

**Guidelines for Tenure and Promotion
in the
School of Visual Communication
in the
Scripps College of Communication**

at
Ohio University
2005

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Guidelines for Tenure and Promotion in the School of Visual Communication

I. Brief History

Ohio University's School of Visual Communication is an interdisciplinary program bridging the philosophical and practical balance between journalism and art. Funded by the Colleges of Communication, this school provides applied, broad-based training in a variety of visual communication skills while maintaining a commitment to a traditional liberal arts education. The school is recognized nationally for its leadership role in career-oriented, professional photographic, multimedia, and design education.

The school grew from the Institute of Visual Communication which was established in 1978. This school has as its heritage one of the nation's oldest collegiate photography programs and one of the country's foremost journalism programs. The Ohio Board of Regents awarded a Program Excellence Award to Visual Communication in 1984. The school was one of only 22 programs honored, out of 200 applicants, in the inaugural year of this statewide education excellence recognition program.

Undergraduate students may earn a bachelor's degree (BSVC) from the College of Communication in photojournalism commercial photography, informational graphics and page design, and interactive multimedia. Graduate students may earn a master's degree (MA) from the school through the College of Communication.

The success of this program is based on Ohio University's commitment to academic program flexibility and interdisciplinary studies. The nature of the School of Visual Communication's tenure and promotion document reflects the interdisciplinary nature of this program.

II. Curricular specialties and faculty

The School of Visual Communication is a broad-based, applied photography, multimedia, and design program that defines and teaches the need for high quality visual education in management, editing, picture usage, and presentation in all forms of visual material.

The school is staffed by professionals and academics who maintain active involvement within their areas of expertise. These professional connections foster a strong student internship program which is a required part of the undergraduate program. Visual Communication is active in professional organizations, student placement and the expansion of management positions for

visual communicators within the print and multimedia industry.

III. Criteria and value within the school

The School of Visual Communication has established criteria to be used when faculty members are invited to apply for tenure or for advancement in rank. Because Ohio University is primarily a teaching and research institution, teaching and professional activities are more important requisites for tenure or promotion than is service. An exact template of mandatory achievement within the three areas (teaching, professional and/or creative activities, and service) will not be specifically defined by this document.

The School of Visual Communication has established its criteria on the highest professional values of the industry which it serves. To distinguish itself from similar programs, to address current professional concerns, develop graduates who will excel in their chosen field and become leaders, and to seek ever higher standards in visual communication, the school sets and maintains a rigorous level of performance for both students and faculty. The School of Visual Communication strives for excellence, to be exceptional, and to seek the highest standards. This is attained by pursuing the following ideals:

- ! leadership as opposed to participation
- ! rejection of minimum standards
- ! recognition by academic and professional peers
- ! demonstration of teaching effectiveness through student success
- ! enthusiasm for teaching and professional activities
- ! commitment to collegiality and cooperation within the university community

A. Teaching

In the School of Visual Communication, teaching excellence is expected. Teaching excellence includes active and innovative class preparation, curriculum and course development, involvement with professionals, and high quality classroom instruction. These teaching activities must be supplemented with active counseling, student motivation and advising, as well as seeking top-quality professional internships for students. Within this context a faculty member is expected to maintain strong professional connections and be involved in mid-career education for non-traditional students. A more complete listing of valued teaching activities and responsibilities is included in Appendix A, *Workload Policy*

B. Creative, professional, or scholarly activities

In the School of Visual Communication, the phrase “creative, professional, or scholarly activity” is interpreted broadly. The field of visual communication includes, but is not limited to, production of art, photojournalism, photo-illustration, as well as the publication of material in magazines, newspapers, books, educational journals and computer programs. Publishing and

production are not the sole areas of professional activity. Involvement in research, consulting, professional education, presentations of professional workshops/lectures, and serving as a juror for professional competitions are all valued activities. A more complete listing of valued creative, professional, or scholarly activities is included in Appendix A, *Workload Policy*

C. Service

For Visual Communication, service is not limited to participation in activities relating to teaching in a small quality program. Routine involvement in committee work is an expected element of service in our program. For tenure and promotion consideration, service to the community, school, colleges, and university should exceed the minimum.. A more complete listing of service activities is included in Appendix A, *Workload Policy*.

