

## **Department Merit Pay Criteria**

### **Department of Advertising MERIT PAY CRITERIA FOR TEACHING, RESEARCH, SERVICE**

#### General

Achievement worth merit consideration goes beyond the basic duties assigned to the faculty and the beginning of a semester. This means one of two things.

1. An outstanding record of achievement in assigned duties that surpasses normal functioning of comparable faculty members in such roles.
2. Achievement that is clearly above and beyond assigned duties.

#### **Criteria used to Evaluate Teaching for Consideration of Merit Pay**

##### 1.1 Student Evaluation

Excellent (above departmental average) student evaluations in Fall and Spring semesters.

##### 1.2 Peer Recognition

Peer recognition as teacher: invited a guest lecturer, other teachers request permission to use your original materials, teachers refer students to you with written request for expert advice, leadership in curriculum development within the college.

##### 1.3 Challenging Courses

Teaching “difficult” courses such as new courses assigned at the last minute, courses being restructured to meet new curriculum guidelines, courses with abstract hard-to-understand concepts, extremely small or extremely large classes where student evaluations may not be particularly meaningful, courses which rarely produce high evaluations regardless of who teaches them.

##### 1.4 Teaching-Related Articles

Teaching-related papers and articles in such periodicals as *Journalism Educator* and sequence-related publications, AEJMC Teaching Standards session, national committees for curriculum review, or through some other means of attaining national recognition for teaching competence.

##### 1.5 Reviewing

Reviewing papers, articles for journals or books which are primarily instructional in nature. Serving on a review board for a journal devoted to teaching or for teaching paper competition.

##### 1.6 Proposal Writing

Preparation and submission of a proposal for contract or grant which would focus primarily on instruction. The granting agency should be outside the college.

##### 1.7 Grant Supervision

Supervision of faculty or graduate students, or other employees, in a grant. Purpose of grant could be teaching, research or service.

##### 1.8 Teaching Awards

Awards from college, student organizations or professional organizations for role as teacher.

##### 1.9 Student Team Advisor

Advisor to student teams in state and national competition.

##### 1.10 Alumni Evaluations

Structured evaluations received from college alumni on teaching which has proven to be particularly valuable to them over time.

#### 1.11 Chairing Theses

Chair of thesis, terminal project and dissertation supervisory committees, credit also given for membership on committees or independent study supervision.

#### 1.12 Student Article Supervision Awards

Supervision of students who submit articles for publication in professional or research journals. Awards for outstanding student achievement under the instructor's supervision.

#### 1.13 Student Contact

Number of courses taught, variety of courses taught, extent of student advisement.

#### 1.14 Continuing Education

Continuing education instruction including formal courses, correspondence study, seminars. This also includes contributions to professional instructional programs such as curriculum development, accreditation standards, etc.

#### 1.15 Instructional Publications

Instructional publications such as textbooks, monographs, workbooks, chapters, reviews, etc, which distill professional or classroom experience and amplify good professional practice.

#### 1.16 Field Trips

Organizing and conducting field trips to major professional sites, especially out of the county or state.

#### 1.17 Self Improvement

Activities designed for self-improvement as a teacher, including formal courses or specialized training.

### **Criteria used to evaluate research for consideration of Merit Pay**

#### 2.1 Refereed Articles

Publication in journals which have peer review of research articles.

#### 2.2 Conference Papers

Papers presented at conferences where there has been a competitive invitation for papers and peer review in selection of presenters. Papers presented as invited papers.

#### 2.3 Cited Research

Citation of published research by subsequent researchers.

#### 2.4 Long Term Submissions

Efforts to secure publication in prestigious research publications which are highly competitive and which report relatively slowly on acceptance and in which publication may come two years or more after article submission.

#### 2.5 Scholarly Publications

Scholarly publications such as textbooks, monographs, chapters, reviews, etc., which distill and amplify primary or secondary research previously published or which crystallized the author's career research activities.

#### 2.6 Review Boards

Membership on review boards for research publications or review panels for research competition.

#### 2.7 Creative Productions

Creative productions and projects which emphasize data collection and organizations for solutions to design problems particularly those which reflect peer review or some other highly selective or competitive acceptance criteria.

#### 2.8 Non Refereed Publications

Research-based articles published in national publications (ADWEEK, *Advertising Age*, etc.) where there is editorial acceptance involved, but not peer review.

#### 2.9 Research Consultation

Research consultation, paid or unpaid, which emphasizes systematic data collection and analysis and which results is published reports. Also, consultation which emphasizes data collection and organization for visual/video solutions to design problems.

