

## **FACTORS FOR PROMOTION AND EMPLOYMENT SECURITY STATUS FOR ACADEMIC STAFF**

Academic Staff in the Department of Communication are employed to support the work of students and faculty as they pursue the scholarly, creative, educational, and service mission of the department.

Promotion and Employment Security Status (ESS) decisions in the department shall be made primarily based on excellence in job performance. Generally, for Academic Staff there is a minimum requirement of three years of service at each level prior to eligibility for promotion to the next level and the ESS process is to occur at the start of the fifth year of their contract. Excellence in professional achievement and service are also required but are given secondary weight. Excellence in scholarly or creative achievement, at the option of the academic staff member, will be considered but is not required. The job duties as described in the academic staff member's letter of offer or department approved job description will be considered in the review by the department chair, the dean, and academic staff evaluation committees. Academic staff within the department are hired as either Academic Service Officers or as Academic Advisors. In each department and even within departments Academic Service Officers are assigned to do very different jobs while Academic Advisors share similar job assignments. Therefore, the factors for the department academic staff should be considered as general guidelines. Generally, for Academic Staff there is a minimum requirement of three years of service at each level prior to eligibility for promotion to the next level and the ESS process is to occur at the start of the fifth year of their contract.

The promotion and ESS unit factors are as follows:

### **1. Job Performance**

In job performance, the standard of excellence is measured by the demonstrable contribution that the academic staff member makes to the department, college, and university in his/her assigned position. The criteria listed below should be considered.

- The candidate's effectiveness in relations with students, faculty, and other personnel within the department in the execution of his or her professional assignments will be a major factor.
- For those whose assignments include direct responsibilities for retention and recruitment, initiatives and efforts will be considered.
- The candidate's anticipation of new developments in their field and the future needs of students and faculty, as well as their initiatives to advance the program through such special efforts as applications for university or outside funding for such purposes as program enrichment, may also be an important factor in the assessment process.
- Innovative programs developed by the candidate to improve teaching, research, or administrative functions will be considered.
- The participation of the candidate in departmental efforts to reach the audience of extra-departmental students, faculty, and staff of the University as well as the citizens of the Detroit metropolitan area and cognate professions at large, may be an evaluation factor. Examples of initiatives in this area might include efforts to publicize and/or articulate the department's

educational purposes and programs through presentations, workshops, or participation in University, community, or professional groups on and off campus.

- Several of the support services overseen by our department academic staff are resources whose value extends beyond the department to the University community, the public, and the scholarly world at large. For those academic staff charged with responsibility for such services, the candidate's responsiveness to the needs of persons from outside the department would be a point for evaluation.
- For those whose assignments are primarily internal to the University, their ability to manage contacts with students, faculty, and staff external to the department with discretion, tact, and courtesy would be key evaluation criterion.

## **2. Professional Achievement**

The diversity of fields embraced by the department necessitates the pursuit of widely disparate areas of knowledge and practice. To be fully effective in servicing the teaching and research programs of the department, the candidate must remain current in their field. Accordingly, evidence of professional and/or creative achievements in venues of significance for the department as well as contributions to or participation in appropriate professional associations will be assessed in the promotion and ESS process. Evidence of such achievement would include advanced formal education, workshop attendance, and conference participation.

## **3. Service**

Service to the department, college, university, and to the community is expected of all academic staff members and will be considered for promotion and ESS. Service to the department, college and university includes principally serving on committees. In evaluation of service to the department, college, and university, the importance and duration of the committee assignment together with the extent and effectiveness of participation from the candidate should be considered. Community or public service that entails the application of a candidate's knowledge of their profession on behalf of individuals, foundations, agencies, organizations, or other entities in the public or private sector should also be considered.

## **4. Scholarly/Creative Achievement**

Scholarly/Creative achievement can be considered in promotion and ESS decisions at the option of the academic staff member and in conjunction with other factors. These activities are not a requirement of promotion and/or ESS. Papers and presentations at professional meetings, publication of books, journal articles, book chapters, and similar materials that contribute directly to the advancement of knowledge are to be considered scholarly achievement. The prestige of the meeting, the selectivity of the conference, the character of the audience, and similar considerations may be evidence of the importance of the scholarly or creative work. Work that has been invited or received favorable recognition such as prizes or awards is to be held in high regard when considering scholarly/creative achievement.

### Promotion from Rank to Rank

There is a minimum requirement of three years of service at each level prior to eligibility for promotion to the next level. In exceptional circumstances and upon the recommendation of the dean and the approval of the President, a member of the academic staff may receive a promotion in fewer than three years.

**Rank I** –This is a beginning professional rank. Basic qualification for entry is a bachelor’s degree from an accredited university/college or equivalent credentials from a foreign institution. Candidates at this level are in the process of developing a professional identity and competence in their field. Their work requires supervision and guidance. It is at this level that candidates should give evidence of beginning a record of excellence in professional achievement. While service is not required, it is encouraged. ESS is not normally granted at this level.

**Rank II** –All academic staff hired after August 1, 1992, must possess the master’s degree or higher to be eligible for appointment or promotion to this rank. Beyond the degree requirement, basic qualification for appointment or promotion to this rank is the demonstrated ability to carry out competently the range of professional functions pertaining to the candidate’s primary assigned duties/area. At this level, candidates should give evidence of an established record of excellence in professional achievement and a beginning record of service. The individual must demonstrate the ability to work well independently, to make sound decisions, and to have constructive/productive interactions with colleagues. Performance is at a higher level than a Rank I. Potential for continuing professional growth is a condition of promotion to Rank II.

**Rank III** – The essential characteristic of Rank III is excellence in overall job performance, professional achievement, service, and if appropriate scholarly achievement. Performance is at a higher level than a Rank II in terms of scope and depth of knowledge.

**Rank IV** –Generally, a candidate promoted to Rank IV is one who has received recognition beyond their department because of excellence in their job performance, professional accomplishments, and contributions to the profession. Appointment or promotion to this rank demands widely recognized contributions to the advancement of their professional field that are of greater scope and importance than those characterizing a Rank III. Excellence in job performance must be at the highest level with evidence of leadership and of a broad understanding of their profession beyond the primary assignment. Excellence in professional achievement and service must be demonstrated but are given secondary weight. Appointment or promotion to this level is based on an assessment of a person’s cumulative professional performance.

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