

DEPARTMENT EVALUATION DOCUMENT

School of Communication, Media & Theatre Arts


College of Arts & Sciences

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Yes: 18 No: 0 Abstain: 0

APPROVALS:

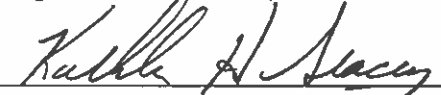
 2/22/24

Personnel Committee Chair Date

Lee Stille 2/22/2024

Date

Department Head | School Director Date


 4/25/2023


Assistant Vice President, AHR Date


 2/23/2024

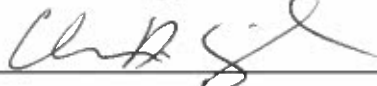
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APPROVED BY THE DEPARTMENT EVALUATION DOCUMENT STANDING COMMITTEE ON: _____

















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I. EVALUATION CRITERIA

Candidates must satisfy all elements of the evaluation criteria provided herein as well as all terms and conditions of the EMU-AAUP Collective Bargaining Agreement. In case of conflict, the more stringent criteria shall apply.

RATING SCALE

Exceptional (E) denotes performance far in excess of the expectations for present rank.

Distinctly Above Average (DAA) denotes performance well above the expectations for present rank.

Average (A) denotes performance commensurate with the expectations for present rank.

Below Average (BA) denotes performance below the expectations for present rank.

II. APPOINTMENT STANDARDS

	ACADEMIC CREDENTIALS AND ADDITIONAL CRITERIA	EQUIVALENCIES OR EXCEPTIONS
PROFESSOR	Ph.D. or MFA 5 years teaching experience at the Associate Professor level	
ASSOCIATE PROFESSOR	Ph.D. or MFA 5 years teaching experience at Assistant Professor level	
ASSISTANT PROFESSOR	Ph.D. or MFA 2 years teaching experience at college level,	Equivalent or significant related professional experience
INSTRUCTOR	Ph.D. or MFA	Equivalent or significant related professional experience

III. REAPPOINTMENT AND TENURE STANDARDS

A. For Faculty Hired BEFORE September 1, 2021 and Not Applying for RCAR.

PROFESSOR

YEAR	2	3
EVALUATION	Full/R	Full/T
INSTRUCTIONAL EFFECTIVENESS	A	DAA
SCHOLARLY/CREATIVE ACTIVITY	X*	DAA (or A if DAA in Service)
SERVICE	A	DAA (or A if DAA in Scholarly)

ASSOCIATE PROFESSOR

YEAR	2	4
EVALUATION	Full/R	Full/T
INSTRUCTIONAL EFFECTIVENESS	A	DAA
SCHOLARLY/CREATIVE ACTIVITY	X*	DAA (or A if DAA in Service)
SERVICE	A	DAA (or A if DAA in Scholarly)

ASSISTANT PROFESSOR

YEAR	3	5
EVALUATION	Full/R	Full/T
INSTRUCTIONAL EFFECTIVENESS	A	DAA
SCHOLARLY/CREATIVE ACTIVITY	X*	DAA (or A if DAA in Service)
SERVICE	A	DAA (or A if DAA in Scholarly)

INSTRUCTOR

YEAR	3	6
EVALUATION	Full/R	Full/T
INSTRUCTIONAL EFFECTIVENESS	A	DAA
SCHOLARLY/CREATIVE ACTIVITY	X*	DAA (or A if DAA in Service)
SERVICE	A	A

*Scholarly/Creative Activity rating is advisory only.

B. For Faculty Hired AFTER September 1, 2021 or Those Applying for RCAR.

PROFESSOR

YEAR	2	3
EVALUATION	Full/R	Full/T
INSTRUCTIONAL EFFECTIVENESS	A	DAA
SCHOLARLY/CREATIVE ACTIVITY	X*	DAA
SERVICE	A	A

ASSOCIATE PROFESSOR

YEAR	2	4
EVALUATION	Full/R	Full/T
INSTRUCTIONAL EFFECTIVENESS	A	DAA
SCHOLARLY/CREATIVE ACTIVITY	X*	DAA
SERVICE	A	A

ASSISTANT PROFESSOR

YEAR	3	5
EVALUATION	Full/R	Full/T
INSTRUCTIONAL EFFECTIVENESS	A	DAA
SCHOLARLY/CREATIVE ACTIVITY	X*	DAA
SERVICE	A	A

INSTRUCTOR

YEAR	3	6
EVALUATION	Full/R	Full/T
INSTRUCTIONAL EFFECTIVENESS	A	DAA
SCHOLARLY/CREATIVE ACTIVITY	X*	DAA
SERVICE	A	A

*Scholarly/Creative Activity rating is advisory only.