IV. Procedures for promotion and tenure

This document addresses the specific requirements and expectations for advancement in the School of Visual Communication in the College of Communication.

This section of the document describes the procedure the promotion and tenure committee will follow. Wherever a procedural step expands a university, college, or school guideline, or the faculty handbook, it will be noted.

Each year a promotion and tenure committee will be selected to review the files of the school's faculty. This committee will be selected by the Director of the School of Visual Communication in consultation with the Dean.

Step A: Review for invitation for promotion as outlined by the Faculty Handbook section II. E. , “Procedures for Tenure and Advancement in Rank and Recommendations for Salary Increases”.

Note: This information can be found on the World Wide Web at:

<http://www.ohio.edu/facultysenate/handbook/>

The promotion and tenure committee will review in the spring quarter all candidates eligible for invitation to apply for promotion and tenure. The committee will use the annual Faculty Activity Updates and other appropriate material in the candidate's personnel file. Individuals selected by this committee will be notified by the Director that they are eligible to apply for promotion and/or tenure. This invitation to apply for tenure and/or promotion is no longer required by the university faculty handbook, but will be continued as a practice within the School of Visual Communication.

This spring review for invitation to be actively considered for tenure and/or promotion will take place by May 15. The candidate who wishes to be reviewed for tenure should notify the chair of the promotion and tenure committee in writing of their decision by October 15.

Those invited who wish *not* to be considered must express their decision in writing to the committee chair-person and the Director by October 15.

Those invited who desire to be considered for tenure are advised to meet with the promotion and tenure committee chair-person for a review session of procedural requirements. Those wishing to be considered but *not* invited to do so may submit appropriate supplementary material to the Director and are encouraged to meet with the committee chair-person for a review session.

Step B: The Promotion and Tenure Committee shall consist of all tenured persons above the rank of the faculty member being considered. The committee shall consist of a minimum of three faculty with the committee being augmented by individuals in a cognate area in the College of Communication if necessary. The Chair of the promotion and tenure committee shall be a member of the tenured faculty from the School of Visual Communication. The rule regarding rank will be waived if necessary to allow a faculty member from the school to chair the committee. All others appointed will meet the necessary rank requirement.

Step C: A candidate for promotion and/or tenure shall provide the promotion and tenure committee with the names and addresses of ten colleagues and ten former students. The list is due November 1.

The promotion and tenure committee will provide the names of at least three outside evaluators from the applicable discipline(s) within the field of visual communication. The committee will solicit letters of evaluation from at least eleven persons, four individuals from the candidate's list (students, and colleagues) and solicit a more involved review from three external evaluators.

The candidate is not to initiate contact with persons on any of these lists after the November 1 due date for the list.

The committee will solicit evaluation letters from among the names on the combined lists as soon as possible after the deadline.

Step D: The dossier and all material will be submitted to the committee chair-person by October 15. The committee will:

1. Review the dossier for completeness.
2. Prepare and send material to selected outside reviewers.
3. Extract from the individual's personnel file copies of appraisal letters since last promotion or since initial appointment in the case of tenure candidates.
4. Extract from individual's personnel files a copy of the original letter of appointment.
5. Establish a review date for each candidate.
6. All P/T committee members will have read the content of the candidate's dossier prior to the review date.
7. Upon completion of review and discussion of the dossier(s), additional information may be

sought by the committee to resolve questions or substantiate findings arising from the dossier or discussion. This may include but is not limited to faculty input, input from committee chair-persons and student testimonials not provided by the candidate.

