

**Promotion Policy: Department of Journalism, Public Relations and New Media**  
**College of Arts & Sciences**  
**Baylor University**

Revisions Approved by the Office of the Provost, June 9, 2022—James Bennighof

This document serves as a description of expectations regarding teaching, research, service, and interpersonal relationships for candidates for promotion to the rank of Professor in the Department of Journalism, Public Relations and New Media.

**Core Assumptions:**

Promotion to the rank of Professor is not an automatic or expected result grounded in the number of years of service to Baylor or as a reward for longevity. Rather such promotion is earned by and through high-quality scholarly production, excellent teaching, and exemplary service to the department, the university, and the scholarly community. Quality of scholarly research and publication is more important than quantity, i.e., the evaluation of a candidate's scholarship at this stage is not based on exceeding some exact number of publications or simply doubling the number of publications in place during the Assistant-to-Associate Professor tenure evaluation. While time as a tenure-track Assistant Professor is rightly focused on the promotion and development of the candidate's own scholarly agenda and teaching interests, time as an Associate Professor must evidence a refocusing and reframing of the professorial role. The climb from the Associate to full Professor rank should be marked with an "other" focus, i.e., a desire and intentionality to serve and invest in the larger community of scholars in our field. While a scholar working to advance from the Associate to full Professor rank must clearly continue to promote her or his own research and teaching agendas, a substantive part of this new rank and role should be focused on helping to promote, develop, and advance students, junior faculty members, the department, the university, and the discipline at large.

**Criteria for Evaluation:**

In light of these core assumptions, in no particular order, the following criteria for evaluation are provided as examples of possible ways to demonstrate suitability for promotion.

**Teaching:**

The candidate for promotion must have a record of *effective* teaching, both inside and outside of the classroom as marked by:

- A consistent and significant pattern of high-quality teaching evidenced by measures that must include peer and student course evaluations.
- A high level of student mentoring which may include the direction of honors and graduate student theses and projects and the supervision of undergraduate and graduate research (i.e., conference presentations).
- In addition, teaching may be measured by teaching awards, development of courses and curriculum, and/or published teaching pedagogy.

**Research:**

The candidate should demonstrate that he or she has achieved a *national or international reputation* comparable to colleagues at R1 institutions or the highest esteemed journalism, public relations and advertising programs in the academy. Each candidate will have constructed a program of research consistent with the following standards:

- High-quality peer-reviewed journal articles and/or book chapters;

- The publication of high-quality academic press books;
- A record of substantial grant submission and/or external funding;
- Recognition as a high quality scholar/teacher by awards, honors, and other significant designations from the university or scholarly community.

**Service:**

Each candidate for promotion must be actively engaged in service to the department, the university, the community, and, as importantly, the profession. Each candidate should be an active member of a faith community. Other service markers may include:

- Service to the department, the college, and the university in accordance with the candidate's areas of expertise;
- Leadership and service on the regional, national, and/or international level within our scholarly/professional organizations, e.g., serving as a division chair for ICA or AEJMC;
- Professional/scholarly conference participation evidenced by regular attendance at meetings, regular presentation of scholarship, and active engagement in ongoing scholarly discussions;
- Serving as an editor of an academic journal or sitting on scholarly journal or book series editorial boards;
- Constructing a consistent and substantive record of media appearances and/or references of scholarly work by media outlets; and/or
- Active and ongoing involvement with community-based organizations, e.g., engagement through volunteer service, leadership on boards of directors, consulting, or mentoring that advances the mission and vision of the community organization.

**Interpersonal Relationships:**

The candidate should display collegial interpersonal relationships with students, colleagues, and other members of the university community. The candidate should also be supportive of and engaged with Baylor's distinctive Christian mission.

**Policies and Procedures Governing Promotion:**

The Provost's website includes a page devoted to *Policies related to employment with Baylor*, <https://www.baylor.edu/provost/index.php?id=948441>, which contains useful links related to promotion. Specific policies regarding the promotion process are governed by *BU-PP 702* <https://www.baylor.edu/content/services/document.php?id=42355>.

Beyond the university policies governing promotion in rank, the College of Arts and Sciences stipulates the following:

1. **External Letters:** At least five external evaluation letters will be provided for each promotion candidate. The external evaluators will be faculty holding the rank of Professor at peer or aspirant *research universities*. These letters will address the *national or international reputation* of the candidate. No more than one of these evaluators should be emeritus. None of the external evaluators should have been a collaborator or mentor of the candidate. The external evaluators will be instructed to specifically address the question of quality and impact of the candidate's work.
2. **Pre-promotion review:** Each faculty member interested in applying for promotion will arrange with the department to participate in a pre-promotion review three years before the year in which she or he intends to apply for promotion. (In rare instances, the Dean of the College of Arts & Sciences may grant an exception to the three-year lead time.) Pre-promotion reviews should include all of

the Professors in the department and a representative from the A&S Dean's office. The candidate should provide a current CV and a brief letter indicating progress made towards promotion in the areas of teaching, research and service in light of the expectations indicated above. Following the review the department chair will provide a letter summarizing the Professors' evaluations to the candidate and the A&S Dean's office.