

BYLAWS OF THE SCHOOL OF ADVERTISING AND PUBLIC RELATIONS

TABLE OF CONTENTS

- I. Introduction
- II. Faculty Membership
- III. Faculty Responsibilities
- IV. Head of the School
- V. Faculty Meetings
- VI. Committees
- VII. Curriculum Changes
- VIII. Appointment Evaluation, Promotion, and Tenure, of Tenure-Track and Tenured Faculty
- IX. Appointment, Evaluation, and Appeals of Non-Tenure Track Faculty
- X. Amendments
- XI. Implementation

Adopted
February 1986

Revised
April 1999

Second revision
April 2005

I. Introduction

The School of Advertising and Public Relations is one of four administrative units in the College of Communication and Information. The school offers courses that lead to the B.S., M.S., and Ph.D. degrees.

The school is accredited by the Accrediting Council for Education in Journalism and Mass Communications. The school admits undergraduate students who hold at least a 2.75 grade point average. All graduate admissions are coordinated by the graduate office of the college.

Administrative offices are in 476 Communications Building.

II. Faculty Membership

Section 1: The school faculty consists of all professors, associate professors, assistant professors, instructors and lecturers who hold an appointment in the School of Advertising and Public Relations.

Section 2: The voting faculty includes all full-time members. Those who are retired, those who are visiting members, and those who are part-time lecturers are not voting faculty.

III. Faculty Responsibilities

Section 1: TEACHING. Specific teaching-related responsibilities include the following:

- a. Classroom instruction
- b. Thesis and dissertation advising (chair)
- c. Thesis and dissertation advising (committee member)
- d. Program advising
- e. Independent study tutorials

Section 2: RESEARCH/CREATIVE ACTIVITY. Specific activities related to research and creative activity include the following:

- a. Activities that try to transmit a cultural/artistic heritage and/or expand or deepen the audience's horizons
- b. Activities that try to expand disciplinary frontiers of knowledge
- c. Activities that try to transcend disciplinary boundaries by relationships with other disciplines

- d. Activities that try to provide practical applications for research-generated knowledge
- e. Activities that try to synthesize or reiterate research findings for newly identified audiences

Specific types of research/creative activity in which the faculty may engage include the following:

- a. Peer reviewed article in a journal
- b. Editorially reviewed article in a journal
- c. Item appearing without review in a journal
- d. Book or portion of a book that is peer reviewed
- e. Book or portion of a book that is editorially reviewed
- f. Book or portion of a book that is published without review
- g. Presentation of non-reviewed papers at regional conferences
- h. Presentation of non-reviewed papers at national conferences
- i. Presentation of non-reviewed papers at international conferences
- j. Presentation of peer-reviewed papers at regional conferences
- k. Presentation of peer-reviewed papers at national conferences
- l. Presentation of peer-reviewed papers at international conferences
- m. Publication in conference proceedings
- n. Review or translation
- o. Report or monograph
- p. Copyright
- q. Non-print medium (videotape, recording, film, photographic exhibit)
- r. Proposal writing
- s. Grant-funded research/creative activity

Section 3: SERVICE. Service to the school, college, university, national organizations, and public may include the following:

- a. Committee work at the school, college, university, and/or national level
- b. Chairing a committee and/or serving as an officer at the school, college, university and/or national level.
- c. Adviser to student organizations or publications
- d. Contest judging
- e. Talks to professional and community groups
- f. Consulting
- g. Reviewing articles for conferences, journals, and other manuscripts

IV. Head of the School

- Section 1: The chief administrator of the School of Advertising and Public Relations is the Director, hereafter referred to as the Head. He or she is appointed by the Dean of the College of Communication and Information with consultation from the faculty.
- Section 2: The head is appointed to a five-year term, serving at the will of the dean, and can be reappointed by the college dean.
- Section 3: Initiating a search for a new head will follow the procedures outlined in the Faculty Handbook.
- Section 4: The dean of the college shall conduct an annual review of the head's performance. All faculty members will have the opportunity to formally evaluate the head in the spring of each year using the forms provided by the university.
- Section 5: The head is obligated to consult with faculty regularly on matters concerning the school. Such matters include, but are not limited to, governance of the school, budgeting priorities, and salary adjustments.
- Section 6: The head works with the faculty to appoint part-time instructors, lecturers, and distinguished lecturers as detailed in Section IX of these bylaws.
- Section 7: The head appoints graduate teaching associates, graduate teaching assistants, and graduate assistants with input from the faculty.
- Section 8: The head appoints the clerical staff for the school.

V. Faculty Meetings

- Section 1: Faculty meetings are to be held at least twice each semester. Additional meetings will be called as school business requires.
- Section 2: The head presides at all faculty meetings and either the head or his/her designee serves as recording secretary.
- Section 3: Any faculty member may request a school meeting for any reason.

