaluated by experts in the field. When a faculty member takes on the creative responsibility for major film productions involving a class project (e.g., co-director or executive producer on a substantial film produced by students in a single class) he or she may list the resulting work under *either the research or teaching criteria, but not both*.

In all cases, the faculty member is responsible for providing documentation of the special invitation,

the juried screening, the peer review, and the nature of the peer review. The evaluation of creative activities will be judged on a basis commensurate with the work's achievement. In evaluating the work's achievement, Film ranks: (a) international and national activities more highly than regional, statewide or local activities; and (b) regional and statewide activities more highly than local.

### **Ranking Venues:**

Ranking film venues is a difficult process because they take on a great variety of forms. Mainstream film festivals may have reputations that are in a constant state of flux, often made on the basis of elusive qualities such as celebrity association, marketing, or "word-of-mouth." Similarly, museums, galleries, cinematheques, universities, and microcinemas may exhibit to smaller audiences but may still have broadly acknowledged reputations. While it may be impossible to rank venues across categories (e.g. Sundance vs. MOMA), similar types of venues may be compared using *some* of the following criteria:

- a. Acceptance rates
- b. Longevity of venue
- c. Geographic breadth of participants, juries, or audiences (i.e., international, national, regional, statewide, and local)
- d. Sponsorships (private and/or public)
- e. Affiliations (e.g. Academy Award qualifying)
- f. Reputation of venue (e.g. reviews, published rankings etc.)
- g. Reputation of accepted artists (e.g. awards, reviews etc.)
- h. Size (e.g. number of entries, number of films, audience, etc.)

### **Adjudication without public dissemination:**

In some cases, public dissemination is not typical or necessary for a work to be judged as a high accomplishment. For instance, a writer may be commissioned to write a screenplay that never gets produced. Or a filmmaker's work may be selected for screening at a film festival, but he or she may legitimately choose not to exhibit at that venue because of unusual burden (e.g., unique screening specifications, foreign language subtitling, marketing requirements, etc.). In such cases where the work has met the critical standard of adjudicated review it should be considered the equivalent of a disseminated work. It is understood that these cases are the exception rather than the rule, and that it is the responsibility of the faculty member to address the circumstances.

### **Authorship:**

Film and video works are frequently, although not always, collaborative endeavors. Thus, it is extremely important for the faculty member to clarify what role they played on a particular production. Film recognizes that many of its disciplines may require such collaboration between specialists (e.g. Director, Writer, Editor, etc.), and that their work should carry the same weight, for the purposes of evaluation, as that given to an individual who may embody all these roles.

### **Time frame:**

Filmmaking is an interdisciplinary, often collaborative (and expensive) creative activity that can take two or more years to complete and disseminate. The University Film and Video Association recognizes that this time frame may resemble that of a multi-year horizontal study in the social sciences (or the writing/publication of a book), rather than the more frequent publication schedule of traditional scholars in typical journals. *Note: A faculty member might have only one or two projects that have received impactful international or national recognition within a multi-year time*

*frame.*

### **Recognition beyond the current evaluation cycle:**

By extension, the dissemination of impactful films or publications in peer-reviewed venues are eligible to receive appropriate extended credit in subsequent years (or annual evaluation cycles) provided the candidate substantiates all claims with clear and compelling evidence.

This follows the practice of related disciplines in the Humanities, in which a published book or a produced theatrical play are awarded credit for several years after the initial dissemination. This is especially important for projects that might have short public exposure or arduous production timelines, such as a theatrical feature film.

### **Longevity and currency of work:**

Film recognizes that major research and creative projects may continue to achieve national or international recognition and circulation beyond the original evaluation period. For example, a film typically takes at least a year to complete the festival circuit. Since this cycle will rarely align with the academic calendar, a film will be exhibited for a minimum of two evaluation periods, and should be evaluated as current work for at least those periods. Other examples that deserve credit after the original evaluation period would be: Theatrical distribution, VOD, DVD, or streaming distribution, awards, retrospectives, commissions. It is important to note that these events may take place after a period of low activity or even inactivity. In such cases, the value and visibility of the work has been extended for that evaluation period.