8. After review of all information provided and solicited, a vote will be taken by the committee for each area considered, specifically teaching, service, and creative, professional, or scholarly activities,. This vote will be reflected in the report and recommendation from the committee to the director. Another formal vote on the candidate's overall application will be taken. A simple majority of the total committee is necessary for a favorable decision to be forwarded to the Director of the School of Visual Communication.
9. A summary report supporting the committee's recommendation will be approved by the full committee for accuracy. The report will be representative of all opinions, minority and majority. The summary report and recommendation, and the individual committee evaluation forms will be forwarded to the school's director.
10. The summary report and recommendation, and the dossier will be forwarded to the Director of the School of Visual Communication by the deadline of February 7.

Step E: The candidate will be notified of the Director's recommendation by February 15.

A candidate's positive decision proceeds to the college level as outlined in the Faculty Handbook. After consultation with the college committee, the dean will review the school's decision and follow the procedures of the Faculty Handbook and Provost's document.

Step F: The individual's tenure and promotion committee will handle all decisions in compliance with the Faculty Handbook.

Appeals of decisions are to conform to Faculty Handbook grievance procedures outlined in section II.F. As stated in this section, the initial appeal by the faculty member must be made within 45 days from the date of notification of non-reappointment or denial of promotion and/or tenure. Further time restrictions and conditions are given in the Faculty Handbook in section II.F.

V. Minimum expectations for Tenure and Promotion

The School of Visual Communication uses years in service only as a starting point for eligibility for promotion and tenure. Promotion and tenure can be accomplished simultaneously during the same academic year. The date for tenure is stated within the initial contract at Ohio University.

According to the Faculty Handbook (II.6.a), “Tenure is awarded to those individuals whose records indicate that they are likely to continue to make significant positive contributions to the academic life of the University throughout their professional careers.” One of the goals of the following sections is to clarify and define that mandate for persons working within the School of Visual Communication.

Visual Communication holds that all material presented and defined within this document is in compliance with college documents, university documents and the faculty handbook material which define promotion and tenure. A faculty member being considered for promotion and tenure is responsible for his or her awareness of and compliance with those documents.

A. Minimum consideration for tenure

To be awarded tenure the following levels of achievement must exist.

1. Academic qualification expected for tenure is defined by one of the following:

- a. Exceptional and extended professional accomplishments within a medium or the media and a bachelor's degree
- b. High quality professional work and a master's degree
- c. High quality professional work and a terminal degree in research (Ph.D.) or studio production (MFA).

2. Teaching achievements expected for tenure must be defined by the following:

- a. Demonstrated commitment to excellence in the college classroom, including teaching, advising, and academic unit planning
- b. Active involvement in interdisciplinary teaching
- c. Top quality involvement in curricular planning, non-traditional education, or professional workshops

These achievements will be evaluated, in part, by reviewing student evaluation summaries for classes taught by the candidate. These summaries must be representative of the variety and scope of classes taught during the past five years. Student evaluation summaries from the majority of classes taught since the last review should be included for thoroughness.

Letters of appraisal from directors and committee chairs in the candidate's file will be used for additional support. Evaluation letters and opinions of faculty colleagues will be used to define further the candidate's teaching performance.

Additional clarification of expected teaching loads and performance assessment is given in Appendix A, *Workload Policy*

3. Creative, professional, or scholarly achievements for tenure must be defined by continuing activities in at least one of the following areas:

- a. Active involvement or production in photojournalism, commercial photography, new media, design or informational graphics in the media.

- b. Active presentation of work outside the local area.
- c. Consulting and assisting the media in all areas of visual communication on a regional, state, or national level.
- d. Involvement in workshops and conventions as more than an observer.
- e. Juror for regional shows or competitions.
- f. Active membership in professional organizations.
- g. Publishing material and producing work for the media.
- h. Publication in professional journals.
- i. Publications of textbooks, monographs, or computer programs in the field of visual communication.
- j. Research in the history, practices, technology, production, or publication of visual materials.
- k. Other creative, professional, or scholarly achievements as detailed in Appendix A, *Workload Policy*.