- Section 4: Informal procedures will be used at school meetings.
- Section 5: The head is responsible for scheduling meetings, notifying faculty members of the dates and times of such meetings, and, where appropriate, preparing an agenda.
- Section 6: Part-time faculty, graduate teaching associates, and graduate teaching assistants are encouraged to attend faculty meetings and to express their views on matters that concern the school.

VI. Committees

- Section 1: There are no standing committees in the school.
- Section 2: Ad hoc committees may be appointed by the head as deemed necessary.
- Section 3: Appointees to college and university committees will be made by all faculty members by vote or consensus.

VII. Curriculum Changes

- Section 1: The requirements of the curriculum are described in yearly issues of the University Catalog.
- Section 2: Changes in course requirements, degree requirements, and rules and regulations for admission and graduation are the responsibility of the faculty.
- Section 3: Proposals for changes in curriculum must be presented in writing by the faculty at a scheduled meeting. Statements outlining financial impact, effect on other college programs, and effect on students should be included in all proposals.
- Section 4: Each faculty member is expected to adhere to the Teaching Guidelines for Advertising and Public Relations Courses in implementing the curriculum.

VIII. Appointment Evaluation, Promotion, and Tenure, of Tenure-Track and Tenured Faculty

- Section 1: Faculty Handbook. All actions of the school concerning appointment, retention, tenure, promotion, and evaluation of the faculty are governed by the language of the University of Tennessee Faculty Handbook.
- Section 2: Annual Review. Each tenure-track and tenured faculty member is entitled to a written review of his/her annual performance including the areas of teaching, research and/or creative activity, and service. The faculty member shall submit to the head a narrative of his/her accomplishments since the last annual review. The review shall include on-going research/creative activity, dissertation/thesis/master's project and undergraduate advising, committee work, teaching assignments, student evaluations, peer evaluations, teaching recognitions, and evidence of public, university, college or school service. The head, after consultation with the faculty member, will classify the faculty member's overall performance as unsatisfactory, needs improvement, meets expectations for rank, or exceeds expectations for rank. Salary adjustments, when available, will be awarded with greater increases going to those faculty members who exceed expectations. For any faculty member holding a part-time administrative appointment, the appropriate administrator will conduct a review of that faculty member's administrative performance.
- Section 3: Definition of categories. Generally, faculty members will be reviewed in the categories of research/creative activity, teaching, and service using the professional goals stated in the most recent annual review as a guide. While it is the faculty member's overall performance that is to be rated, the following serve as guidelines for evaluating teaching performance, research/creative activity performance, and service performance. These quantitative guidelines will be supplemented with a qualitative assessment of the larger contribution and overall value of the faculty member's efforts.

Teaching:

1. *Unsatisfactory*. Course evaluations that are consistently in the lowest range of the university-mandated teaching evaluation instrument.

2. *Needs improvement.* Course evaluations that are consistently in the lowest range or near the lowest range of the university-mandated teaching evaluation instrument.
3. *Meets expectations.* Course evaluations that are only slightly below or near the mean of the university-mandated teaching evaluation instrument.
4. *Exceeds expectations.* Course evaluations that are above the mean for the university.

A faculty member may submit copies of course syllabi, course assignments, statements of teaching philosophy, and other such items that may serve as evidence of the quality of teaching.

Research/Creative Activity:

1. *Unsatisfactory.* Consistent failure to engage in a program of on-going research/creative activity.
2. *Needs improvement.* Has an on-going research/creativity activity program but has failed to submit for review, to present at a conference, or to submit for publication any results of the research/creative activity.
3. *Meets expectations.* Has submitted, presented, or had accepted for presentation or publication one item.
4. *Exceeds expectations.* Has submitted, presented or had accepted for presentation or publication two or more items.

A faculty member may submit a book contract, grant application, ongoing work on a funded research proposal, or other such items that may serve as evidence of the quality of research/creative activity.

Service:

1. *Unsatisfactory.* Has performed no service assignment at the school, college, university, or national levels.
2. *Needs improvement.* Has agreed to perform service but failed to do so
3. *Meets expectations.* Has completed one or two service activities at any level.
4. *Exceeds expectations.* Has completed more than two service activities at any level.

A faculty member may submit other evidence of service to the school, college, university, or profession beyond those specifically assigned to the faculty member.

Section 4: Appointments to the faculty will be discussed with the dean by the head after consultation with as many as possible of those members of the school whose research/creative activity and teaching interests lie in the same broad field as those of the prospective appointee. When a tenure-track appointment to a rank of assistant professor or above is contemplated, all members of that rank and/or higher rank should be consulted before any request to make an offer of employment is made to the dean.