### **Examples of Activities**

Listed below are examples of the various types of research and creative activities that might designate distinction in Film. The list is not rank-ordered or necessarily equivalent in value. It is expected that meritorious performance of faculty involved in research activities will be evidenced by indicators of research success. The activities listed within each of the bulleted items, where a ranking is delineated, are ranked according to institutional standards of accepted levels of adjudication, audiences reached, and established venues (e.g. international, national, statewide, regional and local). It is the responsibility of the candidate to substantiate all claims with clear and compelling evidence.

- a. Achieves *recognition* for creative work by an organization or venue with a national, international, regional or local reputation. Criteria may include, but are not limited to:
  - Grant or organizational funding for project
  - Commission for creative work in a key role on a collaborative project, including:
    - Writer
    - Director
    - Producer
    - Director of Photography
    - Editor
  - Award, Fellowship, or Residency
  - Publication about creative work or research in the form of a book, book chapter, review, or interview
  - Official or adjudicated recognition or distinction for creative or scholarly work
  - Panel participation/presentation or screening of work in progress at a professional meeting, conference or festival



- Serves as principal or co-principal investigator in the *submission* of a grant proposal to a national, international, regional, state, or local entity
- b. Disseminates *completed* creative work in international, national, regional or local venue (this evaluation continues for a minimum of two years or evaluation cycles). Examples include:
  - Books, journal articles or monographs in Academic or commercial presses
  - Galleries, museums, media art centers
  - Film Organizations: festivals, competitions, series, retrospectives
  - Film Distribution Companies
  - Electronic media including television, cable, satellite, streaming, VOD, DVD, Internet
- c. Participates/presents on a panel or screening of work in progress at a professional meeting, conference, or festival
- d. Receives investor funding
- e. Demonstrates completion or consistent, regular progress towards completion of scholarship or creative work that has not yet received recognition. The faculty member must provide the appropriate documentation. Criteria may include, but are not limited to:
  - Reaching accepted milestones beyond those achieved in the previous evaluation period (e.g. the finishing of or multiple drafts of screenplay or book, completed principal photography, multiple editorial cuts, etc.)
  - Book, article, etc. accepted for publication (i.e. under contract)
  - Duration and/or complexity of project
- f. Learns and uses new technology or software related to creative work or research skills
- g. Performs talent/crew work on a donated or deferred basis or receives in-kind donations
- h. Receives a UCF Research Incentive Award (RIA)

### Evaluation Criteria

The annual evaluation process may necessarily have some variance due to Film's academic diversity, as it is impossible to list every possible activity appropriate for its faculty members. As a result, faculty members may engage in activities not discussed herein, but have the burden of demonstrating their appropriateness to their research or creative agenda.

In the Faculty Annual Report, a faculty member will classify work in the following categories:

- Works-in-progress (with milestones)
- Completed works
- Works submitted for review
- Accepted works
- Disseminated works

The quality of faculty work is indicated by peer/external review. The quantity of work should be commensurate with the total percentage assigned in the Annual Assignment Document.

A faculty member's research and creative activity are evaluated using the following categories: Unsatisfactory, Conditional, Satisfactory, Above Satisfactory, or Outstanding.

### I: Conditional/Unsatisfactory:

The first year that a faculty member fails to achieve all requirements for Satisfactory the performance will be marked Conditional. In the second year of not achieving all requirements for Satisfactory, the rating will be Unsatisfactory. Note: if the faculty member achieves a Satisfactory rating in the year following a Conditional, this cycle resets (i.e., a faculty member could be

Conditional one year, Satisfactory the year after, then Conditional in the third year).