The promotion and tenure committee and outside evaluators will assess the candidate's professional achievements.

4. Service achievements expected for tenure must be defined by continuing activities in several of the following areas:

- a. Involvement in service areas beyond the normal school and college committee assignments
- b. Involvement in special-events planning
- c. Involvement in ad hoc committees
- d. Involvement in unit grant-writing projects
- e. Other service activities as detailed in Appendix A, *Workload Policy*

The promotion and tenure committee and outside evaluators will assess the candidate's service achievements.

The previous summary and elements detailed in the Workload policy (Appendix A) is not offered to the committee, reviewer, or candidate as an inclusive checklist for tenure by the School of Visual Communication, but rather as an indicator of the kinds of achievements that merit tenure consideration.

B. Consideration for advancement: Assistant to Associate Professor

To be awarded promotion from assistant to associate professor, the following levels of achievement must exist:

1. Academic qualification expected for promotion must be defined by one of the following:

- a. Exceptional and extended professional accomplishments within a medium or the media and a bachelor's degree
- b. High quality professional work and a master's degree
- c. High quality professional work and a terminal degree in research (Ph.D.) or studio production (MFA).

2. Teaching achievements expected for this promotion are defined by the following:

- a. Demonstrated commitment to excellence in the college classroom including teaching, advising, and academic unit planning
- b. Active involvement in interdisciplinary teaching
- c. Top quality involvement in curricular planning, non-traditional education and professional workshops

The candidate is expected to maintain the teaching excellence demonstrated at the time of tenure. Increased effectiveness and achievements will be considered favorably for subsequent promotion and merit.

These achievements will be evaluated, in part, by reviewing student evaluation summaries for classes taught by the candidate. These summaries must be representative of the variety and scope of classes taught during the past five years. Student evaluation summaries from the majority of classes taught since the last review should be included for thoroughness.

Letters of appraisal from directors and committee chairs in the candidate's file will be used for additional support. Evaluation letters and opinions of faculty colleagues will be used to further define the candidate's teaching performance.

Additional clarification of expected teaching loads and teaching performance assessment is given in Appendix A, *Workload Policy*

3. Creative, professional, or scholarly achievements for this promotion must be defined by continuing activities in several of the following areas:

- a. Active involvement or production in photojournalism, commercial photography, new media, design or informational graphics in the media.
- b. Active presentation of work outside the local area.
- c. Consulting and assisting the media in all areas of visual communication on a regional, state, or national level.
- d. Involvement in workshops and conventions as more than an observer.
- e. Juror for regional shows or competitions.
- f. Active membership in professional organizations.
- g. Publishing material and producing work for the media.
- h. Publication in professional journals.

- i. Publications of textbooks, monographs, or computer programs in the field of visual communication.
- j. Research in the history, practices, technology, production, or publication of visual materials.
- k. Other creative, professional, or scholarly achievements as detailed in Appendix A, *Workload Policy*.

The candidate is expected to maintain the professional excellence demonstrated at the time of tenure. Increased effectiveness and achievements of note will be considered an asset for subsequent promotion and merit.

The promotion and tenure committee and outside evaluators will assess the candidate's professional achievements.

4. Service achievements expected for this promotion must be defined by satisfactory performance in all activities to which the faculty member is appointed or assigned and exemplary performance in at least one of the following category of service:

- a. Involvement in service areas beyond the normal expectation of School and College committee assignments
- b. Involvement in special-events planning
- c. Involvement in ad hoc committees
- d. Involvement in unit grant-writing projects
- e. Involvement in other service activities as detailed in Appendix A, *Workload Policy*

The candidate is expected to maintain the service excellence demonstrated at the time of this promotion. Increased effectiveness and achievements will be favorably considered for subsequent promotion and tenure.

The promotion and tenure committee and outside evaluators will assess the candidate's service achievements.