Section 5: Faculty members to be considered for retention, tenure or promotion shall be notified in writing to the head at least six weeks before the school committee is to act upon the matter and shall be invited to act upon the matter and shall be invited to submit materials for their personnel file and to propose the names of two or more people outside the school as references. The head shall solicit opinions from at least two of the people so named and from at least two others, outside the school, whose names are proposed by members of the school.

Section 6: When a question of retention or of granting tenure arises, all faculty members of the school who have tenure shall be called to a meeting expressly for this purpose; the consultation shall be by secret ballot after appropriate discussion.

When a question of promotion to a given rank arises, all members of that rank and of higher rank shall be consulted by secret ballot, after appropriate discussion, in a meeting expressly called for this purpose.

In each case, the call of the meeting shall be issued not less than two weeks before the consultation, and members who expect to be absent may submit sealed ballots in advance. Immediately after a vote is taken, the ballots (including absentee ballots, if any) shall be announced.

In making a recommendation to the dean concerning the retention or promotion of, or the granting of tenure to, a member of the school, the head shall transmit therewith the number of votes for and against the recommendation, and shall make known to all faculty members who were eligible to vote on the matter the final recommendation to the dean.

Section 7: Faculty members have the right to pursue outside compensated activities as detailed in the Faculty Handbook. If they choose to engage in such activities, faculty members will be encouraged to focus on activities that enhance their teaching, research/creative activity, and service.

IX. Appointment, Evaluation, and Appeals of Non-Tenure Track Faculty

Section 1: Faculty Handbook. All actions of the school concerning appointment, evaluation, and appeals of non-tenure track faculty are governed by the language of the University of Tennessee Faculty Handbook.

Section 2: Annual Review. Each non-tenure track faculty member is entitled to a written review of his/her annual performance. Generally, the primary review for non-tenure track faculty is in the area of teaching. The faculty member shall submit to the head a narrative of his/her accomplishments since the last annual review. The head, after consultation with the faculty member, will classify the faculty member's overall performance as unsatisfactory, needs improvement, meets expectations, or exceeds expectations. Salary adjustments, when available, will be awarded with greater increases going to those faculty members who exceed expectations.

Section 3: Generally, non-tenure track faculty members will be reviewed in the category of teaching using the professional goals stated in the most recent annual review as a guide. While it is the faculty member's overall performance that is to be rated, the following serve as guidelines for evaluating teaching performance. These quantitative guidelines will be supplemented with a qualitative assessment of the larger contribution and overall value of the faculty member's efforts.

Teaching:

1. *Unsatisfactory.* Course evaluations that are consistently in the lowest range of the university-mandated teaching evaluation instrument.
2. *Needs improvement.* Course evaluations that are consistently in the lowest range or near the lowest range of the university-mandated teaching evaluation instrument.
3. *Meets expectations.* Course evaluations that are only slightly below or near the mean of the university-mandated teaching evaluation instrument.
4. *Exceeds expectations.* Course evaluations that are above the mean for the university.

A faculty member may submit copies of course syllabi, course assignments, statements of teaching philosophy, and other such items that may serve as evidence of the quality of teaching.

Section 4: Appointments of non-tenure faculty members will be discussed with the dean by the head after consultation with as many as possible of those members of the school whose research/creative activity and teaching interests lie in the same broad field as those of the prospective appointee.

Section 5: As soon as possible, but no later than May 1, non-tenure track faculty members who have been teaching for the school will be notified if they will be retained for teaching in the next academic year.

Section 6: When a question of promotion to Distinguished Lecturer arises, all tenured and tenure-track faculty shall be consulted by secret ballot, after appropriate discussion, in a meeting expressly called for this purpose.

In each case, the call of the meeting shall be issued not less than two weeks before the consultation, and members who expect to be absent may submit sealed ballots in advance. Immediately after a vote is taken, the ballots (including absentee ballots, if any) shall be announced.

In making a recommendation to the dean concerning promotion to the rank of Distinguished Lecturer, the head shall transmit therewith the number of votes for and against the recommendation, and shall make known to all faculty members who were eligible to vote on the matter the final recommendation to the dean.

X. Amendments

- Section 1. Amendments to these bylaws may be proposed either by the head or by any faculty member.
- Section 2. Amendments will be presented to the faculty and voted upon at a special meeting or the next regular meeting. A two-thirds majority vote of the faculty shall be necessary for adoption.

XI. Implementation

- Section 1. These bylaws will become effective immediately upon approval by two-thirds majority vote of the faculty.
- Section 2. Copies of the bylaws will be distributed to all faculty members and to the Dean of the College.
- Section 3: Should any member of the school believe that his or her rights established in these bylaws have not been upheld, he or she may pursue an appeal through channels as described in the Faculty Handbook.

These bylaws were adopted by a vote of 5-0 on Feb. 6, 1986 and revised by a vote of 5-0 on April 13, 1999. These bylaws were revised by a vote of 11-0 on March 29, 2005.