



Nicholson School of Communication

UNIVERSITY OF CENTRAL FLORIDA

Annual Evaluation Standards and Procedures

Non-Tenure Earning Faculty

Available for First Use 2018-19

Faculty members are responsible for reporting their accomplishments in teaching and service. The NSC Director 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 the two areas of the assignment in order to earn an overall rating of Above Satisfactory or Outstanding. If a faculty member fails to reach at least satisfactory in each category, the faculty member shall achieve an overall rating of conditional. If the failure continues for more than one year, the faculty member shall achieve an overall rating of unsatisfactory. For this assignment level, the two categories shall be weighted for purposes of the evaluation to reflect relative allocation of time to each category. The categories of evaluation are weighted as follows: teaching 80% and service 20%.

* 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.

<u>Weighted Total</u>	<u>Overall Evaluation</u>
3.5 or above	Outstanding
2.5 – 3.49	Above Satisfactory
1.5 – 2.49	Satisfactory
Below 1.5	Conditional
Below 1.5 for 2 or more years	Unsatisfactory

Example: Based on the weighted formula for evaluation, a faculty member who is outstanding in teaching and at least satisfactory in service will earn an overall evaluation of Outstanding $[(.8*4) + (.2*2) = 3.6]$.

Regarding Variations in Assignments (Non-Tenure Track Faculty)

It is recognized that some faculty members may have administrative or other duties that result in variations in their assigned teaching load. The Annual Standards described herein apply to teaching of as many courses as the faculty member is assigned to teach. The standard for satisfactory, above satisfactory, or outstanding teaching will simply apply to more courses for those who are assigned to teach more courses, and apply to fewer courses for those assigned

fewer courses. In the case of service, the standards for faculty service are the same regardless of their teaching assignment.

I. OVERALL

SUMMARY OF TEACHING AND SERVICE ACCOMPLISHMENTS AND FUTURE GOALS

At the end of each evaluation period, faculty members will summarize their teaching and service accomplishments during the evaluation period and report the goals they seek to achieve in each area during the upcoming evaluation period. The goals are intended to be meaningful, aligned with program and college goals, and relatively few in number; typically no more than three. To that end, all faculty are to complete the following summaries:

1. Provide a list identifying teaching and service accomplishments during the evaluation period (please be succinct and limit your list to no more than 250 words).
2. Provide a list identifying teaching and service goals for the next evaluation period (please be succinct and limit your list to no more than 250 words).

II. TEACHING

LEVEL I: CONDITIONAL/UNSATISFACTORY

The first year that a faculty member fails to fulfill the requirements 1-14 for Satisfactory, the performance will be marked Conditional. A faculty member who does not fulfill one or more of the criteria (1-14) may provide a brief description of the extenuating circumstances that contributed to the lapse. Faculty receiving Conditional evaluations are encouraged to meet with their program coordinator 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.

LEVEL 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 on time as required by state legislation.
2. Provide and follow a syllabus that follows the current university guidelines.
3. Provide a copy of the syllabus for each class to the School office.
4. Remain current in appropriate area of expertise.

Course Delivery

5. Meets classes on a regular basis as scheduled.
6. Be available at scheduled office hours.

7. Provide content that aligns with learning objectives.
8. Provide effective and accurate advisement when requested.
9. Reply in a timely fashion to student inquiries.
10. Submit grades on time.
11. Provide timely evaluative feedback on student assignments.
12. Unless previously approved by the Director or teaching an online course (M or W designation), hold a final exam (or appropriate final project/exercise) during the scheduled final exam period.
13. Evaluate student performance with a level of rigor that is appropriate to the curriculum.

Course Evaluation

14. Fulfill ONE of the following 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 (accumulated across all courses taught) in the category “Overall Assessment of Instruction.”
 - B) Submit a summary that contextualizes SPI scores and describes a strategy for improving future SPI evaluations.

LEVEL III: ABOVE SATISFACTORY

In order to achieve a rating of Above Satisfactory, the faculty member must satisfy ALL Level I criteria and accomplish at least THREE of the activities below – spanning TWO categories i.e., Preparation, Delivery and Evaluation.

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. Attend a professional conference or workshop or continuing education opportunity related to the faculty member’s area of expertise.
4. Conduct research for an article about teaching and learning for publication in a university or local publication.
5. Receive internal funding/compensation through a teaching grant (grants in the SoTL area count under research; technology grants count under service).

Delivery

1. Revise/modify one aspect of a course based on a university teaching or professional workshop or continuing education experience, as identified in the “Preparation” section above.

2. Supervise three or more internships (that are not included in a course assignment).
3. Serve as a committee member for one or more Honors in the Major students to successful completion of an undergraduate thesis.
4. Mentor a student through any UCF recognized undergraduate research initiative, e.g., RAMP, SMART, or McNair with an identified deliverable.
5. Supervise an independent undergraduate research, creative or professional project that results in an identifiable deliverable.
6. 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. Debate or other speech presentation
 - b. Newspaper
 - c. Radio/TV activities
8. Engage students in one or more service learning activities.