The previous summary and elements detailed in the Workload policy (Appendix A) is not offered to the committee, reviewer, or candidate as an inclusive checklist for promotion to Associate Professor by the School of Visual Communication, but rather as an indicator of the kinds of achievements that merit consideration.

C. Consideration for advancement: Associate Professor to Professor

Promotion to the rank of Professor demands significant achievement and continued development of creative, academic and professional work at the highest level. This promotion should indicate achievement and recognition at top academic and professional levels. A candidate must no

longer hold the mere promise of high achievement, but should demonstrate achievement at the top level of the field of Visual Communication.

It is not expected that every candidate will perform evenly and significantly in all areas of this creative field, but rather that the candidate will show expertise and achievement of note in his or her individual area or sections of the field of visual communication.

1. Academic qualification expected for this promotion must be defined by one of the following:

- a. Exceptional and extended professional accomplishments within a medium or the media and a bachelor's degree
- b. High quality professional work and a master's degree
- c. High quality professional work and a terminal degree in research (Ph.D.) or studio production (MFA).

2. Teaching achievements expected for promotion to Professor is defined by the following:

- a. Leadership in teaching excellence in the college classroom
- b. Leadership in interdisciplinary teaching, classroom development, innovative planning for new directions and technology in the discipline
- c. Leadership in curricular planning, non-traditional education, professional workshops and educational consulting.

See Appendix A, Workload Policy for a clarification of expected teaching loads and expectations.

Student evaluation summaries for classes taught by the candidate will serve as a basis for this evaluation. These evaluations must be representative of the variety and scope of classes taught during the past five years. Student evaluation summaries from the majority of classes taught since the last review should be included for thoroughness.

Evaluation letters and opinions of faculty colleagues, outside reviewers, and achievements will be used as a primary tool to define the candidate's teaching performance. This assessment also will include letters of appraisal in the candidate's file, from directors and committee chairs. Other evidence of teaching effectiveness such as unsolicited student testimonials may also be weighed

The rank of professor in the School of Visual Communication is not to be awarded merely as the capstone to an academic career. This rank is to be granted when the highest academic and professional levels are attained, together with demonstration of drive and commitment for further excellence and achievement.

3. Creative, professional, or scholarly achievements for promotion to Professor must be defined by continuing activities in several of the following areas:

- a. Involvement in visual communication production or consulting in significant national or international media and design.
- b. Creative, professional, or scholarly achievements on an international or national level, or exceptional work on more than a local basis.
- c. Consulting and assisting significant national or international media in an area of visual communication.
- d. Leadership in workshops and conventions.
- e. Active leadership in professional organizations
- f. Publishing material and producing work for the media on a national or international basis.
- g. Consulting and assisting major publications in areas of photography, design, multimedia, or computer programs.
- h. Significant publications in professional journals.
- i. Publications of textbooks, monographs, or computer programs of note in visual communication.
- j. Juror for national shows or competitions.
- k. Research in the history, practices, technology, production, or publication of visual materials.
- l. Other national or international important creative, professional, or scholarly achievements as detailed and ranked in Appendix A, *Workload Policy*.

The promotion and tenure committee and outside evaluators will assess the candidate's professional achievements.

4. Service achievements expected for promotion to Professor must be defined by continuing activities in several of the following areas:

- a. Leadership in service areas beyond the normal expectation of school and college committee assignments.
- b. Leadership in special-events planning.
- c. Leadership in ad hoc committees, new directions, and planning within the university, the colleges, and the academic unit.
- d. Leadership in unit grant-writing projects.
- e. Leadership in non-tradition education and professional workshop planning.
- f. Leadership in additional service areas detailed in Appendix A, *Workload Policy*

The promotion and tenure committee and outside evaluators will assess the candidate's service achievements.

Appendix A

Workload Policy
for the
School of Visual Communication

Workload Policy - Ohio University's School of Visual Communication

The School of Visual Communication's mission is to provide exemplary education for both undergraduate and graduate students enrolled in the program and to foster an active creative environment for both students and the faculty. The School of Visual Communication's workload policy provides expectations of the faculty as a means for fulfilling our mission.

