

College/ Independent Unit	The College of Liberal Arts and Sciences
Academic Unit/ Department, if any**	Hugh Downs School of Human Communication
Choose document type (bylaws or criteria Document?): Criteria Only	
If bylaws, does it include criteria for promotion/continuing status/tenure? N/A Choose an item.	
If yes, please concisely list the ranks included in the criteria (examples: tenure-faculty, career-track faculty, continuing-track academic professionals, fixed-term academic professionals, etc.): Instructors	

Unit and college approval

Date of approval by the faculty and/or academic professionals	4/18/2025
Date of review by the dean (or lead of independent unit)*	4/23/2025

Provost office approval

	Patricia Friedrich	5/9/2025
Signature	Name	Date

*Per ACD111-02, all colleges and academic units must have bylaws, approved by a majority of the unit faculty. With the consent of all college deans to which a unit reports, the faculty of the unit may choose to utilize the college's bylaws as their unit bylaws.

**Academic units are usually departments and schools, not research centers or programs. Academic units, in this context, have criteria for promotion which were approved by its faculty and/or academic professionals.

Hugh Downs School of Human Communication Promotion Criteria for Instructors

General Eligibility Criteria: At all levels, eligibility for promotion requires:

- a. An earned MA, MS, MFA, or PhD degree in Human Communication or a related discipline is required.
- b. Continuous record of excellence in teaching and mentoring as evidenced by strong positive student evaluations, evidence of course development or improvement (e.g., syllabi), and at least one other type of evidence, which may include but is not limited to curriculum development, participation in pedagogical workshops, a record of student success, and/ or the receipt of teaching awards.

Promotion from Instructor to Senior Instructor

In addition to the general eligibility criteria noted above, a candidate for promotion to Senior Instructor will have at least five years' experience as an Instructor and provide evidence for continuing and increasing responsibility in carrying out the unit's instructional and educational mission in at least two of the three areas (immersion undergraduate teaching, online undergraduate teaching, online MA teaching); such evidence may include but is not limited to the following:

- a. Successful curriculum activity in developing new courses or programs, or redesigning existing courses
- b. Conscientious performance in the delivery of high-quality instruction (e.g., book selections assistance, via the book committee, peer mentoring for colleagues, multi-section course supervision, development and/ or delivery special instructional activities).

Candidates will also demonstrate (beyond course evaluations) continued interest in the scholarship of teaching and learning and/ or the scholarship of one's disciplinary field as evidenced by two or more of the following:

1. Participation in workshops, clinics, trainings, etc. that enhance the candidate's teaching practice
2. Attendance at two or more professional and/or pedagogical meetings, with at least one presentation given during the previous three years
3. Evidence of the application of new formats or technologies to enhance learning
4. Receipt of honors and awards connoting excellence in teaching or mentorship.

Promotion from Senior Instructor to Principal Instructor

Candidates for promotion to Principal Instructor will have a PhD in Human Communication or a related discipline and at least seven years of college-level teaching experience, and three years at the rank of Senior Instructor; most of that experience should be at ASU. They should have records of continued and sustained excellence in educational service since the previous promotion. They will provide evidence for continuing and increasing responsibility in carrying out the unit's educational and instructional mission in at least two of the three areas (immersion undergraduate, online undergraduate, online MA) through the following:

1. Continued development of new courses or programs or redesign of existing courses .

2. Continued work related to the delivery of high-quality instruction and the scholarship of teaching in the unit (e.g., book committee participation, peer mentoring for colleagues, multi-section course supervision, general studies designations)
3. Participation at college, institutional, or regional teaching-focused development workshops; or service roles in professional organizations
4. Course shell development

The candidate will also demonstrate leadership in teaching through professional development and other activities related to keeping current with the discipline as evidenced by two or more of the following:

1. Key participation since promotion/appointment to Senior Instructor in the organization of workshops, clinics, etc. that enhance teaching or instructional quality at the institutional level or beyond
2. Attendance since promotion/appointment to Senior Instructor at two or more professional and/ or pedagogical meetings, with at least one presentation given during the previous three years
3. Receipt of honors and awards connoting excellence in teaching or mentorship

The candidate is responsible for providing requested information to the Personnel Committee within the time frame established by the School, College, and University. Candidates should review the Provost's website and work with the unit staff tasked with academic personnel actions to receive specific information on contents and format required of the promotion application (i.e., curriculum vitae, personal statement, etc.). The Instructional Personnel Committee may request, through the HDSHC Director, additional materials from the candidate if deemed necessary.

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