IV. PROMOTION STANDARDS

	YEAR ELIGIBLE	ACADEMIC CREDENTIALS	INSTRUCTIONAL EFFECTIVENESS	SCHOLARLY/ CREATIVE ACTIVITY	SERVICE
FULL PROFESSOR SALARY ADJUSTMENT	10 years as Full professor at EMU	Ph.D. or MFA	DAA	*DAA	*DAA
TO PROFESSOR	5 years as associate professor at EMU	Ph.D. or MFA	DAA	*DAA	*DAA
TO ASSOCIATE PROFESSOR	5 years as assistant professor at EMU	Ph.D. or MFA	DAA	*DAA	*DAA
TO ASSISTANT PROFESSOR	2 years as instructor at EMU	Ph.D. or MFA	DAA	*DAA	*DAA

* A faculty member **hired prior to September 1, 2021 and not participating in RCAR**, who applies for promotion and receives a rating of Exceptional in the scholarly/ creative activity or service, can receive an Average in the other category and meet the standards for promotion.

A faculty member who **holds RCAR or was hired after September 1, 2021** must complete 2 major and 1 minor scholarly/creative activities and meet a rating of at least DAA in scholarly and creative activity.

V. EVALUATION TECHNIQUES

Some activities contain various aspects that may appropriately demonstrate effectiveness in different areas. The ways that each aspect satisfies the criteria for a particular area must be clearly articulated, and each aspect of an activity may only be used to satisfy one of the three areas (Teaching, Scholarly/Creative Activity, and Service).

A. Evaluation Criteria for INSTRUCTIONAL EFFECTIVENESS

The faculty member shall demonstrate their ability and commitment to lead students of varying capabilities into a growing understanding of the subject matter, tools, and materials of their disciplines. The faculty member shall demonstrate their continuing concern for instructional effectiveness through methods of presentation and evaluation of students. The faculty member shall also demonstrate activities and accomplishments in general categories such as preparedness, insight into teaching materials and classroom situations, creative use of communication channels, dependability, time utilization, quality of presentations, performance critiques, advising, and co-curricular activities.

The faculty member's narrative may include, but not limited to, the following:

1. Enhances disciplinary knowledge and expertise
 - a. Maintains a high level of knowledge and achievement in their subject area(s) by reading books and professional journals, attending workshops, conferences and/or performances, interacting with colleagues, and participating in other relevant professional activities.
 - b. Participates creatively in the subject area through the development of teaching methods.
 - c. Regularly evaluates their own past teaching methods, procedures and course content.
 - d. Maintains memberships in professional societies/organizations.
 - e. Participates in seminars, workshops, and other forms of professional development to enhance teaching pedagogy.
2. Plans effectively for teaching:
 - a. Clearly identifies the function of their course(s) and/or co-curricular activity(ies) within the School, within the University and/or community, and of its role in preparing students for careers.
 - b. Clearly identifies long-term goals for the course(s) and/or co-curricular activity(ies) and of the day-to-day objectives.
 - c. Establishes a clear and relevant plan of action to accomplish both short and long term activities.
 - d. Establishes appropriate and clearly defined procedures to assess student achievement.

3. Practices good teaching methods:
 - a. Clearly provides information to students about the purposes and objectives of the course(s) and/or activity(ies) and of units of study in the course(s).
 - b. Demonstrates assistance to students toward the development of methods of study and skills in self-direction.
 - c. Informs students of their specific responsibilities (e.g., equipment usage, study requirements).
 - d. Promotes classroom procedures and surroundings that encourage learning.
 - e. Regularly seeks information from students regarding their levels of attainment and informs them of their estimation of their performance.
 - f. Effectively organizes learning situations to meet class objectives.
 - g. Encourages meaningful student participation in the learning process.
 - h. Uses class time effectively.
 - i. Demonstrates enthusiasm for the subject matter.
 - j. Clearly, effectively, and consistently communicates to students.
 - k. Clearly explores important ideas.
 - l. Demonstrates command of course subject matter.
 - m. Responds appropriately to student questions and comments.
 - n. Encourages critical thinking and analysis.
 - o. Incorporates innovative teaching methods and materials.
 - p. Assesses student achievement.
 - q. Provides timely and meaningful feedback to students.

4. Is committed to students:
 - a. Available to students who need assistance.
 - b. Works beyond regular classroom responsibilities to help students with independent learning experiences (e.g., special problems, independent study, thesis, and/or publication).
 - c. Keeps up-to-date regarding practices and procedures necessary for academic advising.

In the case of Faculty released from teaching, Instructional Effectiveness is the equivalent of the activity for which the release was awarded.

Recognizing that instruction in the respective areas of the School of Communication, Media & Theatre Arts may take place in co-curricular activities as well as in the classroom, instructional activities in all areas of an applicant's instructional responsibilities will be observed.