## II: Satisfactory:

The following list provides examples of the kinds of accomplishments expected. This list is not rank-ordered, equally weighted, or exhaustive. To achieve a *Satisfactory* rating the faculty member undertakes activities such as the following:

- a. Demonstrates progress toward completion of scholarship or creative work
- b. Contributes to the preparation and submission of a grant proposal and/or professional proposal for research or creative work
- c. Participates in a course, professional meeting, or workshop that furthers the improvement of a creative work or research
- d. Participates in and/or perform at venues appropriate to the discipline
- e. Participates in and attend meetings of a discipline-related professional or academic association

## III: Above Satisfactory:

To achieve *Above Satisfactory*, the faculty member must exceed the criteria required for a *Satisfactory* rating (as listed above) by engaging in the activities outlined below. This list is not rank-ordered, equally weighted, or exhaustive:

- a. Demonstrates *substantial* progress toward completion of scholarship or creative work that has not yet received recognition. The faculty member must provide the appropriate documentation. Criteria include, but are not limited to:
  1. Reaching accepted milestones beyond that achieved in the previous evaluation period (e.g., the finishing of or multiple drafts of screenplay or book, completed principal photography, multiple editorial cuts)
  2. Unusual size and/or complexity of project
- b. Completes a scholarly or creative project that has previously been listed as a work-in-progress
- c. Disseminates work in a peer-approved venue at the regional or state level that results from special/juried invitation or peer review sponsored by:
  1. Academic, commercial, or professional presses, publishers, etc.
  2. University or commercial galleries, museums, and media art centers
  3. Professional meetings, conferences, competitions, etc.
  4. Media companies, electronic media including commercial and/or public television, cable, satellite systems and internet, etc.
  5. Recognized arts or media organizations, festivals, competitions, retrospectives, etc.
- d. Serves as a consultant to government, industry, community, non-governmental organizations, professional, or educational agency in an area related to one's area of expertise
- e. Serves as principal researcher, investigator, or project director in the preparation and submission of a grant proposal
- f. Makes a presentation or serves as a panelist at professional conference, symposia, etc.

#### **IV: Outstanding:**

To achieve *Outstanding*, the faculty member must exceed the criteria required for an *Above Satisfactory* rating (as listed above) by engaging in the activities outlined below. This list is not rank-ordered, equally weighted, or exhaustive:

- a. Achieves recognition for scholarship or creative work at the international, national or state level. Criteria include, but are not limited to:
  1. Funding for project (e.g. grant, investor commitment, donation, talent/crew work on a donated or deferred basis, in-kind donations)
  2. Commission for creative work in a key role (e.g. writer, director, producer, director of photography, editor)
  3. Award, Fellowship, or Residency
- b. Disseminates work in a peer-approved venue at the international, national or regional level that results from special/juried invitation or peer review sponsored by:
  1. Academic, commercial, or professional presses, publishers, etc.
  2. University or commercial galleries, museums, and media art centers
  3. Professional meetings, conferences, competitions, etc.
  4. Media companies, electronic media including commercial and/or public television, cable, satellite systems and internet, etc.
  5. Recognized arts and media organizations, festivals, competitions, retrospectives, etc.
- c. Disseminates research findings or a technical report in an area related to one's area of expertise resulting from a consultation to industry, community, non-governmental organization, professional, or educational agency
- d. Makes a keynote or featured presentation at an esteemed Regional, National, or International conference in the faculty member's discipline

#### **Journalism and Radio/Television (College of Sciences)**

Teaching assignments for research faculty in Mass Media (i.e., Journalism and Radio/Television) may vary for a variety of reasons including different types of administrative and *ad hoc* assignments; however, they may also reflect a larger Research assignment. The Assistant Director/Department Chair is responsible for making those assignments. The Research assignment is also the responsibility of the Assistant Director/Department Chair. As such, there are different criteria for achieving Satisfactory, Above Satisfactory and Outstanding in the area of Research, based on Teaching/Research assignments.

The following identifies kinds of research activities and creative activities that may be declared in the annual evaluation. Faculty also should note that because some faculty engage in research activity *and* creative activity, their reports may include both. Research or creative activities may involve forms of recognition that demonstrate the quality or importance of the work. "Other" categories are included to allow faculty to make a case for the placement of their research and creative activity.