#### 2.10 Research Award

Awards from college or professional organizations, or other recognition established by the college Research Committee, based upon research accomplished or published.

#### 2.11 Proposal Writing

Preparation and submissions of a proposal for a research grant. The granting agency should be outside the college.

#### 2.12 Self-Improvement

Activities designed for self-improvement as researcher, including formal courses or specialized training.

### **Criteria used to Evaluate Service for Consideration of Merit Pay**

#### 3.1 Organization Officer

Elected office, appointment and membership in national, state and local professional or scholarly organizations with priority given to degree that such participation brings recognition to the department.

#### 3.2 Major Events Manager

Coordination of a major event, such as AEJMC convention, or a major contributor to the success of such an event.

#### 3.3 Demanding Committee Assignments

Meritorious (out of the ordinary) service on university, college and department committees, including key chairmanships. Recognition is given for committees which meet frequently and have very active agendas. Recognition is also given for service on numerous committees, far beyond the normal assignments of faculty member.

#### 3.4 Student Organization Advisor

Advisement to student organizations.

#### 3.5 Review, Advisory Committees

Service on editorial advisory committees or review panels in which contribution is more appropriately defined as service than teaching or research.

#### 3.6 Conference Participation

Participatory roles in conferences and/or other contributions to organizations on a national, state or local level which demonstrate the professional competence of the individual and which bring credit to the department.

#### 3.7 Creative Efforts

Creative work which does not fit the criteria for research.

#### 3.8 Consulting Service

Paid and unpaid consulting, including proprietary research and creative counseling.

### 3.9 Public School Service

Service to the public school system of Florida

### 3.10 Service Awards

Awards and other honors from college, student organizations or professional organizations for role as a service provider.

### 3.11 Proposal Writing

Preparation and submission of a proposal for contract or grant which would focus primarily on service. The granting agency should be outside the college.

### 3.12 Self-Improvement

Activities designed for self-improvement as a service provider, including formal courses or specialized training.

(Highest credit will be given to service directly related to the professional/scholarly expertise of the faculty member and/or service to the college or university through work and leadership on committees. A lower degree of credit will be given to off-campus service unrelated to the professional/scholarly expertise of the faculty member.)

## **Department of Journalism MERIT PAY CRITERIA FOR TEACHING, RESEARCH, SERVICE**

Merit pay disbursement in the Journalism Department will be based on three criteria: teaching, research and service. Command of and currency in the field will be weighed favorably. Each criterion will be evaluated in the following manner.

**TEACHING:** Accomplishments in teaching during the academic year will be evaluated by administrators on the basis of student evaluations obtained from every class taught in the academic year; the faculty member's self-evaluation, submitted by May 1 of each academic year; and of the department chairperson's evaluation and any addenda by faculty members, including any student or other evaluations. In addition, academic advisement is considered a significant element of teaching duties.

**RESEARCH:** Because Journalism is a professional department, with close relations to the professional fields associated with the department, the department gives a broad sweep to the criterion of research. Research will include; writing for such journals; writing and performance for professional media, if such writing or performance calls for research in a subject of professional expertise; creative work going beyond ordinary performance of duty or work assignments in media or related professional fields; writing of scholarly books; research and design consultancies for media or media-related organizations; and delivery of papers, speeches, etc., calling for research and presented to either scholarly or professional organizations. Weight will be given to refereed articles or papers, and an assessment of the contribution will be based on the qualitative, rather than quantitative criteria.

**SERVICE:** Credit will be given for service in two categories: Highest credit will be given to service directly related to the professional/scholarly expertise of the faculty member, and/or service to the college, university and public schools through work and/or leadership on committees. A lower degree of credit will be given to service off-campus unrelated to the department, college, or university, and unrelated to the professional/scholarly expertise of the faculty member.

Because the university places emphasis on teaching and research, highest weight in evaluation of the faculty member's annual performance will be given to the record in those two areas.

## **Department of Public Relations**

### **MERIT PAY CRITERIA FOR TEACHING, RESEARCH, SERVICE**

#### General

Achievement worth merit consideration goes beyond the basic duties assigned to the faculty and the beginning of a semester. This means one of two things.

- (1) An outstanding record of achievement in assigned duties that surpasses normal functioning of comparable faculty members in such roles.
- (2) Achievement that is clearly above and beyond assigned duties

#### **1.0 CRITERIA USE FOR CONSIDERATION OF MERIT PAY IN INSTRUCTION**

##### 1.1 Student Evaluations

Excellent (above departmental average) student evaluations in Fall and Spring semesters.

