Nicholson School of Communication
UNIVERSITY OF CENTRAL FLORIDA

Annual Evaluation Standards and Procedures

For 2/2 Teaching Assignment
Tenured Faculty
Available for First Use 2018-19

Faculty members are responsible for reporting their accomplishments in teaching, research/creative activity, 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 each area of assignment in order to earn an overall rating of Above Satisfactory or Outstanding. To be considered for an evaluation of outstanding overall, a faculty member normally must be outstanding in either teaching or research and one other category.

For this assignment level, research and teaching shall be weighted for purposes of the evaluation to reflect relative allocation of time to each category. Service expectations are consistent with other faculty assignments. This may be described as a 35-45-20 model. The specific procedure for calculating the overall evaluation is detailed below.*

If a faculty member achieves an overall rating of conditional for more than one year, the faculty member shall receive an overall rating of unsatisfactory.

 * 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 as follows: teaching 35%, research 45%, service 20%. The overall evaluation is assigned according to the table below.

Weighted Total	Overall Evaluation
3.5 and 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, Above Satisfactory in Research, and Outstanding in Service will earn an overall evaluation of Outstanding [(.35*4) + (.45*3) + (.2*4) = 3.65].

I. OVERALL

SUMMARY OF TEACHING, RESEARCH AND SERVICE ACCOMPLISHMENTS AND FUTURE GOALS

At the end of each evaluation period, faculty members will summarize their teaching, research, 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, research 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, research 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. Meet 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.

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
14. 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 collectively (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 following – 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 (a grant in the SoTL area counts under research; technology grants count 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.
3. Serve as committee member for one or more M.A. theses/projects completed during this evaluation period.
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. Supervise three or more internships.
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. 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/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. Achieve the personal teaching goals identified for the academic year.

Other - Perform some other noteworthy teaching activity that is not listed. (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).
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.

Delivery

1. Supervise one M.A. thesis or Honors in the Major project to completion.
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).

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. RESEARCH AND CREATIVE ACTIVITIES

Overview

Teaching loads for research faculty in the Nicholson School of Communication may vary for a variety of reasons including different types of administrative and *ad hoc* assignments. The NSC Director is responsible for assigning loads.

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 the Nicholson School of Communication 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 the Nicholson School of Communication, 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 Director 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 Director 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 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 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.

LEVEL 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* is 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).

LEVEL 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 <u>one of which</u> 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).

<u>Other:</u> 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.)

LEVEL IV: OUTSTANDING

In order to achieve a rating of Outstanding, the faculty member must satisfy *ONE* of the following of 5-8:

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 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 spanning TWO different categories:

Professional
1. Serve as an active member in one or more professional organizations: national, regional, or state. [Examples of specific activity required.]
2. Serve as a moderator or respondent for a program or session at a local, state, regional, national or international convention.
3. Serve as an *ad hoc* reviewer for an academic journal [evidence of two or more completed reviews within reporting period].
4. Review manuscripts for an academic conference (local, regional, national, international; member's area of professional expertise. May be counted more than once for different conferences.

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.

School/College/University
1. Serve as an active member* of an additional School or program working group/committee, or a college or university committee.
2. Serve as an elected or appointed school/college/university representative/liaison.
3. Lead a (Transfer) Orientation Day.
4. Attend at least one graduation ceremony.
5. Serve as an active membership* in an *ad hoc* committee.
6. Serve as a judge or administrative staff for a co-curricular activity (e.g. Debate or Forensics) for a minimum of 4 hours.
7. Conduct a teaching 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 spanning two different categories:

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, College, or University committee. (Committee chairs of School committees will present a brief committee report to the School Director.)
4. Supervise a School or Program equipment, or School function (e.g., grammar test or similar).
5. Supervise a 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.

Community
1. Chair or serve as an officer for a local professional group.
2. Deliver a speech or presentation in the faculty member's area of expertise to local, state, regional, or national group.
3. Engage in 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.

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 a 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 Independent.
5. Serve on a published journal editorial review board (Review four or more manuscripts for academic or professional journals)
6. Review manuscripts for academic conferences (local, regional, national, international; member's area of professional expertise).

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.)

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

LEVEL IV: OUTSTANDING

Faculty members seeking an Outstanding rating in service shall present appropriate evidence to the Director. 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, <u>plus complete TWO more activities from the Above Satisfactory level from any category *OR* satisfy ONE of the following</u>:

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 an 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., college tenure and promotion committee, faculty senate).

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