**Creative Activities:** Some faculty within Mass Media may have annual assignments for scholarly and creative activities. When faculty engage in such creative activities, the expectations for national prominence of the work and reputation, impact on the (professional,

artistic or academic) field and high expectations for quality, consistent with the aspirations of the university and school of communication, are the same as for research scholarship. Such creative activities shall be evaluated consistent with normative evaluation standards typically used for the evaluation of artistic works and professional productions. Such measures of quality should be consistent with and appropriate to the nature of the creative outcomes produced. These evaluation standards provide general parameters for indicators of quality for creative activities. Because the range of such activities is quite broad this general framework is provided as a guideline for evaluation of faculty work.

For purposes of annual evaluations in Mass Media, creative activity typically will be assessed by examining (1) the rigor of juried review or referee process and (2) the visibility/significance of the venue in which the creative activity is presented (e.g., the reputation of the venue; national or international venue; regional, state, or local, etc.). More competitive review processes and more significant, visible venues will be assessed as higher level achievements. In addition, local, regional and national external recognition or prominent external awards for creative activity should be reported as further evidence of the significance and impact of the creative work (the more national and prominent the recognition the greater the presumption of higher quality).

For faculty whose research/creative activity is solely focused on the production of creative works, the level of achievement (Satisfactory, Above Satisfactory and Outstanding) for the category will be based on evidence and documentation supplied by the faculty member. The documentation should address 1) the level of productivity and 2) the quality of the creative/scholarly/professional products in a manner that sufficiently demonstrates an equivalence of achievement for the evaluation categories used for research activity. The Assistant Director/Department Chair should determine whether the documentation is sufficient for an equivalence judgment and should provide an annual evaluation rating for this category consistent with those calculations.

Due to the unique and varied nature of creative activities, faculty are advised to consult with the Assistant Director/Chair prior to engaging in the activity, to verify its suitability for declaration of comparable equivalency using the general parameters for evaluation of quality and productivity. Given that it is not possible to anticipate all of the types of creative activities and research projects faculty may engage in, each level of performance includes a category of

“Other” so that faculty may provide activities and provide documentation that the activity identified is commensurate with the kinds of activities listed within that category (e.g., evidence of impact, peer review process, competitive selection.)

#### **Faculty on 4/4 or 4/3 Teaching assignment (.88 or .77 Teaching FTE)**

##### **I: CONDITIONAL/UNSATISFACTORY**

The first year that a faculty member fails to fulfill the requirements for Satisfactory, the performance will be marked Conditional. Faculty receiving Conditional evaluations are encouraged to meet with the Director to discuss deficiencies and strategies for improvement. In the second and subsequent years of not achieving all requirements for Satisfactory, the rating will be Unsatisfactory.

## II: SATISFACTORY

In order to receive a rating of Satisfactory, the faculty member must satisfy item 1.

1. Authors ONE presentation at a regional conference *OR* ONE locally juried creative project.

## III: ABOVE SATISFACTORY

In order to receive a rating of Above Satisfactory the faculty member must satisfy ONE item from 2-5.

2. Publish a peer-reviewed research article.
3. Publish an editorially reviewed book chapter.
4. Publish an invited or editorially-reviewed article.
5. Produce a locally or regionally juried, short-form creative work.

## IV: OUTSTANDING

In order to receive a rating of Outstanding, the faculty member must satisfy ONE of the following of 6-9 (provide a brief description of the activity no more than two sentences wherever appropriate):

6. Author ONE peer-reviewed research article published in a high impact journal based on a measure agreed upon by the faculty and Director, such as ISI designation, acceptance rate, impact factor, etc. *OR* author TWO peer-reviewed publications.
7. Author ONE peer-reviewed research article published in a high impact journal based on a measure such as ISI designation, acceptance rate, impact factor, etc. *AND* submit an external grant application with indirect funds for the NSC.
8. Author a scholarly book, first edition [quality of press and review process to be documented]. Publication of a scholarly book shall result in the awarding of an Outstanding for two consecutive evaluation periods.
9. Produce/Direct ONE juried creative work that is exhibited at a regional or national conference or festival.