Teaching

Providing exemplary instruction is the primary mission of the School of Visual Communication. The quality of instruction is maintained through limited class sizes, and intense personal interaction between students and faculty both in the classroom and in non-credit activities.

By design, the majority of 200-level and higher classes within the school are limited to 25 students to maximize active participation of students in the learning process. The school also strives to limit the number of undergraduate classes taught by graduate students. The vast majority of undergraduate classes are taught by full-time faculty. In addition, faculty members are expected to contribute to excellence in undergraduate education by embracing the teaching and advising of undergraduate students.

Other factors also contribute to teaching excellence. Collaborative/interdisciplinary teaching is encouraged through combined class projects. Innovative pedagogies that provide active participation of the student in the learning process are encouraged.

Instructional and Advising Load

The usual instructional and advising load is to be comprised of teaching two courses per quarter (six per academic year). In addition, faculty are expected to participate in student advising activities, providing job and internship guidance for students, undertaking individual study arrangements with students, and/or directing thesis projects and dissertations.

Director's Reduction: When serving as the director of the School of Visual Communication, an individual's instructional load is reduced by as many as four courses per year. The remaining two classes (minimum) for which the individual is responsible may be taught in any schedule that does not adversely impact the mission of the school.

The director's responsibilities for student advising work, independent study arrangements, and thesis direction remain for all three academic quarters regardless of teaching load reductions.

Group 1 (retired) faculty: During early retirement, the faculty member will be permitted to teach the equivalent of one quarter each academic year. The term (Fall, Winter, or Spring) to be taught each year will be determined by the faculty member after discussion with his/her academic department head and after consideration of the needs of the department.

If the faculty member is assigned significant service and/or creative/research/professional activity during the chosen quarter(s), a quarter's teaching load is defined to be two classes. If the faculty member does not desire to undertake activities outside of his/her teaching responsibilities, a quarter's teaching load is defined to be three classes.

Group II faculty: Group II faculty consist of experienced persons holding part-time appointments. Because of the part-time status, persons employed as Group II faculty can be assigned up to two classes per quarter. Other significant non-teaching responsibilities consistent with the educational mission of the school may be assigned to a Group II faculty member with a corresponding reduction in teaching load, but in all cases the minimum teaching load is to be one class during any one quarter.

Group IV faculty: Group IV faculty consist of persons holding *visiting professor* or other full-time appointments. Most Group IV faculty in the School of Visual Communication will be responsible for two classes per quarter (Fall, Winter, Spring) and undertake service and creative/research/professional activities consistent with Group I faculty work loads. A Group IV faculty could elect to forego service and creative/research/professional activities in which case the teaching load will be three classes per quarter.

Special Case Reductions: Under certain circumstances, a faculty member may be granted a teaching load reduction by the director of the School of Visual Communication after having consulted with the dean's office. Such teaching load reductions are uncommon, and are granted on a case-by-case basis. They shall be granted in accordance with procedures outlined in the Faculty Handbook.

Leaves and Absences: The Faculty Handbook outlines procedures for other leaves (Faculty Fellowships, etc.) and absences from class.

Assessment of Teaching Performance:

Annual faculty reviews concerning teaching performance will be conducted for all faculty - both tenured and untenured. While the formally-administered student evaluations of classroom performance are a major component of evaluations of teaching performance, other factors also enter into the P&T committee's overall evaluation. One such factor is the success of students in non-academic areas that include:

- Internships and post-graduation jobs
- Awards
- Publications
- Notable workshop and seminar participation
- Participation in student and professional organizations

Another factor considered in the committee's evaluation of teaching performance is unsolicited feedback from students obtained in discussions and other informal meetings.

Additionally, faculty may informally observe another's teaching and significant observations

may be included in the factors aiding the P&T committee's decisions.

Finally, grade distributions may be taken into account when weighing the merit of student evaluations of teaching.