##### 1.2 Peer Recognition

Peer recognition as teacher: invited as guest lecturer, other teachers request permission to use your original materials, teachers refer students to you with written request for expert advice, leadership in curriculum development within college.

##### 1.3 Challenging Courses

Teaching "difficult" courses, such as new courses assigned at the minute, courses being restructured to meet new curriculum guidelines, courses with abstract hard-to-understand concepts, extremely small or extremely large classes where student evaluations may not be particularly meaningful, courses which rarely produce high evaluations regardless of who teaches them.

##### 1.4 Teaching-Related Articles

Teaching-related papers and articles in such periodicals as Journalism Educator and sequence-related publications, AEJMC Teaching Standards session, national committees for curriculum review, or through other means of attaining national recognition for teaching competence.

##### 1.5 Reviewing

Reviewing papers, articles for journals or books which are primarily instructional in nature. Serving on a review board for a journal devoted to teaching or for teaching paper competition.

##### 1.6 Proposal Writing

Preparation and submission of a proposal for contracts or grants which focus primarily on instruction. The granting agency should be outside the college. Highest credit will be given for proposals which are funded.

##### 1.7 Grant Supervision

Supervision of faculty or graduate students, or other employees, in a grant. Purpose of grant could be teaching, research or service.

#### 1.8 Teaching Awards

Awards from college, student organizations or professional organizations for role as a teacher.

#### 1.9 Student Team Advisor

Advisor to student teams in state and national competitions.

#### 1.10 Alumni Evaluations

Structured evaluations received from college alumni on teaching which has proven to be particularly valuable to them over time.

#### 1.11 Chairing Theses

Chair of thesis, terminal project and dissertation supervisory committees, credit also given for membership on committees or independent study supervision.

#### 1.12 Student Article Supervision, Awards

Supervision of students who submit articles for publication in professional or research journals. Awards for outstanding student achievement under the instructor's supervision.

#### 1.13 Student Contact

Number of courses taught, variety of courses taught, extent of student advisement.

#### 1.14 Continuing Education

Continuing education instruction including formal courses, correspondence study, seminars. This also includes contributions to professional instructional programs such as curriculum development, accreditation standards, etc.

#### 1.15 Instructional Publications

Instructional publications such as textbooks, monographs, workbooks, chapters, reviews, etc., which distill professional or classroom experience and amply good professional practice.

#### 1.16 Field trips

Organizing and conducting field trips to major professional sties, especially out of the county or state.

#### 1.17 Self-Improvement

Activities designed for self-improvement as a teacher, including formal courses or specialized training.

## **2.0 CRITERIA USE FOR CONSIERATION OF MERIT PAY IN RESEARCH**

### 2.1 Refereed Articles

Publication in journals which have peer review of research articles.

## 2.2 Conference Papers

Papers presented at conferences where there has been a competitive invitation for papers and peer review in selection of presenters. Papers presented as invite papers.

## 2.3 Cited Research

Citation of published research by subsequent researchers.

## 2.4 Long-Term Submissions

Efforts to secure publication in prestigious research publications which are highly competitive and which report relatively slowly on acceptance and in which publication may come two years or more after article submission.

## 2.5 Scholarly Publications

Scholarly publications, such as textbooks, monographs, chapters, reviews, etc., which distill and amplify primary or secondary research previously published or which crystallize the author's career research activities.

## 2.6 Review Boards

Membership on review boards for research publications or review panels for research competition.

## 2.7 Creative Productions

Creative productions and projects which emphasize data collection and organization for solutions to design problems, particularly those which reflect peer review or some other highly selective or competitive acceptance criteria.

## 2.8 Non-Referred Publications

Research-based article published in national publications (Public Relations Journal, Advertising Age, etc.) where there is editorial acceptance involved but not peer review.

## 2.9 Research Consultation

Research consultation, paid or unpaid, which emphasizes systematic data collection and analysis and which results in published reports. Also, consultation which emphasizes data collection and organization for visual/video solutions to design problems.

## 2.10 Research Awards

Awards from college or professional organizations, or other recognition established by the college Research Committee based upon research accomplished or published.

## 2.11 Proposal Writing

Preparation and submission of a proposal for a research grant. The granting agency should be outside the college. Highest credit will be given for proposals which are funded.

## 2.12 Self-Improvement

Activities designed for improvement as a researcher, including formal courses or specialized training.