Other: Perform some other noteworthy research/creative accomplishment that is adequately represented in this evaluation. (Note: Activity must be specified and faculty must provide satisfactory documentation.)

*NOTE:* Presentations and articles will be counted when accepted or delivered/published (but not both) and books and book chapters when published. Grants will be counted after receipt of notification of award, or when received (but not both).

**If the research article is a SoTL article, the faculty member needs to document that the article is research-based rather than experiential, descriptive, or anecdotal. Only research-based SoTL articles count in the research category; see NOTE in Teaching section above.**

**Faculty on a 3/3 or 3/2 Teaching assignment (.66 or .55 Teaching FTE).**

**I: CONDITIONAL/UNSATISFACTORY**

The first year that a faculty member fails to fulfill the requirements for Satisfactory the performance will be marked Conditional. Faculty receiving Conditional evaluations are encouraged to meet with the Assistant Director/Department Chair to discuss deficiencies and strategies for improvement. In the second and subsequent years of not achieving all requirements for Satisfactory the rating will be Unsatisfactory.

**II: SATISFACTORY**

In order to achieve a rating of Satisfactory the faculty member must satisfy item 1 *OR* two from 2-8. Faculty are expected to provide a brief description of the activity (no more than two sentences) wherever appropriate.

1. Publish ONE peer-reviewed journal article *OR* ONE juried creative project *OR*

*TWO of the following (annual expectation):*

2. Submit an external funding proposal that provides indirect funding to the NSC through ORC (explain and provide documentation).

3. Present scholarly or academic work at a national or international professional or academic meeting.

4. Publish a peer-reviewed article in a Selected Papers series or Proceedings.

5. Publish a bibliographic or review essay in a regional, national, or international journal.

6. Publish an editorially reviewed book chapter.

7. Publish an invited or editorially-reviewed article.

8. Produce/Direct a locally or regionally juried short-form creative work.

**III: ABOVE SATISFACTORY**

Faculty members can achieve a rating of Above Satisfactory if they satisfy ONE of the items 1-5 below:

1. Author ONE peer-reviewed article published in a journal that reflects high impact based on a measure agreed upon by the faculty and Assistant Director/Department Chair, such as ISI designation, acceptance rate, impact factor, etc.

2. Publish ONE peer-reviewed article *AND* complete one more activity from 6-15.

3. Be awarded ONE grant or contract from an external funding source processed through the Office of Research and Commercialization (ORC) *AND* complete one more activity from 6-15.
4. Produce/Direct ONE juried creative work *AND* complete one more activity from 6-15.
5. Have ONE book contract with a local or regional publisher (may be counted during one evaluation period) *AND* complete one more activity from 6-15.

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6. Publish a peer-reviewed article in a Selected Papers series or Proceedings.
  7. Publish a bibliographic or review essay in a regional, national, or international journal.
  8. Receive funding on one research grant or contract (internal or external), credit only in the evaluation period received.
  9. Publish an editorially reviewed book chapter.
  10. Publish an invited or editorially-reviewed article.
  11. Publish subsequent editions of a scholarly book that demonstrate additional research and writing.
  12. Submit one application for an external grant or contract processed through ORC that provides indirect funds to the NSC.
  13. Produce a juried, short-form creative work.
  14. Present scholarly work at a national or international professional or academic meeting.
  15. Receive a state/regional, national, or international award or recognition for a scholarly or creative work.

#### **IV: OUTSTANDING**

In order to achieve a rating of Outstanding the faculty member must satisfy *ONE* of 16-22:

16. Have ONE book contract with a national or international publisher (may be counted during one evaluation period).
17. Author ONE scholarly book, first edition. Publication of a scholarly book shall result in the awarding of an Outstanding for two consecutive evaluation periods (unless credit was received for the book contract in a previous evaluation period).
18. Author TWO peer-reviewed articles one of which reflects high impact based on a measure agreed upon by the faculty and Assistant Director/Department Chair, such as ISI designation, acceptance rate, impact factor, etc.