The P&T committee is charged with gathering and weighing available factors when evaluating teaching performance. After the factors are weighed, the chair of the P&T committee gathers the comments made during the review discussion, and provides them in written form to the director of the school who incorporates them into a letter to each faculty member. These written comments from the director are given to each faculty member to be used as feedback for teaching performance.

Creative or Scholarly Activity

Faculty in the School of Visual Communication are expected to engage in creative, research, or scholarly pursuits. The means for pursuing creative or scholarly activities are numerous and varied. The following list represents typical activities that may be undertaken by faculty, but the list should not be construed as all-inclusive. There may exist other creative or scholarly possibilities that have not been considered.

The activities have been ranked into categories as very highly valued, highly valued, and valued. For workload purposes, it is possible that some activities ranked as valued may actually require more effort and time than activities listed in the very highly valued category. The Promotion and Tenure committee will assess the merit of activities undertaken in the pursuit of creative/scholarly achievement.

While faculty will likely undertake creative/scholarly activities in several categories, it is unreasonable to expect that an individual will have achievements in all areas.

Creative or scholarly activities that reach a national or international audience are valued more highly than regional (state) or local (county) audiences. One must be careful however not to judge the location in which an event is held instead of the intended audience. Nationally prominent venues for creative or scholarly work may be held within the local area and they should be ranked according to intended audience or reputation.

Very Highly Valued

- Book Author or Co-author
- Book Editor
- Editor, refereed journal, national publication
- Published manual, workbook, or monograph
- Published article in national or international publication
- Published single or multiple photograph/illustration in a national or international publication
- Refereed article or paper presentation
- Lead principal investigator or co-PI, externally funded grant
- Single artist professional juried/invited exhibit or show, national

- Published exhibit catalog, national or international
- Judge/juror for a professional show, exhibit, or competition, national or international
- Chaired, organized, or refereed a professional workshop/seminar/conference, national or international
- Presentation designer for print publication, national or international
- Interface designer for commercial/institutional multimedia publication, national or international
- Illustrations or picture editor for a print or multimedia publication, national or international
- Author of significant computer software program for use within the field
- Developer of significant technology for a commercial/institutional client, national or international
- Commissioned or contracted work for a business, person or organization (i.e., book contract)
- Editorial consulting for a national or international publication (i.e. newspaper, magazine, book or multimedia)
- Consultant to industry or to government on a national or international level
- Significant awards or recognition for work on a national or international level
- Awarded a patent for significant work

Highly Valued

- Editorial consultant, designer, or picture editor for a regional publication (i.e. newspaper, magazine, book or multimedia)
- Presentation design for print publication, regional
- Interface design for commercial/institutional multimedia publication, regional
- Editor of a regional journal
- Published exhibit catalog, regional
- Published article in a regional publication
- Single or Multiple pieces of work published in a book
- Published manual, workbook, or monograph, regional
- Single artist professional juried/invited exhibit or show, regional
- Single artist professional non-juried exhibit or show, national
- Single or multiple pieces of work in professional juried/invited show or contest, national
- Curator of a professional juried show, national or international
- Judge/juror for a professional regional show, exhibit or competition
- Judge/juror for national or international show, exhibit or competition
- Non-refereed article or paper presentation, national
- Lead principal investigator, internally funded grant
- Researcher, externally funded grant
- Panel participation, national
- Invited editorial, commentary, or review on a national or international level
- Published single or multiple photograph/illustration in a regional publication
- Author of significant content published on the web, national
- Published freelance design, photography, web design, or video, national
- Chaired, organized or refereed a professional workshop/seminar/conference, regional
- Invited editorial, commentary, or review on a national or international level

- Invited or refereed presentation as part of a workshop/seminar/conference, national
- Awards or recognition for work on a regional level
- Consultant to industry or to government, regional
- Invited expert for national radio or television shows
- Pursuing non-required advanced academic work resulting in a creative/research product
- Expert litigation witness in a trial
- Lead PI in grant preparation and submission
- Outside reviewer for promotion or tenure cases