Procedures of Classroom visitation by peers and school director.

Classroom Visitations are required and discussed at all Interim meetings.

Classroom Visitation Reports, required for Full Evaluations, are one of the evaluation techniques used in determining instructional effectiveness. Visitation reports will employ the Classroom and Online Teaching Observation form (See Appendix A). Classroom visitations will follow the EMU-AAUP contract.

Criteria for Determining Rating Categories of INSTRUCTIONAL EFFECTIVENESS

Exceptional (E): Awarded when the quality of instruction shall be evaluated as that of a truly superior teacher. In addition to meeting the expectation for a distinctly above average rating, this shall be evidenced by such factors as:

1. Participates creatively in the subject area through the development of new teaching materials.
2. Has a significant impact on student learning.
3. Actively involved in development of new courses/programs, or program revision.
4. Consistently exceptional student evaluations.

Distinctly Above Average (DAA): Awarded when the quality of instruction offered by the applicant shall be evaluated as that of a very good teacher. In addition to meeting the expectation for an average rating, this shall be evidenced by such factors as:

1. Seeks latest information in the subject area(s) by reading, attending professional conferences and communicating with colleagues.
2. Actively involved in significant revisions to course content/pedagogical enhancement.
3. Consistently high student evaluations.

Average (A): Awarded when the quality of instruction offered by the applicant shall be evaluated as that of a competent teacher. This shall be evidenced by such factors us:

1. Thorough preparation and planning for teaching.
2. Practices effective teaching methods.
3. Demonstrates commitment to students.
4. Consistently average student evaluations.
5. *To receive a satisfactory rating on Professional Performance Evaluation (PPE) the faculty member needs an average rating in Instructional Effectiveness.

Below Average (BA): Awarded when Instructional Effectiveness is less than that required for an average rating.

B. Evaluation Criteria for SCHOLARLY/CREATIVE ACTIVITY

It is intended that the faculty member contributes to their discipline, through scholarly and/or creative activity, to address problems in their field or area of specialization.

The faculty member shall provide a narrative and documented evidence of their contributions to their discipline or area of specialization by scholarly investigation

(i.e., research) and/or creative activity, and of its publication or other dissemination in one of the following ways:

- among practitioners in their discipline, or
- among a wider community.

Examples include, but not limited to:

1. Scholarly investigation, creative activity and/or research of an original and/or previously unreported nature, which may take the form of:
 - a. Publication of scholarly research, journalistic work, books, lab manuals, workbooks, musical compositions, choreography, audio and video recordings, scripts and speeches. (If publication is pending, a letter of intent to publish from a publisher other than a vanity press may be used as documentation).
 - b. Publications in peer reviewed professional journals or paper presentations, panels, or workshops at professional conferences.
 - c. Publication of dramatic and documentary scripts via screen, stage, radio and video.
 - d. Production of fiction and/or nonfiction programming for digital media, which is recognized through an academic, professional, or peer reviewed process.
 - e. Scripting of fiction and/or nonfiction programming for digital media, which is recognized through an academic, professional, or peer reviewed process.
 - f. Professional work in the arts or entertainment industry (e.g., theatre, television, film, streaming media, theme parks, museums, trade shows, etc.). Such work might include directing, producing, management, dramaturgy, design, technical work, performance, and performance related work (e.g., choreography or fight direction/violence design, etc.).
 - g. Written critical reviews of published professional materials, books, performances, and concerts.
 - h. Editorial work if it involves dissemination of scholarly/creative work.
 - i. Lectures of original research and/or appropriate consulting activities for professional organizations, government agencies, other universities, etc., pertaining to the faculty member's area(s) of specialization.
2. Professional training above and beyond that required for the academic rank held so that a course or program can be initiated or maintained in the school. Activities will be considered on a case-by-case basis with specific criteria and evaluation outcomes delineated for credit as scholarly/creative activity prior to the start of the experience. Professional development activities could include but are not limited to additional certification, additional professional experience in the discipline, or course work completion that provides training in an adjunct area (not coursework to update routine content in one's specialization).
3. Grant development/administration.
 - a. In addition to criteria in EMU-AAUP Agreement, the administration of grant project insofar as proper evidence is presented which documents that such grant administration meets the requirements as set forth in EMU-AAUP Agreement shall be considered to meet these criteria.
 - b. Service on a review panel for grant proposals may also be considered scholarly/creative activity if the service involves the dissemination of the

faculty member's scholarly work.

