



ARIZONA STATE UNIVERSITY

Confirmation of Approval

College	College of Liberal Arts and Sciences
Unit	Hugh Downs School of Human Communication
Document	Criteria for Promotion of Academic Professionals

The attached document has been approved by the provost's office.

<i>Deborah Clarke</i>	<i>10/1/15</i>
Deborah Clarke, Vice Provost for Academic Personnel	Date

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College of Liberal Arts & Sciences
Criteria for promotion of Academic Professionals
Hugh Downs School of Human Communication

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Approved by the faculty assembly of the school on November 4, 2015

**Hugh Downs School of Human Communication
Promotion Criteria for Academic Professionals
(8/2015)**

Academic Professionals (AP) play an important role in the success of HDSHC's instructional and research efforts. A full list of AP titles can be found in the Academic Affairs Manual ([ACD 505-03](#)). Promotion of academic professionals is warranted only when achievements are tangibly demonstrated. Thus, promotion is based neither on promise nor longevity, but on demonstrated excellence.

Assigned job responsibilities may vary considerably from AP to AP depending on the needs of the unit. Therefore, promotion criteria should be applied in the context of and as appropriate to the job description.

General Criteria for Promotion of Academic Professionals

The three areas considered in evaluation of all Academic Professionals seeking promotion are excellence through position effectiveness, professional contributions, and institutional, professional, and community service. Excellence is achieved in the context of the program in which the academic professional works ([ACD 507-07](#)). In HDSHC, promotion depends upon contributions to the mission and goals of the school.

After initial appointment in HDSHC, each candidate for promotion will be judged primarily on the quality of performance in her/his assigned responsibilities consistent with the appropriate job description and on whether she/he meets the criteria for the next rank. Criteria for promotion to a higher rank will include sustained superior performance, as well as the accumulation of the necessary experience and knowledge commensurate with advanced rank. Documentation of progress toward promotion in HDSHC may include items such as contributions to the advancement or enhancement of their area of responsibility, professional and peer recognition, teaching evaluations (where appropriate to the position), awards, service in professional associations, and service within the academic community and professional or disciplinary contributions.

Promotion occurs in sequence from Assistant to Associate and from Associate to Full. Promotion cases are considered according to a schedule determined annually by the Office of the University Provost.

Promotion of Academic Professionals to Associate Rank

Candidates seeking promotion to the Associate rank must have a minimum of five years' experience at the Assistant rank of their current title at ASU and have attained considerable expertise in the areas of competence required of their positions. Candidates must

demonstrate excellence in position effectiveness, continued professional contributions, and growth and involvement in university and community service.

If **instruction** is a significant component of the job description, multiple examples of the following types of accomplishments may serve as suitable promotion criteria:

- a. A record of significant contributions to teaching, not only through teaching evaluations below a 2.3 on a 5 point scale with 1 as the highest score but also through the broader support of the University's teaching mission
- b. Contributions to the design, development, and oversight of curriculum in specific courses
- c. Significant involvement in the coordination of curricula in different courses
- d. Demonstrated breadth and versatility of teaching in a range of courses
- e. Involvement in professional development activities that reflect substantial awareness of the evolution of knowledge and curriculum in the discipline

If **research** is a significant component of the job description, multiple examples of the following types of accomplishments may serve as suitable promotion criteria:

- a. A record of significant contributions to research and scholarship, either through wide dissemination of results or through a convincing record of substantial support to the research enterprise, such as a proven track record of grant proposals annually and awards at least bi-annually (including grant renewals_)
- b. Demonstrated development of expertise in the area(s) of assignment consistent with the job description
- c. Significant contributions to the preparation of successful grant proposals and refereed scholarly manuscripts, where relevant
- d. Evidence of excellence in mentorship, teaching, or supervision of undergraduates, graduate students, or employees whose work is essential to the research enterprise

If **service** is a significant component of the job description, multiple examples from the following types of accomplishments may serve as suitable promotion criteria:

- a. Significant involvement in the school, institutional, professional and/or community service work as appropriate.
- b. A record of excellence in the management of activities used in support of the university's instructional or research missions
- c. Evidence of effective outreach to K-12 schools or the general public
- d. Demonstrated superior management of instrumentation or equipment facilities that support the research, instructional or outreach missions of the institution

Promotion of Academic Professionals to Full Rank

The term "Full" is not usually stated, but it is used to designate the highest rank of an Academic Professional title. Candidates for promotion from the Associate to Full-level Academic Professional will have a minimum of seven years at the Associate rank of their current title at ASU and demonstrate excellence in position effectiveness, continued growth in professional contributions, and involvement in institutional, professional, and community service activities. Examples are outlined in the categories listed below.