Evaluation

1. Receive student evaluations (SPIs) of overall teaching effectiveness that are consistent with the COS norms.
2. Receive a favorable peer review evaluation conducted by FCTL or NSC faculty.
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. Achieve the personal teaching goals identified for the academic year.

Other - Perform some other noteworthy teaching activity that is not listed such as presenting or publishing research or engaging in professional development. (Note: Activity must be specified and faculty must provide satisfactory documentation.)

LEVEL IV: OUTSTANDING

Faculty members seeking an Outstanding rating in teaching shall present appropriate evidence to the Director (i.e., a brief description of the activity comprising no more than two sentences wherever appropriate). It is presumed that the person applying will have clearly exceeded the requirements for Levels I and II. 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).
2. Create a new course (as indicated in the COS annual report) or substantially modifies an existing course.
3. Author a 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.
6. Author a teaching article published in a university, local or regional publication.
7. Develop an approved service learning course.

Delivery

1. Demonstrate the application of an innovative teaching technique.
2. Supervise one or more Honors in the Major thesis to completion.
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).

Evaluation

1. Receive external recognition of outstanding student performance that resulted from work presented in the faculty member's course.
2. Receive recognition through teaching awards (e.g., teaching awards from professional organizations, UCF, etc.).
3. Receive student evaluations (SPIs) of overall teaching effectiveness that exceed the NSC norms.

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

III. SERVICE

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

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 NSC Director will consider variables such as "relevance to the faculty's area of expertise" and "relevance to the NSC 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.

LEVEL 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 and subsequent years of not achieving all requirements for satisfactory, the rating will be Unsatisfactory.

LEVEL II: SATISFACTORY

In order to achieve a rating of Satisfactory, the faculty member must actively participate* in at least ONE School committee or working group; as well as, TWO of the following:

School/College

1. Serve as an active member* of an additional School or program working group/committee. *(May be selected more than once.)*
2. Serve as an elected or appointed school/college/university representative/liaison.
3. Serve as an active member* in an *ad hoc* committee.
4. Attend at least one graduation ceremony in the evaluation period.
5. Lead a (Transfer) Orientation Day.
6. Conduct a peer-review and write feedback statement for a colleague.

*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 School Director will receive meeting minutes of attendance or a report from the committee chair and determine whether attendance obligations have been fulfilled.

LEVEL III: ABOVE SATISFACTORY

In order to achieve a rating of Above Satisfactory, Level I criteria must be met, PLUS at least TWO of the following:

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

School/College/University

1. Serve as an active member* of an additional School or Program committee.
2. Serve on a College or University committee.
3. Chair a School committee (Committee chairs of School committees will present a brief committee report to the School Director – May be counted once for each committee chaired.
4. Supervise a School program activity (e.g., grammar test or similar).

5. Supervise School function (e.g., responsible for annual assessment of Undergraduate Program).
6. Write a successful application for the purchase of equipment needed for UCF classroom.
7. Advise or sponsor a student organization whose mission is part of the academic program of the School, College or University.
8. Serve as a judge or administrative staff for a co-curricular activity (e.g., Debate or Forensics) for a minimum of 4 hours.

Community

1. Serve as a board 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 (i.e., substantive or on-going service).
3. Engage with a local or civic organization in the faculty member's area of professional expertise (i.e., substantive or on-going service).
4. Involve students in community projects related to area of expertise or professional interest.
5. Chair or serve as an officer for a local professional group.
6. Deliver speech or presentation in the faculty member's area of expertise to local, state, regional, or national group.
7. Provide professional work or unpaid consulting for local group or schools in the faculty member's area of professional expertise.
8. Provide service to a charitable organization utilizing the faculty member's area of professional expertise.

Professional

1. Serve as a member of state, regional, or national association committee.
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 a state, regional, national or international academic or professional program.
5. Review manuscripts for academic conferences (local, regional, national, international; member's area of professional expertise).
6. Serve as an active member in one or more professional organizations: national, regional, or state. [Active membership is more than paying a membership fee. Description of specific activity required.]
7. Serve as a moderator or respondent for a program or session at a local, state, regional, national or international convention.
8. Serve as an editorial board member or be an *ad hoc* reviewer for an established journal [evidence of more than 2 completed reviews within reporting period].

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

LEVEL IV: OUTSTANDING

Faculty members seeking an Outstanding rating in service shall present appropriate evidence to the Director (e.g., a brief description of the activity comprising no more than two sentences wherever appropriate). It is presumed that the person applying will have clearly exceeded the requirements for Levels I and II. 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 organization in field.
3. Chair a national committee in field.
4. Serve as Editor, associate editor, or assistant editor of professional journal or magazine in faculty member's professional field.
5. Receive a service award (University, regional or national) related to the faculty member's area of professional expertise.
6. Chair or direct state, regional, or national non-profit organizations related to the faculty member's area of professional expertise.
7. Chair a major college, university or SUS committee (e.g., TIP, college tenure and promotion committee, faculty senate, etc.).

Other: Performs some other noteworthy service accomplishment that is 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).