Criteria for Determining Rating Categories of SCHOLARLY/CREATIVE ACTIVITY

Exceptional (E): Awarded when the faculty member completes more than two (2) major activities and one (1) minor activity, and in addition displays an outstanding record in one group or a combination of the following activities:

1. A continued record of high quality public production, design, or performance on stage or through recordings and public presentation, both on-campus and off-campus.
2. A continued record of publication which may include such items as books, articles, dramatic compositions, workbooks, lab manuals, book reviews, professional papers, editorial work, etc., that significantly advances the body of knowledge in the applicant's field of specialization.
3. A continued record of significant professional activities which may include lectures, paper readings, in-depth research, consultative work, participation in professional conferences.

The applicant must be building a significant body of scholarly/creative work and a meaningful portion of that work must be recognized or have significant impact within the faculty member's discipline.

Faculty hired after September 1, 2021 or faculty on RCAR must meet the above criteria and exceed the threshold of 2 major and 1 minor scholarly/creative activities as per Appendix D of this document to be considered for the Exceptional rating.

Distinctly Above Average (DAA): Awarded when the faculty member completes two (2) major and one (1) minor activity, and in addition shows achievement in two of the following activities in the applicant's field of specialization:

1. Editing a professional publication if one's own scholarly work is included.
2. Consulting in the applicant's field of specialization.
3. Significant independent research if it results in the dissemination of scholarly and/or creative activity.
4. Active involvement in conference programs beyond attendance (e.g., delivering conference papers, presenting on discussion panel, facilitating workshops, moderating, or officially responding).
5. Creative contributions toward the presentation of public readings, lectures, or performances for screen, stage, radio, or video.
6. Submission of grant work.
7. Authorship of a published book in the candidate's field.
8. Authorship of significant articles, book/stage/video reviews, or professional papers.
9. Authorship of published dramatic and documentary scripts.
10. Extensive research in curriculum development if it results in dissemination of scholarly/creative work.

Faculty hired after September 1, 2021 or faculty on RCAR must show a minimum

completion of 2 major and 1 minor scholarly/creative activities as per Appendix D.

Average (A): Awarded when the faculty member completes at least one (1) major and one (1) minor activity and demonstrates scholarly or creative achievement in one category from the preceding list of activities under the Distinctly Above Average rating.

Below Average (BA): Awarded when the Scholarly/Creative Activity is less than that required for an average rating.

C. Evaluation Criteria for SERVICE ACTIVITY

It is intended that the faculty member shall utilize their expertise to make service contributions in the areas of:

1. Identifying new needs in the school and assisting colleagues in school or programmatic activities.
2. Demonstrating interest and activity that extend beyond the school into areas such as university and college-wide committees, student activities, professional, and/or discipline related community affairs.

The faculty member shall provide a narrative and documented evidence of their service activities.

1. Service to the school may include, but is not limited to, the following:
 - a. Attendance at, and participation in, school meetings.
 - b. Membership in, and significant contribution to a school committee.
 - c. Leadership of a school committee.
 - d. Membership in a school area of concentration committee, e.g., Assessment, Season Selection, etc.
 - e. Membership in an ad-hoc committee, e.g., Tenure and Promotion, or Search Committee.
 - f. Serving in the capacity of Undergraduate or Graduate Coordinator.
 - g. Completion of a significant special task or assignment within the school.
 - h. Participation in recruiting activities for the school beyond the normal scope of one's position.
 - i. Serving in a leadership capacity in various co-curricular student activities of the school.
 - j. Other appropriate school service.
2. Service to the university or community may include, but is not limited to, the following:
 - a. Membership in and significant contribution to an interdepartmental/school committee or council.
 - b. Membership on and significant contribution to a council, committee or sub-committee as established by the faculty input system at the college level.
 - c. Membership in and significant contribution to a council, committee or sub-committee at the university level.
 - d. Significant service to the AAUP at the chapter, state or national level.

- e. Service to a professional society or regional or local sub-group of such a society as appropriate to the faculty member's discipline and/or specific area(s) of expertise.
- f. Serving in an advisory capacity for professional and/or educational organizations.
- g. Other extra-school service at the college or university levels or in the community.

Criteria for Determining Rating Categories of SERVICE

Exceptional (E): Awarded when the quality and quantity of service shall be evaluated, in addition to the basis described for distinctly above average, as far beyond school expectations. This shall be evidenced by such factors as:

1. Consistently assuming and executing leadership roles in committee, council, or boards.
2. Identifying, initiating the actions for, and satisfying the needs of the School and University or community.
3. Leadership roles in state, national or international professional organizations, directorship of statewide programs.
4. A continuing record of involvement.

Distinctly Above Average (DAA): Awarded when the quality and quantity of service shall be evaluated, in addition to the basis described for average, as substantially more than school expectations. This shall be evidenced by such factors as:

1. Frequent membership on committees that demand a commitment in excess of that required for an average rating.
2. Identifying school and university or organizational needs and working towards fulfillment of those needs.
3. Cooperating with and assisting colleagues in their research and professional activities.