19. Author TWO peer-reviewed articles *AND* one additional research product from 6-15 above.

20. Produce/Direct TWO juried creative works.

21. Be awarded ONE external grant or contract processed through ORC that provides indirect funds to the NSC.

22. Publish an edited book.

Other: Perform some other noteworthy research/creative accomplishment that is adequately represented in this evaluation such as receives a state/regional, national, or international award or recognition for a scholarly or creative work. (Note: Activity must be specified and faculty must provide satisfactory documentation.)

*NOTE:* Articles will be counted when accepted or published (but not both) and books and book chapters when published. Grants or contracts will be counted after receipt of notification of award, or when received (but not both).

If the research article is a SoTL article, the faculty member needs to document that the article is research-based rather than experiential, descriptive, or anecdotal. Only research-based SoTL articles count in the research category; see NOTE in Teaching section above.

### **Faculty on a 2/2 or 2/1 Teaching Assignment (.44 or .33 Teaching FTE)**

#### **I: CONDITIONAL/UNSATISFACTORY**

The first year that a faculty member fails to fulfill the requirements for Satisfactory, the performance will be marked Conditional. Faculty receiving Conditional evaluations are encouraged to meet with the Director to discuss deficiencies and strategies for improvement. In the second and subsequent years of not achieving all requirements for Satisfactory, the rating will be Unsatisfactory.

#### **II: SATISFACTORY**

In order to achieve a rating of Satisfactory, the faculty member must satisfy item 1 *AND* one from 2-10.

1. Publish ONE peer-reviewed article *OR* ONE juried creative project *OR* be awarded ONE grant or contract from an external funding source processed through the Office of Research and Commercialization (ORC).

*AND one of the following:*

2. Submit an external funding proposal that provides indirect funding to the NSC through ORC (explain and provide documentation).

3. Receive an external grant or contract processed through the ORC (explain and provide documentation).

4. Present scholarly or academic work at a national or international professional or academic



meeting.

5. Publish a peer-reviewed article in a Selected Papers series or Proceedings.
6. Publish a bibliographic or review essay in a regional, national, or international journal.
7. Publish an editorially reviewed book chapter.
8. Publish an invited or editorially-reviewed article.
9. Produce/Direct a locally or regionally juried short-form creative work.
10. Have one book contract with a local or regional publisher (may be counted during one evaluation period).

### **III: ABOVE SATISFACTORY**

In order to achieve a rating of Above Satisfactory, the faculty member must satisfy **ONE** of the following items 1-4 below:

1. Author **TWO** peer-reviewed articles one of which appears in a journal that reflects high impact based on a measure agreed upon by the faculty and Director, such as ISI designation, acceptance rate, impact factor, etc.
2. Produce/Direct **TWO** juried creative works.
3. Be awarded **ONE** external grant or contract processed through ORC that provides indirect funds to the NSC.
4. Have **ONE** book contract with a national or international publisher (may be counted during one evaluation period).

Other: Perform some other noteworthy research/creative/grant accomplishment that is adequately represented in this evaluation such as receives a state/regional, national, or international award or recognition for a scholarly or creative work. (Note: Activity must be specified and faculty must provide satisfactory documentation.)

### **IV: OUTSTANDING**

In order to achieve a rating of Outstanding, the faculty member must satisfy **ONE** of the following of 5-9:

5. Author a scholarly book, first edition [quality of press and review process to be documented]. Publication of a scholarly book shall result in the awarding of an Outstanding for two consecutive evaluation periods (unless credit was received for the book contract in a previous evaluation period).
6. Publish **TWO** peer-reviewed research articles published in high impact journals based on a

measure agreed upon by the faculty and Director, such as ISI designation, acceptance rate, impact factor, etc.

7. Publish THREE peer-reviewed research articles.

8. Be funded on ONE external research contract or grant that provides multiple years of indirect funds to the NSC.

9. Produce/Direct ONE long-form juried creative work that is exhibited at a conference or festival.

Other: Performs some other noteworthy research/creative accomplishment that is adequately represented in this evaluation. (Note: Activity must be specified and faculty must provide satisfactory documentation.)

