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TO: The JAF Faculty Senate  
FROM: Peter A. DeCaro, Chair, Department of Communication, CLA  
DATE: October 7, 2013



Dear Faculty Senate,

The Department of Communication faculty would like to maintain the current Unit Criteria, Standards, and Indices (attached).

**UAF REGULATIONS FOR THE APPOINTMENT AND EVALUATIONS OF  
FACULTY  
AND DEPARTMENT OF COMMUNICATION UNIT CRITERIA STANDARDS**

***CRITERIA FOR ANNUAL REVIEW, PRE-TENURE REVIEW, POST-TENURE REVIEW,  
PROMOTION, AND TENURE, SPECIFICALLY ADAPTED FOR USE IN EVALUATING  
THE FACULTY OF THE COMMUNICATION DEPARTMENT. ITEMS IN BOLDFACE***

## CHAPTER II

### Initial Appointment of Faculty

Minimum degree, experience and performance requirements are set forth in "UAF Faculty Appointment and Evaluation Policies," Chapter IV. Exceptions to these requirements for initial placement in academic rank or special academic rank positions shall be submitted to the chancellor or chancellor's designee.

#### B. Academic Titles

Academic titles must reflect the discipline in which the faculty are appointed.

## CHAPTER III

### Periodic Evaluation of Faculty

#### A. General Criteria

Criteria as outlined in "UAF Faculty Appointment and Evaluation Policies," Chapter IV evaluators may consider but shall not be limited to whichever of the following

**1. Effectiveness in Teaching**

Evidence of excellence in teaching may be demonstrated through, but not limited to, evidence of the various characteristics that define effective teachers. Effective teachers

a. systematic student ratings, i.e. student opinion of instruction summary forms,

and at least two of the following:

b. narrative self-evaluation,

c. peer/department chair classroom observation(s),

d. peer/department chair evaluation of course materials.

**C. Criteria for Research, Scholarly, and Creative Activity**

Inquiry and originality are central functions of a land grant/sea grant/space grant

active as scholars. Consequently, faculty are expected to conduct research or engage in other scholarly or creative pursuits that are appropriate to the mission of their unit, and equally important, results of their work must be disseminated through media appropriate to their discipline. Furthermore, it is important to emphasize the distinction between routine production and creative excellence as evaluated by an individual's peers at the University of Alaska and elsewhere.

**1. Achievement in Research, Scholarly and Creative Activity**

4. DEMONSTRATING GROWTH IN KNOWLEDGE OF THE DISCIPLINE

OR GROWTH IN EMPIRICAL AND/OR CRITICAL RESEARCH ABILITIES.

**2. Components of Research, Scholarly and Creative Activity**

Evidence of excellence in research, scholarly, and creative activity may be demonstrated through, but not limited to:

- a. Books, reviews, monographs, bulletins, articles, proceedings and other scholarly works published by reputable journals, scholarly presses, and publishing houses that accept works only after rigorous review and approval by peers in the discipline.
- b. Competitive grants and contracts to finance the development of ideas, these grants and contracts being subject to rigorous peer review and approval.

c. Presentation of research papers before learned societies and

## D. Criteria for Public and University Service

fundamental part of the university's obligation to the people of its state. In this tradition, faculty providing their professional expertise for the benefit of the university's external constituency, free of charge, is identified as "public service." The tradition of the university itself provides that its faculty assumes a collegial obligation for the internal functioning of the institution; such service is identified as "university service."

### 1. Public Service

Public service is the application of teaching, research, and other scholarly and ~~creative activity to constituencies outside the University of Alaska Fairbanks. It~~



f. Consulting.

g. Prizes and awards for excellence in public service.

i. Training and facilitating.

j. Radio and TV programs, newspaper articles and columns, publications, newsletters, films, computer applications, teleconferences and other educational media.

k. Judging and similar educational assistance at science fairs, state fairs, and

- f. Service in support of student organizations and activities.
- g. Academic support services such as library and museum programs.
- h. Assisting other faculty or units with curriculum planning and delivery of instruction, such as serving as guest lecturer.
- i. Mentoring.
- j. ~~Design and awards for excellence in university service~~

Examples of such activity include, but are not limited to:

~~a. Editor or refereeing articles or proposals for professional journals~~