### **3.0 CRITERIA USED FOR CONSIDERATION OF MERIT PAY IN SERVICE**

#### **3.1 Organization Officer**

Elected office, appointment and membership in national, state, and local professional or scholarly organizations with priority given to degree that such participation brings recognition to the department.

#### **3.2 Major Events Manager**

Coordination of a major event, such as AEJMC convention, or a major contributor to the success of an event.

#### **3.3 Demanding Committee Assignments**

Meritorious (out of the ordinary) service on university, college and department committees, including key chairmanships. Recognition is given for committees which meet frequently and have very active agendas. Recognition is also given for service on numerous committees, far beyond the normal assignment of a faculty member.

#### **3.4 Student Organization Adviser**

Advisement to student organizations.

#### **3.5 Review, Advisory Committees**

Service on editorial advisory committees or review panels in which contribution is more appropriately defined as service than teaching or research.

#### **3.6 Conference Participation**

Participatory roles in conferences and/or other contributions to organizations on a national, state, or local level which demonstrate the professional competence of the individual and which bring credit to the department.

#### **3.7 Creative Efforts**

Creative work which does not fit the criteria established for research.

#### **3.8 Consulting Service**

Paid and unpaid consulting, including proprietary research and creative counseling.

#### **3.9 Public School Service**

Service to the public school systems of Florida.

#### **3.10 Service Awards**

Awards and other honors from college, student or professional organizations for role as service provider.

#### **3.11 Proposal Writing**



Preparation and submission of a proposal for a contract or grant which would focus primarily on service. The granting agency should be outside the college. Highest credit will be given for proposals which are funded.

### 3.12 Self-Improvement

Activities designed for self-improvement as a service provider, including formal courses or specialized training.

(Highest credit will be given to service directly related to the professional/scholarly expertise of the faculty member and/or service through work and leadership. A lower degree of credit will be given to service unrelated to the professional/scholarly expertise of the faculty member.)

## **Department of Telecommunication MERIT PAY CRITERIA FOR TEACHING, RESEARCH, SERVICE**

### General:

Merit goes beyond the mere performance of assigned duties or minimal fulfillment of required responsibilities. Essentially, faculty members are to be considered for merit on the basis of a qualitative analysis of how well they perform assigned duties. Any distinguished activity outside the area of assigned duties may also be considered for merit.

No faculty member shall be automatically excluded from the merit pool. Merit evaluations should be flexible and adapted to accomplishments of individual faculty members.

### Evaluation of Teaching:

A number of factors must be considered in evaluation of teaching. Higher than average teaching evaluation indicate meritorious teaching. Other less formal feedback (from students or peers) of a highly positive nature indicates meritorious teaching. Supervision of, and membership on committees for, theses, dissertations comprehensive and qualifying examinations, and other for-credit research projects constitute merit. The following additional factors shall also be carefully considered: creation and teaching of new courses, the number of new courses taught, variety of courses taught and a number of students enrolled in courses, integration of projects which involve practical application of course concepts, and other measures indicative of valuable contributions in teaching. Self-evaluations are to be a component of the overall process of evaluation. Lower-than-normal student evaluations are to be carefully analyzed and, perhaps, not to be given as much consideration in at least the following circumstances: when the course is required in the core, new, a last-minute emergency assignment, taught by the instructor for the first time, or very low in number of students enrolled.

### Evaluation of Research:

Research is defined broadly in the College of Journalism and Communications, and merit consideration must reflect this definition. Creative productions and projects publications in scholarly journals books, convention papers, and research grants shall receive merit credit. Extent of credits shall be assigned according to traditional standards; e.g., a competitively

accepted conference paper shall receive more credit than a solicited paper, and an article in a referred journal shall receive more credit than one in a non-refereed journal.

Evaluation of Service:

Distinctive service to the profession, university, college, department, or community shall constitute meritorious service. This shall include active membership in professional organizations, special positions in organizations including committee memberships and special assignments at the departmental, college, or university level, speeches, guest lectures, attendance at conferences and workshops, sponsorship of club and organizations, and activities in the community. Special credit is to be awarded when a faculty member serves on an especially demanding project or serves as chair on several committees or is a member of a high number of committees, or otherwise makes unusually strong service contributions. Any particular creative project which does not qualify as research shall be considered for merit credit as service.

In general, accomplishments in teaching, research, and service shall be considered in awarding merit, with considerable emphasis on research. Service to public schools, especially in the classroom or laboratory, shall be considered as particularly meritorious.