

Department of Communication Bylaws

Annual Evaluation

I Annual Evaluation of Teaching.

- 1) Evaluation Rating Categories from the UNF/UFF Collective Bargaining Agreement 18.5(a):
 - Exemplary
 - Above Satisfactory
 - Satisfactory
 - Below Satisfactory
 - Unsatisfactory
- 2) According to the Collective Bargaining Agreement, section 18.6:

“The annual performance evaluations shall be based upon assigned duties, and shall carefully consider the nature of the assignments and quality of the performance in terms, where applicable, of:

 - (a) **Teaching effectiveness**, including effectiveness in presenting knowledge, information, and ideas by means or methods such as lecture, discussion, assignment and recitation, demonstration, laboratory exercise, practical experience, and direct consultation with students...
 - (b) **Contributions to the discovery of new knowledge**, development of new educational techniques, and other forms of creative activity...
 - (c) **Service** both within the University and public service that extends professional or discipline-related contributions to the community; the State, including public schools; and the national and international community...
 - (d) **Other assigned University duties**, such as advising, counseling, supervision of interns, and academic administration...

The following is in accordance to the Collective Bargaining Agreement, section 18.7, “Department Interpretations/Clarifications of University Criteria for Annual Performance Evaluations.

- 1) Faculty members will provide documentation by means of a teaching portfolio as part of the materials to be reviewed for annual evaluation.
 - a) An appropriate teaching portfolio may include but is not limited to:
 1. Well-designed syllabi that clearly show course objectives and requirements
 2. Exams and quizzes that successfully and fairly measure student learning
 3. Assignments that challenge and instruct

4. Sample copies of student work (where appropriate)
5. Study guides composed by the faculty member
6. Evidence of having substantially revised a previously offered course (where appropriate)
7. Chair's assessment of teaching (if applicable)
8. Peer assessments (if applicable)
9. ISQ results (i.e., student evaluations)
10. Optional narrative evaluations administered by the faculty member (must include all if any)
11. Evidence of student activities that relate to the courses taught

b) Other activities/documents to be included (if applicable):

1. Assessment tools
2. Advising tools
3. Development and/or execution of a study abroad program
4. Receipt of a teaching development grant

2) To be rated Exemplary in teaching: the portfolio will clearly demonstrate that the faculty member's teaching is highly effective, and/or that the courses were innovative, creative, and/or showed an original approach to teaching

a) Examples would include the following:

1. Freshman Interest Groups, Common Boundary, or Honors courses
2. Innovative technology additions to non lab courses
3. Collaborative learning, or other non-traditional teaching methods

b) Other evidences of exemplary teaching would include

1. Recognition of a faculty member's teaching by an internal or external award;
2. Designing of or voluntary participation in a teaching workshop;
3. Receipt of a teaching-related grant;
4. Extensive curriculum development;
5. Creation or extensive revision of more than one course.
6. Substantial revisions or the addition of unique components to an existing course.

3) To be rated Above Satisfactory in teaching: the portfolio will clearly demonstrate effective teaching; and may also include the creation of a new course or the extensive revision of an existing course.

4) To be rated Satisfactory in teaching: a faculty member will present a teaching portfolio that demonstrates adequate effectiveness in the teaching of the assigned load.

5) A faculty member will be rated Below Satisfactory: if the teaching portfolio demonstrates less than effective instruction in the assigned courses.

6) A faculty member will receive the rating of Unsatisfactory: if the teaching portfolio is incomplete and or does not show any progress in improving the quality of instruction.

a. An unsatisfactory teaching performance may also include:

1. Missed classes (without justification),
2. Persistent and justified student complaints

3. Erratic classroom behavior
4. Failure to keep minimal office hours,
5. Unprofessional behavior.

7) In accordance with the language in the Collective Bargaining Agreement regarding student evaluations, it is understood that although lower than average ISQ results can serve as an indication of possible problems with teaching effectiveness, there are many other factors that influence them such as particularly high or low enrollments in a course, difficulty of course material, elective versus required nature of the course, etc. Thus it is also understood that, when writing their annual report, faculty should address such variations in their ISQ results and the department chair should take these factors into consideration when evaluating the faculty.

II Annual Evaluation of Service

1) Evaluation Rating Categories from the UNF/UFF Collective Bargaining Agreement 18.5(a):

- Exemplary
- Above Satisfactory
- Satisfactory
- Below Satisfactory
- Unsatisfactory

2) According to the Collective Bargaining Agreement, sections 18.6 and 18.6(c) and (d):

“The annual performance evaluations shall be based upon assigned duties, and shall carefully consider the nature of the assignments and quality of the performance in terms, where applicable, of:

(c) Service both within the University and public service that extends professional or discipline-related contributions to the community; the State, including public schools; and the national and international community.