Valued

- Single artist professional juried/invited exhibit or show, local
- Single artist professional non-juried exhibit or show, regional or local
- Single or multiple pieces of work in professional juried/invited show or contest, regional or local
- Curated a professional juried show, local
- Judge/juror for a professional juried show or contest, regional or local
- Single or multiple pieces of work non-juried exhibit or show
- Judge/juror for non-professional juried show or contest, regional or local
- Editor, refereed journal, local
- Non-refereed article or paper presentation, regional or local
- Editorial consultant, local
- Panel participation, regional or local
- Published exhibit catalog, local
- Published editorial, letter, book review, etc., regional or local
- Published article in a local publication
- Published single or multiple photograph/illustration in a local publication
- Designer or Picture Editor for a local publication
- Published freelance design, photography, web design, or video, regional or local
- Consultant to industry or to government on a local level
- Organized or refereed a professional workshop/seminar/conference, local
- Invited or refereed presentation as part of a workshop/seminar/conference, regional or local
- Other panel /workshop/seminar/conference participation beyond merely attending
- Serving or quoted as an expert source or specialist for regional radio or television, or in research
- Research into the history, practices, technology, production, or publication of visual materials
- Entry into Juried Competitions
- Creation or production of a photograph, illustration, video, or multimedia production for eventual publication
- Freelance work within the field for a business, person or organization
- Awards or recognition for work on a local level

Service Activities

Faculty in the School of Visual Communication are expected to actively participate in service

activities. University, college, and school committee assignments are generally agreed upon at the beginning of the academic year. In addition, several functions undertaken by the school require a commitment of time for a strong program. One such function is the selection process for incoming undergraduate students performed on a Friday and Saturday for two weekends near the beginning of Winter quarter. Participation in the selection of graduate students is another such example.

Given below is a non-inclusive listing of possible service activities and a ranking of them. As with creative or scholarly activities, it is entirely possible that service ranked in a lower category may require more workload than a very highly valued service. The P&T committee will evaluate the work performed and make note of such exceptions when they occur in the individual's annual review letter.

Very Highly Valued

- University committee participation
- Chair of a committee in a national/international professional organization
- Activities to secure outside funding
- Serving as faculty advisor to student organizations (i.e. Society for Photographic Illustrators, students chapter of the National Press Photographers Association, OU Multimedia Society, student chapter of Society for News Design, and Black Student Communication Caucus)

Highly Valued

- College committee participation
- Planning or managing extra-curricular functions (annual Dawn to Dusk project, Communication Week events, arranging outside speakers, etc.).
- Committee participation in a national/international professional organization
- Off-campus recruiting activities
- Performing administrative duties

Valued

- School committee participation
- Participation in extracurricular school functions (i.e. Dawn to Dusk project, Communication Week events, and annual school exhibition)
- On campus meetings with prospective students, alumni and other guests
- Participation on the process for selecting graduate and undergraduate students
- Facility oversight, improvement or maintenance (i.e. photo studios, darkrooms, and classrooms)
- Facilitating student placement in internships
- Job placement for alumni
- Services benefiting the region and community
- Attending weekly faculty meetings
- Attending quarterly College Faculty meetings
- Performing administrative duties
- Hosting guests or alumni

- Attending annual Commencement and Honors Convocation ceremonies

Workload Policy Revision History:

October 2004: This document was presented to the faculty of the School of Visual Communication for comment. After a few minor modifications resulting from comments, it was considered adopted and given to Terry Eiler, director of the School of Visual Communication.

May 20, 2005: Addition of Group I (retired), Group II, and Group IV faculty teaching responsibilities.

May 25, 2005: Minor revisions after feedback from faculty.

1/27/2007 minor revisions to reword "academic achievement" to be "academic qualifications"

William R. Schneider, Associate Professor
Chair, Promotion and Tenure Committee
School of Visual Communication