*NOTE:* Articles will be counted when accepted or published (but not both) and book chapters when published. Grants or contracts will be counted after receipt of notification of award, or when received (but not both).

If the research article is a SoTL article, the faculty member needs to document that the article is research-based rather than experiential, descriptive, or anecdotal. Only research-based SoTL articles count in the research category; see NOTE in the Teaching section above.

Faculty are expected to provide brief documentation (no more than two sentences) wherever appropriate.

#### **IV. SERVICE**

Regardless of their teaching loads, all faculty are expected to engage in service activities to the Program, Department, School, College, University, State, and Profession or Community.

The Collective Bargaining Agreement (CBA) describes public service as activities that extend professional or discipline-related contributions to the community; the state, including public schools; and the National and International community. This public service includes contributions to scholarly and professional organizations, governmental boards, agencies and commissions that are beneficial to such groups and individuals. Service also includes participation in the governance processes of the University through significant services on committees, councils and senates, beyond that associated with the expected responsibility to participate in the governance of the University through participation in regular Program, Department, or School meetings. The following lists of activities are not exhaustive and provide examples of the kinds of accomplishments expected.

In addition to the activities listed under each category, faculty have an opportunity to record "Other Service" which is not included among any of the categories below. In assessing the items reported as "Other Service," the Assistant Director/Department Chair will consider variables such as "relevance to the faculty's area of expertise" and "relevance to the NSCM or university mission" in judging the merit of the activity.

*Faculty are expected to provide a brief description (no more than two sentences) of the selected activities in the space provided in the annual report.*

## I: CONDITIONAL/UNSATISFACTORY

The first year that a faculty member fails to achieve all requirements for Satisfactory the performance will be marked Conditional. In the second year of not achieving all requirements for Satisfactory, the rating will be Unsatisfactory. Note: if the faculty member achieves a Satisfactory rating in the year following a Conditional, this cycle resets (i.e., a faculty member could be Conditional one year, Satisfactory the year after, then Conditional in the third year).

## II: SATISFACTORY

In order to achieve a rating of Satisfactory the faculty member must actively participate\* in at least ONE Program, Department or School (standing or ad hoc) committee or working group; as well as TWO of the following:

### Professional

1. Serve as an active member in one or more professional organizations: national, regional, or state. Active membership is more than paying a membership fee. Examples of specific activity required.
2. Serve as a moderator or respondent for a program or session for a division/unit at a local, state, regional, national or international convention.
3. Serve as an *ad hoc* reviewer for an academic journal.
4. Review manuscript for an academic conference (may be counted more than once for different conferences).

### Community

1. Serve as a member of community organization related to the faculty member's area of academic expertise.
2. Engage with a public school group in an area of the faculty member's area of professional expertise.
3. Engage with a local or civic organization in the faculty member's area of professional expertise
4. Involve students in community projects related to area of expertise or professional interest.
5. Serve as a juror for a local competition related to area of expertise or professional interest (e.g., film festival, art exhibitions, journalism awards, etc).

### School/College/University

1. Serve as an active member\* of an additional Department or program committee.
2. Serve on a College or University committee.
3. Serve as an elected or appointed school/college/university representative/liaison.
4. Lead an Orientation session.
5. Attend at least one graduation ceremony.
6. Serve as an active member\* in an *ad hoc* committee.
7. Serve as a judge or administrative staff for a co-curricular activity (e.g., Film screening).
8. Conduct a teaching peer-review and write feedback statement for a colleague.

Other: Perform some other noteworthy service accomplishment or receives public recognition for service that is not adequately represented in this evaluation. (Note: Activity must be specified and

faculty must provide satisfactory documentation.)

\*Regular attendance is expected for all Program meetings and committee meetings unless the faculty member has been otherwise excused (e.g., due to conference travel, medical reasons, or work responsibility conflicts). The Department Chair will receive meeting minutes of attendance or a report from the committee chair and determine whether attendance obligations have been fulfilled.