(1) Public service includes contributions to scholarly and professional conferences and organizations and non-paid positions on boards, agencies, and commissions that are beneficial to such groups.

(2) Participation in the governance processes of the institution means significant service on department, college, and University-wide committees and councils beyond that associated with the expected responsibility to participate in the governance of the institution through participation in regular departmental, college, or University meetings. For the purpose of this Agreement, service as the UFF/UNF President, service on the UFF bargaining team, or service as an official UFF grievance representative shall be deemed “significant service,” as set forth in this subsection, but shall not be otherwise evaluated.

(d) Other assigned University duties, such as advising, counseling, supervision of interns, and academic administration.”

Also according to the Collective Bargaining Agreement, section 18.7, “Department Interpretations/Clarifications of University Criteria for Annual Performance Evaluations.

(a) Judgments regarding the quality of a faculty member’s performance are complex. They cannot be easily reduced to a quantitative formula, nor can the considerations that must be applied in each individual case be completely described in general terms or by numbers alone, separate from necessary qualitative assessments. On

the other hand, faculty members being evaluated must have available to them a description of what tangible accomplishments would normally qualify them for the various evaluative ratings categories referenced in 18.5, assuming that the accomplishments are of sufficient quality.”

3) The following list is not all inclusive of the many ways faculty members provide service to the department, the University, their profession, and the community-at-large. If a faculty member desires to list service activities that are not mentioned, these accomplishments should be explained in the faculty member’s annual report. Just as it is expected that the faculty member will provide information about the activities to justify the rating normally attached to the combination of activities, and it is understood that it is the responsibility of the Chair to make some qualitative assessments.

1. To receive a rating of “exemplary,” a tenure-line faculty member will normally have accomplished three or more of the following, and an instructor two or more of the following, in addition to the expected norm of “participation in regular departmental, college, or University meetings.”
2. To receive a rating of “above satisfactory,” a tenure-line faculty member will normally have accomplished two or more of the following, and an instructor one or more of the following, in addition to the expected norm of “participation in regular departmental, college, or University meetings.” It is understood that certain service activities (such as serving as president of the Faculty Association) include a course release, which should be taken into consideration when judging the amount of service performed.
 - a. Serve as president of the Faculty Association, COAS Faculty Association, United Faculty of Florida UNF chapter, or of a professional or scholarly organization.
 - b. Serve on the UFF bargaining team or as a UFF grievance representative.
 - c. Serve in a department position such as a Track Coordinator of the Department of Communication.
 - d. Chair a committee at the university, college or departmental level (each committee a separate activity).
 - e. Serve as primary editor of a scholarly journal.
 - f. Serve as primary organizer of a conference.
 - g. Serve as an officer in a professional or scholarly organization.
 - h. Serve as an officer in a community organization directly related to one’s discipline.
 - i. Serve as an external peer reviewer on a tenure and/or promotion case.
 - j. Serve actively as a member of a university, college, or UFF committee (each committee counted as a separate activity).
 - k. Serve actively as a member of an additional department committee above the expected norm of one committee (each committee counted as a separate activity)
 - l. Serve as a review editor (editorial board) for a scholarly journal or academic press.
 - m. Review/evaluate an article submitted to a scholarly journal.
 - n. Serve as a paper reviewer, chair, or discussant for an academic conference
 - o. Serve as an external reviewer of a submitted book manuscript to an academic press.
 - p. Organize a meeting/symposium/workshop/session at a local, national, or international conference.

- q. Organize a cultural activity for the university and/or wider community directly related to one's discipline.
 - r. Serve on a thesis or dissertation committee.
 - s. Serve as an advisor to a student campus organization
 - t. Utilize professional skills to support the activities of not-for-profit entities in the larger community.
 - u. Utilize professional skills to organize a not-for-profit enterprise that benefits the larger community.
 - v. Engage in charitable work in a professional role as a way of providing leadership for student involvement in the community.
3. To receive a rating of "satisfactory," a faculty member will have participated fully in department activities and served on at least one departmental committee.
 4. To receive a rating of "below satisfactory" a faculty member will have participated in most department activities but served on no committees.
 5. To receive a rating of "unsatisfactory" a faculty member will have failed to participate in most department activities and served on no committees.

III Research/Scholarship/Creative Activity

1) Evaluation Rating Categories from the UNF/UFF Collective Bargaining Agreement 18.5(a):

Exemplary
 Above Satisfactory
 Satisfactory
 Below Satisfactory
 Unsatisfactory

2) According to the Collective Bargaining Agreement, section 18.7, "Department Interpretations/Clarifications of University Criteria for Annual Performance Evaluations.