Average (A): Awarded when the quality and quantity of service shall be evaluated as that normally expected by the school. This shall be evidenced by such factors as:

1. Accepting assignments and executing the prescribed duties.
2. Volunteering or accepting nominations to serve on committees or councils.
3. Attending and contributing to meetings of the School, the University, or the community.
4. To receive a satisfactory rating on a Professional Performance Evaluation (PPE) a faculty member shall fulfill at least three service activities during the three year period under review, as defined herein, to be rated satisfactory on a full review.

Below Average (BA): Awarded when the Service Activity is less than that required for an average rating.

APPENDIX B

STUDENT EVALUATION QUESTIONS ALL COURSE FORMATS

Through the process of a department/school vote, the faculty approved that the following set of six items to be included on student evaluations in addition to the two university-wide questions. These questions provide additional information for the applicant and can be used during the review process but are not required.

These additional set items are:

1. My instructor displays a clear understanding of course topics.
2. My instructor displays enthusiasm when teaching.
3. My instructor is readily available for consultation.
4. My instructor respects divergent viewpoints.
5. The instructor meets class regularly.
6. My instructor respects students from diverse cultural backgrounds.

APPENDIX C

STUDENT EVALUATION QUESTIONS FOR ONLINE COURSE

CMTA Online Class - Course Evaluation Questions

- #1. My instructor provides sufficient online resources to meet the needs of the course.
- #2. My instructor provides responses to my online questions (consultations) within the time frame set forth in the syllabus.
- #3 The course shell features and content are well-prepared and ready to use when needed.
- #4 My instructor provides feedback/grades on my assignments within the time frame set forth in the syllabus.
- #5 The delivery and design of the course shell is effective (at presenting course content).
- #6 I understand what is expected of me in this course.

APPENDIX D

1. "Scholarly creative activity" shall be defined as described in Article XV.B.2.b; and,
2. "Disseminated" is defined as work that is presented to practitioners in the Faculty Member's discipline or a wider community as described in Article XV.B.2.a; and
3. "Documented" means that the dissemination of the scholarly creative activity is producible in some form by practitioners in the discipline. This includes papers, recordings, scripts, playbills, photos, slides or other media that document the activity. The form in which scholarly creative activity is "documented" can be department specific based on the best practices of the discipline.

Criteria for Minor and Major Activities

1. Criteria for Minor Scholarly Creative Activities - **Minor Scholarly Creative Activity** must meet all of the following criteria:
 - a. be a scholarly/creative activity;
 - b. be disseminated; **and**,
 - c. be documented
 - d. Applying these criteria to grants, grant development must:
 - i. involve scholarly/creative activity of a substantial nature in preparing the grant proposal itself where the Faculty Member is the primary author or co-author
 - ii. documents the importance of the grant to the discipline or interdisciplinary area, the department, the college or University;
 - iii. and, be prepared for and submitted to an outside agency, whether funded or not.
 - e. Applying these criteria to grants, grant development must:
 - i. involve scholarly/creative activity of a substantial nature in preparing the grant proposal itself where the Faculty Member is the primary author or co-author
 - ii. documents the importance of the grant to the discipline or interdisciplinary area, the department, the college or University;
 - iii. and, be prepared for and submitted to an outside agency, whether funded or not.
 - f. Examples of pre-approved Minor Scholarly Creative Activities are department- specific **and may include, but are not limited to**
 - i. Author of an article published in a journal that was not refereed for acceptance
 - ii. Referee of a manuscript submitted to a professional publication
 - iii. Publication of critical reviews
 - iv. Editor of a professional publication
 - v. Professional development as described in Article XV.B.2.c. 1
 - vi. Grant administration as described in Article XV.8.2.c.2

- vii. Doctoral dissertation research undertaken by the faculty as described in Article XV.8.2.c.3