### III: ABOVE SATISFACTORY

In order to achieve a rating of Above Satisfactory, requirements for Satisfactory must be met PLUS

- Complete two or more additional activities from Satisfactory AND one activity from the list below; OR
- Two of the activities from the list below:

#### School/College/University

1. Chair a Program, Department, School, College, or University committee. (Committee chairs of School committees will present a brief committee report to the appropriate unit head.)
2. Supervise a Program, Department or School activity (e.g., student club, film showcase).
3. Supervise a Program, Department or School function (e.g., responsible for annual assessment of Undergraduate Program).
4. Write, or substantially contribute to the writing of, a successful application for the purchase of equipment needed for a UCF classroom.
5. Advise or sponsor a student organization whose mission is part of the academic program of the School, College or University.
6. Attend scheduled student, colleague, or visiting artist screenings

#### Community

1. Chair or serve as an officer for a local professional group.
2. Deliver speech or presentation in the faculty member's area of expertise to a local, state, regional, or national group.
3. Provide professional work or unpaid consulting for local group or schools in the faculty member's area of professional expertise.
4. Provide service to a charitable organization utilizing the faculty member's area of professional expertise.
5. Engage in recruitment activities for the program, department, or school.

#### Professional

1. Serve as a member of state, regional, or national association committee or division.
2. Write or edit a newsletter or website for a professional association or group
3. Conduct workshop or seminar for state, regional, national or international professional organization, schools, etc.
4. Serve as a scholarly critic/respondent/discussant at academic or professional program.
5. Serve on a published journal editorial review board
6. Review manuscripts for an academic conference (local, regional, national, international; member's area of professional expertise).
7. Review book proposals for publishers in the discipline.

8. Serve as a juror for a state or regional professional competition related to area of expertise or professional interest (e.g.: film festival, art exhibitions, journalism awards, etc).

Other: Perform some other noteworthy service accomplishment or receives public recognition for service that is not adequately represented in this evaluation. (Note: Activity must be specified and faculty must provide satisfactory documentation.)

\*Regular attendance is expected for all scheduled committee meetings unless the faculty member has been otherwise excused (e.g., due to conference travel, medical reasons, or work responsibility conflicts).

#### **IV: OUTSTANDING**

Faculty members seeking an Outstanding rating in service shall present appropriate evidence to the Assistant Director/Department Chair (e.g., a brief description of the activity comprising no more than two sentences wherever appropriate). To achieve a rating of Outstanding, faculty must complete all requirements for Satisfactory and Above Satisfactory, plus complete two more activities from the Above Satisfactory level OR satisfy one of the following:

1. Chair a state, regional, or national professional group.
2. Serve as an executive officer for national or international organization in faculty members' area of expertise.
3. Chair a national or international committee in faculty member's area of expertise.
4. Serve as an editor, associate editor, or assistant editor of professional journal or magazine in faculty member's professional field.
5. Recipient of service award (University, regional, national or international) related to the faculty member's area of professional expertise.
6. Chair or direct state, regional, national or international non-profit organization related to the faculty member's area of expertise.
7. Chair a major college, university or SUS committee (e.g., college tenure and promotion committee, faculty senate).
8. Serve as a juror for national and international professional competition (e.g.: film festival, art exhibitions, journalism awards, etc).
9. Review book manuscripts for publishers in the discipline.

Other: Perform some other noteworthy service accomplishment or receives public recognition for service that is not adequately represented in this evaluation. (Note: Activity must be specified and faculty must provide satisfactory documentation.)

#### **V. Other assigned duties**

Consistent with the CBA, faculty may be assume (and be assigned) other duties, such as those consistent with program coordinator, assistant director, etc. While those may be internal titles, the assignment would be reflected in the official Assignment of Duties form and would be evaluated separately from Service or other categories.

Because different assignments have different criteria (i.e., program coordinator would be different from assistant director), it is difficult to enumerate standard criteria in this document. In this case, it is recommended that the faculty member and his/her evaluator determine the evaluation criteria for these duties before or at the start of the academic semester/year in which the duties will be evaluated. The faculty member can use the space provided to outline their accomplishments in relationship to the duties assigned to them; the faculty member and the evaluator can then meet to discuss the final annual evaluation of those duties.

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