(a) Judgments regarding the quality of a faculty member's performance are complex. They cannot be easily reduced to a quantitative formula, nor can the considerations that must be applied in each individual case be completely described in general terms or by numbers alone, separate from necessary qualitative assessments. On the other hand, faculty members being evaluated must have available to them a description of what tangible accomplishments would normally qualify them for the various evaluative ratings categories referenced in 18.5, assuming that the accomplishments are of sufficient quality."

3) It is expected that the faculty member will provide information about the accomplishments to justify the rating normally attached to the accomplishments, and it is understood that it is the responsibility of the department chair to make some qualitative assessments.

4) It is understood that faculty members may publish in the U.S. and/or abroad, and that peer-reviewed journals may appear in paper and/or online.

5) To receive a rating of "exemplary," a faculty member will have accomplished one of the following:

a) Publish a book with an academic or an academically-recognized commercial press, "book" being defined as a solely authored volume of original research, a

- monograph, a co-authored volume of original research, or an edited volume of essays (as sole or as co-editor).
- b) Create an internationally or nationally aired/juried/peer reviewed audio, video, print, or multimedia production.
 - c) Receive a book prize or other significant professional award or distinction for scholarship/creative activity (e.g., top faculty paper at a conference).
 - d) Publish an article in a national/international peer-reviewed academic journal.
 - e) Publish a book chapter in an edited volume published by an academic or an otherwise academically-recognized press.
 - f) Complete a lengthy consulting project that brings new information to a professional organization.
 - g) Deliver an invited plenary or keynote address at a national or international conference or other professional forum.
 - h) Receipt of a major external grant, research grant, or fellowship (e.g., NEH fellowship, research Fulbright or similar).
 - i) Receive a grant from a national organization to do creative work or research.
 - j) Publish an essay or article in an edited national publication, or in a reputable web-site or e-zine with a large focus, if there is not an automatic acceptance policy
 - k) None of the above but a combination of at least two (2) from the listed accomplishments in section 6 below which singly earn the rating of “above satisfactory.”
- 6) To receive a rating of “above satisfactory,” a faculty member will have accomplished one of the following:
- a) Create a regionally aired juried/peer reviewed audio, video, print, or multimedia production during the previous year.
 - b) Have an article fully accepted by a peer-reviewed academic journal (official letter of acceptance).
 - c) Have a book chapter fully accepted by the editor(s) of an edited volume of essays (official letter of acceptance).
 - d) Submit a substantial piece of scholarship/creative activity to an appropriate publishing outlet (book manuscript, article, book chapter,).
 - e) Be chosen to receive a competitive, one-semester full-pay sabbatical from UNF
 - f) Deliver a conference paper at a professional academic conference or meeting, and/or publish an article in a peer-reviewed conference proceedings journal.
 - g) Make substantial progress on a long-term project (e.g., 40+ double-spaced pages of a book manuscript).
 - h) Submission of a completed grant proposal (NEH fellowship, research Fulbright, state or regional grant, or similar).
 - i) Receive an internal (UNF) research grant.
 - j) Publication of an article or column in a state or local publication or in a reputable web-site or e-zine with a small focus.
 - k) Present at a conference or colloquium at another university
 - l) Given the varied nature of encyclopedias produced today, a lengthy encyclopedia article (such as an overview article for a major section of the encyclopedia) may merit an above satisfactory rating.

- m) Receive a grant from a state or local organization to do creative work or research.
 - n) Conduct a workshop for a professional organization
 - o) Publish a lengthy review article/essay in a peer-reviewed academic journal.
 - p) Publish an article in a regional peer-reviewed academic journal.
 - q) None of the above but a combination of at least two (2) from the listed accomplishments in section 7 below which singly earn the rating of “satisfactory.”
- 7) To receive a rating of “satisfactory,” a faculty member will have accomplished one of the following:
- a) Publish a single short book review or a single short encyclopedia entry.
 - b) Show evidence of work in progress on a long-term project (e.g., fewer than 40 double-spaced pages of a book manuscript).
 - c) Show evidence of substantive work in progress on an article of original research.
 - d) Show evidence of substantive work in progress on a conference paper
 - e) Show evidence of substantive work in progress on a creative work
 - f) Give an invited presentation related to one’s discipline to a local organization
 - g) Show evidence of substantive work in progress on a grant proposal (NEH fellowship, research Fulbright or similar).
 - h) Serve as a discussant at a session of a local, national, or international conference.
- 8) To receive a rating of “below satisfactory,” a faculty member will have accomplished one or both of the following:
- a) Attend a conference without presenting, organizing, or serving as a discussant
 - b) Show evidence of preliminary research and work to produce any of the publications named above.
- (Note: These activities are recognized as legitimate scholarly activities and may be preparatory to producing scholarship, but are not sufficient to earn a higher rating.)
- 9) To receive a rating of “unsatisfactory,” a faculty member will have provided no evidence of any scholarly activity.