2. Criteria for Major Scholarly/Creative Activities

- a. A Major Scholarly/Creative Activity must meet all of the following criteria:
 - i. be a scholarly/creative activity;
 - ii. be disseminated external to EMU's community;
 - iii. be documented; and reviewed and accepted by an external-to-EMU organization of peers or practitioners within the discipline. The term "review" is specific to the best practices of each discipline. For scholarly work, this can include refereed or peer reviewed work; for creative activities, this can include acceptance of submitted work by reputable sources widely recognized in the discipline; and for applied research, this can include acceptance of submitted work by reputable organizations widely recognized in the discipline(s).
- b. Applying these criteria to grants, grant development must:
 - i. involve scholarly/creative activity of a substantial nature in preparing the grant proposal itself where the Faculty Member is the primary author or co-author;
 - ii. document a new scholarly, creative activity within the proposal and its importance to the discipline or interdisciplinary area, the department, the college or University;
 - iii. be prepared and submitted to an external-to-EMU organization of international, national, regional (multi-state), or state recognition; and,
 - iv. be funded
- c. Examples of pre-approved Major Scholarly/Creative Activities are department- specific and may include, but are not limited to:
 - i. Journal publication in peer reviewed journal recognized by the profession.
 - ii. First edition of a book or book chapter published by a reputable publisher recognized by the discipline.
 - iii. Presentation of an original work authored by the Faculty Member at an international, national, or recognized regional (across multiple states) conference in the Faculty Member's discipline where the application or submission process was competitive and either:
 - 1. the body responsible for holding the conference reviewed and accepted a paper equivalent in rigor to c.i. and c.ii. above.or
 - 2. the body responsible for holding the conference reviewed and accepted an abstract or proposal, and consistent with Article XV, the Faculty Member provided documentation to the satisfaction of the Personnel Committee, Department Head and Dean that the work was equivalent in rigor to c.i.

- and c.ii. above.
- 3. Approved patent.

The following table includes **Scholarly and Creative Activities** for faculty hired after September 1, 2021 or those on RCAR in the **School of Communication, Media & Theatre Arts** that qualify as major or minor. For activities not on this list faculty must seek pre-approval per the contract.

SCHOLARLY RESEARCH

MAJORS	MINORS
<p>Original Book within discipline (Two Majors or one major. Textbooks can only count for one major)</p> <p>To count for at least one major:</p> <ul style="list-style-type: none"> • The book must be published by a reputable publisher recognized by the discipline, or in press. • The book must be the first edition published or a subsequent edition reflecting a significant quantity of original research/creative activity authored by the faculty member. <p>To qualify for two majors:</p> <ul style="list-style-type: none"> • The book must contain two or more distinct chapters of original scholarly/creative activity authored by the faculty, not including the introduction and conclusion. 	
<p>Original scholarly/creative publication in a Peer-Reviewed Journal</p>	<p>Publication of works that are not original scholarly or creative endeavors. These include book reviews, film reviews, ancillaries and works that are not grounded in original research. Works must be published in peer-reviewed and reputable journals or in media intended for scholarly audiences such as an organization’s</p>

	newsletter.
	Preparation and dissemination of applied or interpretive research in reputable nonacademic media such as a professional/ academic blog post, an op-ed piece, or an encyclopedia entry
Publication of original scholarly/ creative book chapter in an edited work or a book chapter or other solicited manuscript which may not be refereed in traditional fashion	
Presentation of original research or creative work authored or co-authored by the faculty member at a refereed conference (national, international, or recognized regional conference). Presentation must include accompanying research paper or original creative work.	Presentations of original research or creative work, including poster presentations, at a conference; not including an accompanying research paper or original creative work
	Invited presentations of original research or creative work that are presented for an audience of scholars outside the university
	Public (or otherwise widely disseminated) colloquium or other presentation of in-progress scholarly activity
Editor of a Book or Peer-Reviewed Journal <ul style="list-style-type: none"> The work must show that as an editor, additional scholarly content was created by the applicant such as a forward or accompanying essay which analyzes the scholarship in the book or journal. 	Editor of a Book or Peer-Reviewed Journal if no additional written contributions were included by the editor
	Acting as reviewer on a manuscript for a publisher or journal
Primary author or co-author for a grant. To qualify as a major activity, this grant must <ul style="list-style-type: none"> involve scholarly/creative activity of a substantial nature in preparing the grant proposal itself where the Faculty 	Primary author or co-author for a grant. To qualify as a minor activity, this grant must <ul style="list-style-type: none"> involve scholarly/creative activity of a substantial nature in preparing the grant proposal itself where the Faculty Member

<p>Member is the primary author or co-author</p> <ul style="list-style-type: none"> • document a new scholarly/creative activity • within the proposal and its importance to the discipline or interdisciplinary area, the department, the college or University • be prepared and submitted to an • external-to-EMU organization of international, national, regional (multi-state), or state recognition; and • be funded 	<p>is the primary author or co-author</p> <ul style="list-style-type: none"> • document the importance of the grant to the discipline or interdisciplinary area, the department, the college or University; and • be prepared for and submitted to an outside agency, whether funded or not
	<p>Participation in the work of professional conferences in capacities other than as a presenter of research papers (e.g., participating in a panel discussion, providing original comments on presentations by others, serving as a member of the program committee), resulting in the dissemination of scholarly activity.</p>
	<p>Evidence of retraining and study to improve one's academic competencies in new areas needed by the department, as provided in the Agreement</p>
	<p>Involvement in student research/creative activity projects, either in the context of teaching a course, research project or independent study provided the results were published or otherwise publicly disseminated (consistent with contract provisions in MP 576).</p>
	<p>Any item from the Major list can be counted as a Minor item instead (e.g. 3 major items can be used to fulfill a "2 major and 1 minor" requirement).</p>

CREATIVE ACTIVITY

Some of the distinctions between major and minor below depend on the scope of the work. We distinguish between a full-length production for which major work is involved and a small production or one for which the contribution is relatively minor. For example, a show that includes several multi-person fight scenes would require substantial violence design and rehearsal time, whereas a show that only includes a few slaps would require only a few sessions.