If **instruction** is a significant component of the job description, multiple examples of the following types of accomplishments may serve as suitable promotion criteria:

- a. A sustained record of excellence and versatility in the classroom as demonstrated through student evaluations below a 2.3 on a scale of 5 with 1 the highest in multiple courses at different undergraduate levels (e.g., first year, upper level courses), as well as leadership in the design, development, and oversight of curriculum in the discipline
- b. Demonstrated proficiency in the management of specific courses
- c. Documented participation in national or international discourse on evolving knowledge in the field, curricular developments, and teaching techniques
- d. Participation in the solicitation or administration of external funding to support teaching initiatives
- e. Sustained excellence in the mentorship of other teachers, including graduate assistants, other academic professionals, faculty members, or other instructional staff
- f. Substantive involvement in interdisciplinary teaching efforts or other forms of collaboration or articulation, especially those involving other university departments, community colleges, or high schools

If **research** is a significant component of the job description, multiple examples of the following types of accomplishments may serve as suitable promotion criteria:

- a. A sustained record of scholarly initiative and recognized contributions to their fields
- b. Distinctive contributions to nationally or internationally recognized scholarship or evidence of nationally or internationally recognized expertise, such as first authorship on research papers, articles or other research products.
- c. Demonstrated ability to write or participate significantly in the writing of successful grant proposals and refereed manuscripts
- d. Significant contributions to national or international scientific meetings
- e. Sustained excellence in mentorship, teaching, laboratory instruction, and supervision of undergraduates, graduate students, or employees whose work is essential to the research enterprise

If **service** is a significant component of the job description, multiple examples of the following types of accomplishments may serve as suitable promotion criteria:

- a. Sustained involvement in school, institutional, professional, and community service work as appropriate.
- b. A sustained record of leadership in support of the school/university's instructional or research missions
- c. Evidence of a leadership role in at least some aspects of their collaborations with faculty in their instructional or research activities
- d. Demonstration of leadership roles in professional societies, such as chairing or organizing sessions at national conferences, memberships on national committees, holding offices in professional societies, appointments to important review bodies for governmental agencies

Application for Promotion

The candidate is responsible for providing requested information to the Personnel Committee within the time frame established by the School, College, and University. Because the nature of Academic Professional positions may be quite diverse, the materials submitted may vary depending on the Academic Professional's role and responsibilities.

Candidates may work with the Managing Director of School Operations for specific information on what information the promotion application should contain and the format in which it should be submitted (i.e., curriculum vitae, personal statement, etc.), as well as review the Provost's website (https://provost.asu.edu/sites/default/files/ProcessGuide_AP_FixedTermPromotion.pdf).

The Personnel Committee may request, through the HDSHC Director, additional materials from the candidate if deemed necessary. Generally, the application should also include as applicable:

- a. His or her position title, name of program administered, program mission, approximate number and type of constituents served by the program annually (e.g., students, community members, agencies, etc.), and the program's contribution to the School's and the University's mission
- b. His or her role and responsibilities in the program, copy of job description, and date of appointment to the program
- c. Evidence regarding the candidate's impact on the program's quality and effectiveness (e.g., formal or informal program evaluations or other metrics demonstrating the candidate's effectiveness) for the time period since appointment to the program or last promotion, whichever is most recent
- d. Evidence regarding the quality of his or her leadership, as well as his or her contributions to School, College and University missions. Since administration is manifested in multiple

activities, these contributions to organizational missions may include evidence related to instruction, public engagement, and service, as well as criteria laid out above

Promotion Purpose and Evaluation Procedures

The purpose of the promotion review is to ascertain whether an Academic Professional has met the criteria for promotion in HDSHC.

Each candidate will be reviewed by the HDSHC Personnel Committee. The HDSHC Director will evaluate all relevant and required information about the candidate, including the recommendation letter from the Personnel Committee. The HDSHC Director will write her/his own letter to the Dean of the College of Liberal Arts and Sciences (CLAS) which includes a recommendation for or against promotion. For evaluation procedures in the college and university after the promotion case leaves HDSHC, see information disseminated by the Office of the Provost and the Office of the CLAS Dean.