

Departmental Guidelines for Procedures for Promotion, Tenure, Professional
(6th year) Review and Annual Review for Untenured Tenure-track Faculty
Members

Department of Marketing

This document is intended only as a guide and should not be construed as a rubric or list of requirements.

Consistent with the mission of the University, as a “community of learners dedicated to teaching and to scholarship,” the Department of Marketing serves the needs of many different student populations. It contributes to the general education program by offering introductory marketing courses for all majors throughout the University in addition to service courses for many degree programs on the campus. It offers appropriate marketing courses for marketing majors at the undergraduate and graduate levels including those specializing in business analytics. It also offers business minor with focus on marketing for all majors on the campus. In addition to meeting the needs of current CCSU students the Department also strives to maintain connections with its graduates, those who are working in and outside the state of Connecticut. It upholds the University’s commitment to community engagement through partnerships with local businesses and academic institutions.

In order to cater for these diverse needs, the faculty, collectively, in the Department of Marketing, possesses a broad range of expertise in the field of marketing and are able to provide quality teaching and scholarship in a variety of settings.

- I. **Requirements for Review.** Each faculty member subject to review will be observed by at least one DEC faculty members and the Department Chair during the period of review i.e. one academic year, shall make arrangements for administration of the student opinion surveys for the courses taught subsequent to the last evaluation, and shall provide a portfolio documenting the member’s professional accomplishments. Consistent with the AAUP contract, load credit (e.g. teaching) is considered first, then creative activity, productive service and professional activities in order. Each of these requirements is described in detail below.
- II. **Differentiation of Requirements by Category.**
 - a. First Year Renewal.
 - i. New faculty members will be assigned a department mentor (generally a non-DEC member) who will meet with them regularly, make visits to their classrooms, review their first semester student opinion surveys with them, discuss their research plans and guide them through the review process during their first year.

- ii. First Year Faculty will prepare a portfolio of their professional work. It will provide evidence of adequate preparation for their teaching responsibilities –detailed syllabi, course assessment results, as well as a commitment to developing sound teaching practices. First year faculty will be evaluated primarily on their teaching. The portfolio may also include any evidence of creative activity and service to the Department.
- b. Annual Renewal for Un-tenured faculty.
 - i. Load Credit Activity. Faculty will document their continued growth of teaching effectiveness. This includes effective teaching documented by peer observations, including the DEC members', and student opinion survey, as well course materials that they have developed for courses they have been teaching.
 - ii. Creative Activity: There are many different ways to contribute to scholarly activities within the marketing sciences discipline such as peer reviewed publications, textbooks (chapters), presentations at academic conferences, acquired grants consultations with businesses in professional capacity. These activities, which contribute to the growth of the marketing sciences and advancement of the Department and University mission, can be either alone or in collaboration with other members of the Department/CCSU and other academic and/or business establishments. It can also be in the form of patents and materials developed for computer and Internet use. **This list is not meant to be exhaustive.**

The DEC will assess the suitability of materials submitted.

- iii. Productive Service Activity. Faculty will continue to demonstrate service to the Department and the University. Service activities may include departmental activities such as memberships on search committees, DEC, open house, student club advisor or leadership roles such as chair of the committee or department chair, etc. Service on university level may include committee membership such as faculty senate, curriculum committee, library committee etc. **Activities listed above are not meant to be exhaustive.**
- iv. Professional Activity. Faculty can demonstrate Professional Activity by maintaining memberships appropriate to their area of expertise and document attendance at local, regional, national and international conferences. Other professional activities include consulting, reviewing papers and books, coordinating conferences and writing grant applications.

- c. Promotion.
 - i. Load Credit Activity. Faculty will document their continued growth of teaching effectiveness in classrooms. They will provide evidence of effective teaching over the period since their last promotion.
 - ii. Creative Activity. Faculty must document that they have been actively engaged in creative activity as described in b (ii) above.
 - iii. Productive Service Activity. Faculty can demonstrate service to the Department and the University as in b (iii) above.
 - iv. Professional Activity. Faculty can demonstrate that they are professionally active through memberships, conferences, reviewing of papers and books as in b (iv) above.
 - v. Those seeking promotion must provide documentation of their activities in all four categories for the entire period since their last promotion or initial appointment, whichever is more recent.

- d. Tenure Review
 - i. Load Credit Activity. Faculty must demonstrate effective teaching.
 - ii. Creative Activity. Faculty must document significant progress on their active and sustained creative scholarly activities as described in b (ii) above.
 - iii. Productive Service Activity. Faculty must demonstrate service to the Department and the University as in b (iii) above.
 - iv. Professional Activity. Faculty will maintain memberships appropriate to their area of expertise and document attendance at local, regional, national and international conferences as in b (iv) above.
 - v. Those who seek tenure will provide documentation of their professional activities for the entire period since their first year.

- e. Professional (6th year) Assessment
 - i. The primary purpose of the 6th year assessment is to evaluate the load credit activity, creative scholarly activity, service, and professional activity of the Faculty member under review.
 - ii. Faculty will document their activities during the year since their last review through a portfolio that includes sections on: load credit activity (including samples of student opinion surveys

from all classes subsequent to the last evaluation), creative activity, productive service to the Department and the University, and ongoing professional activities.

v. Observation of Teaching by Faculty Colleagues

- a. The Department of Marketing considers the classroom observations to be a valuable assessment tool. At least one DEC member and chair will document classroom visits by using the Class Visitation form during an academic year. The faculty member may request that other peers visit their classes. Peer evaluations should be included in the portfolio in the section on Load Credit Activity.

vi. Student Opinion Surveys

- a. Faculty being assessed will provide student opinion surveys analysis outlining the changes made in pedagogy.

vii. Portfolio Contents

Each candidate for promotion, tenure or 6th year evaluation shall complete in a single dossier a succinct, comprehensive, uniformly formatted summary of his or her accomplishments. The dossier must have a table of contents. It is recommended that each dossier contain the following:

1. A current curriculum vitae;
2. All evaluative letters from Department Evaluation Committees, Chairs, and Deans at CCSU that have been written in the previous five years should be included;
3. A narrative statement that should be limited to the recommended maximum of 2000 words (i.e., approximately 4 single-spaced pages);
4. A section labeled "Load Credit Activity" containing:
 - a. A brief introductory narrative (if desired),
 - b. A summary of distribution of load credit for the period under evaluation,
 - c. Statistical summaries and representative students' comments from the student opinion surveys for the period concerning the evaluation, and
 - d. Peer teaching evaluations;
5. A section labeled "Creative Activity" containing
 - a. A brief introductory narrative (if desired), and
 - b. A list of creative works organized with subheadings as suggested in the appendix and with clear indication for each

item whether a work is completed (e.g., published), accepted, submitted, or in progress;

6. A section labeled "Productive Service to the Department and University" containing
 - a. A brief introductory narrative (if desired),
 - b. A list of Direct Service organized with subheadings as suggested in the appendix, and
 - c. A list of Service as a Representative of CCSU organized with subheadings as suggested in the appendix;
7. A section labeled "Professional Activity" containing
 - a. A brief introductory narrative (if desired), and
 - b. A list of activities organized using subheadings as suggested in the appendix; and
8. A copy of the Departmental guidelines.

Please see the Faculty Senate Promotion and Tenure Policy for Tenure-track Teaching Faculty adopted October 22, 2007 for further details and suggested items in section VI Implementation. This document is available on-line at:

http://web.ccsu.edu/facultysenate/files/Supporting_Documents_2014-15/P&TPolicy102714.pdf

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