Faculty may only receive credit for one major or minor work for any single production.

MAJORS	MINORS
<p>A film, television project, radio presentation, streamed media presentation, multimedia piece, feature-length investigative news story or any work that encompasses elements of media (digital image, moving image, video, and/or audio) production. To be considered a major activity the project needs to be:</p> <ul style="list-style-type: none"> • An original creative work. • Peer-reviewed by the editorial process of a reputable publisher, or peer-reviewed by a broadcast, conference, or festival programming board. <p>And disseminated through one or more of the following:</p> <ul style="list-style-type: none"> • Juried film festival • Local or Regional cablecast, broadcast, or publications • National cablecast, broadcast, or publications 	
<p>A performance script, such as a play, screenplay, teleplay, or a musical score—a written document which is used to produce a creative time-based production, whether a stage play, film, television show, or musical play.</p> <p>To be considered a major activity the work needs to be an original creative work. It must be documented through one or more of the following:</p> <ul style="list-style-type: none"> • Presentation of completed 	

<p>work at National, Regional, Established Conferences, or Professional Organizations that use peer-review processes.</p> <ul style="list-style-type: none"> • Dissemination of completed work to juried screenplay competitions. • Submission and acceptance to an agent or agency for consideration of representation and/or packaging. • If the writing is a work for hire, submission to the hiring agency. • Sale of completed work. • Publication of completed work. 	
<p>A professional directing, design, production, or post-production credit on a TV, film, stage, or commercial production. (One or more of the following)</p> <ul style="list-style-type: none"> • Produced at a professional venue • Produced by a professional company 	<p>A directing, design, production, or post-production credit on a TV, film, stage, or commercial production.</p> <p>This work must be disseminated by being presented to practitioners in the Faculty Member's own discipline or a wider community.</p>
<p>Professional acting credit in a TV, film, stage, or commercial production. (One or more of the following)</p> <ul style="list-style-type: none"> • Produced at a professional venue • Produced by a professional company 	<p>An acting credit in a TV, film, stage, or commercial production.</p> <p>This work must be disseminated by being presented to practitioners in the Faculty Member's own discipline or a wider community.</p>
<p>Directing a full-length EMU (or other University) performance, which is adjudicated by the American College Theatre Festival (ACTF) or similar professional adjudicator. Directing a full-length performance requires substantial creative or scholarly work outside of the many student contact</p>	<p>Directing an EMU (or other University) performance which is not adjudicated by the American College Theatre Festival or other professional adjudicator.</p>

<p>hours for which the teaching release is granted, and that activity is what is counted here.</p>	
<p>Professional creation or co-creation and presentation of an original full-length devised performance or a collection of short performances. This work must be disseminated by being presented to practitioners in the faculty member's own discipline or a wider community.</p> <p>Devised theatre is a method of theatre-making in which the script and performance originates from collaborative, often improvisatory work by a performing ensemble.</p>	<p>Professional creation or co-creation and presentation of a short devised performance. This work must be disseminated by being presented to practitioners in the Faculty Member's own discipline or a wider community.</p>
<p>Compose, or co-compose a major musical work that is approximately 15 minutes or more in total duration, consisting of several movements (such as a Suite, Sonata, Trio, Quartet), one larger movement, or a specific collection of shorter pieces of music (instrumentals and/or songs) that form a complete album, volume, playlist, show, or film. (Must fulfill one or more of the following):</p> <ul style="list-style-type: none"> • Professionally performed or presented before an audience • Recorded compositions presented online by a publisher or professional organization 	<p>Compose, or co-compose a shorter musical work that is at least 2 minutes in duration, such as a song, or instrumental piece. Criteria for dissemination of 'Minor' works are the same as stated under 'Major' for this category.</p>
<p>Perform a major musical work that is approximately 15 minutes or more in total duration, consisting of several movements (such as a Suite, Sonata, Trio, Quartet), one larger movement, or a specific collection of shorter pieces of music (instrumentals and/or songs) that form a complete album, volume, playlist, show, or film. (Must fulfill one or more of the following):</p> <ul style="list-style-type: none"> • Performed at a professional 	<p>Perform a shorter musical work that is at least 2 minutes in duration, such as a song, or instrumental piece. Criteria for dissemination of 'Minor' works are the same as stated under 'Major' for this category.</p>

<p>venue.</p> <ul style="list-style-type: none"> • Presented via media (TV, film, video, streaming, etc.) by a publisher or professional organization. • Recorded performances (audio or visual with music) presented online by a publisher or professional organization. 	
<p>Orchestrate or arrange a major musical work that is approximately 15 minutes or more in total duration, consisting of several movements (such as a Suite, Sonata, Trio, Quartet), one larger movement, or a specific collection of shorter pieces of music (instrumentals and/or songs) that form a complete album, volume, playlist, show, or film and is performed before an audience at a professional venue.</p>	<p>Orchestrate or arrange a shorter musical work that is at least 2 minutes in duration, such as a song, or instrumental piece and is performed before an audience at a professional venue.</p>
<p>Serve as recording engineer for a recorded major musical work that is approximately 15 minutes or more in total duration, consisting of several movements (such as a Suite, Sonata, Trio, Quartet), one larger movement, or a specific collection of shorter pieces of music (instrumentals and/or songs) that form a complete album, volume, playlist, show, or film.</p> <ul style="list-style-type: none"> • Creative activity as Recording Engineer should be done as the sole or lead recording engineer and should consist of all aspects of sound design. • Recordings should be presented online as complete music recordings by a publisher or professional organization. 	<p>Serve as recording engineer for a shorter musical work that is at least two minutes in duration, such as a song, or instrumental piece. Criteria for dissemination of 'Minor' works are the same as stated under 'Major' for this category.</p>
<p>Applied Creative Research is scholarly analysis resulting in the development of new data, information, applications, and/or interpretations that is</p>	<p>Applied Creative Research is scholarly analysis resulting in the development of new data, information, applications, and/or interpretations that is</p>

<p>commissioned by professional associations, cultural agencies, foundations, professional education institutions, professional arts organizations, or arts institutions or businesses.</p> <p>Major applied creative research projects last 6 months or longer and result in a final report or monograph that is disseminated through the host organization to practitioners in their discipline and/or among a broader community—such as county or countrywide stakeholders.</p>	<p>commissioned by professional associations, cultural agencies, foundations, professional education institutions, professional arts organizations, or arts institutions or businesses.</p> <p>Minor Applied Creative Research projects last less than 6 months and result in a written final report\disseminated through the host organization to practitioners in their discipline and/or among a broader community—such as county or countrywide stakeholders.</p>
<p>Professional arts leadership (including education and community engagement) such as work as a director of an arts organization or arts enterprise including running a summer theatre company, festival, art show or creative business. These leadership activities reflect long-term relationships that may last multiple years or seasons. All activities within the five-year window under consideration would count as a single major activity and must meet the following:</p> <ul style="list-style-type: none"> - These activities are professional and not volunteer and thus are different than a service activity. - This activity is original because creative organizations continually produce new creative content as part of their business model. Creation of marketing and promotional materials or new programmatic content may also be used as evidence of creativity. Curation of a theatre season, music catalog, gallery series or other types of creative work may also be used as evidence. The 	

<p>impact of this work can be measured by the audiences reached, community needs addressed, or field-related innovations.</p> <ul style="list-style-type: none"> - The results of this work are disseminated to the wider community, represented by the audiences who attend the shows, - festivals, or other creative works. 	
<p>Professional arts leadership of an organization (including education and community engagement) in which the faculty member is the business owner or founder. This may include such as work as a director of the arts organization or arts enterprise including running a summer theatre company, festival, art show or creative business. These leadership activities may last multiple years or seasons. All activities within the five-year window under consideration would count as a single major activity and must meet the following:</p> <ul style="list-style-type: none"> - This activity is original because creative organizations continually produce new creative content as part of their business model. - The results of this work are disseminated to the wider community, represented by the audiences who attend the shows, festivals, or other creative works. Creation of marketing and promotional materials or new programmatic content may be used as evidence of creative work. Curation of a theatre season, music catalog, gallery series, or other types of creative work 	

<p>may also be used as evidence. The impact of this work can be measured by the audiences reached, community needs addressed, or field-related innovations.</p> <ul style="list-style-type: none"> - The organization must have received federal or state grants. 	
	<p>Any item from the Major list can be counted as a Minor item instead (e.g. 3 major items can be used to fulfill a "2 major and 1 minor" requirement).</p>

For scholarly/creative activities not identified above, a faculty member shall seek pre-approval of the activity to determine whether the prospective activity qualifies as "major" or "minor." Pre-approval will occur by application to the section Personnel and Finance Committee, who will submit a recommendation to the School Director. The School Director will submit a recommendation to the Dean, who shall respond within 30 working days.