



The University of Georgia

Grady College of Journalism and Mass Communication

March 19, 2014

Pamela S. Whitten
Senior Vice President for Academic Affairs and Provost
Provost's Office
206 Administration Building
220 S. Jackson Street
CAMPUS

Dear Provost Whitten:

Attached, please find a draft of our proposed clinical track and promotion guidelines for the Grady College of Journalism and Mass Communication. This will allow us to recruit Clinical Professors to help fill our instructional needs in our professional majors, and bring professionals at the highest level to the university.

In this proposal, we have created comprehensive CAPU criteria for the entire college. Hires will be made within the departments, and the department head will act as the CAPU Head. It is our goal to use this rank judiciously; therefore there is no intention to strive for a critical mass of clinical faculty. Full-time clinical faculty will have full voting privileges in the academic unit for all matters with the exception of search, appointment, promotion and tenure of tenure-track faculty and other tenure-related issues. Although there are no licensure requirements for professional employability in our fields, clinical faculty will be appointed on the basis of outstanding reputation within their area of expertise. The criteria for appointment, review, and promotion are outlined in our proposal. This proposal was approved unanimously by the Grady College.

Please let me know if I may answer further questions or provide additional information.

Sincerely,

Charles N. Davis
Dean

APPROVED:

SVPAA & Provost

4-2-14
Date

Grady College of Journalism and Mass Communication Clinical Faculty Appointment and Promotion Criteria

Introduction

Many professional programs require the use of practitioners to prepare students for the practice of their profession. Clinical faculty enhance the academic and professional development of students in support of the teaching and service missions of the institution. Clinical faculty must have obtained the appropriate terminal degree and meet standards for professional employability. Clinical faculty teach in a professional setting and “maintain a balance between teaching, scholarship and service different from that of the tenure track faculty.” Clinical faculty are not eligible for tenure.

The Grady College hires professionals to bring professional experience and knowledge to the classroom. Clinical faculty usually maintain active relations with their professions and may be budgeted for substantial engagement in outreach and service. Clinical faculty may also collaborate with tenured and tenure-line faculty in research

Clinical faculty could be hired in all the departments of the college: Department of Advertising and Public Relations, Department of Journalism, and Department of Telecommunications. They would teach and supervise students in various professional settings including but not limited to internships, capstone classes such as public relations campaigns and advertising campaign classes, producing the daily capstone television news broadcast, and in basic skills classes such as graphic design, electronic news gathering, video production, editing, and web design. They will also work with activities such as students in professional practice campaigns, with student organizations, pro bono advertising, public relations, video production work, and others. Clinical faculty may direct professional seminars, symposia and workshops. Clinical faculty may participate in state, regional or national meetings, professional and academic.

Full-time clinical faculty will have full voting privileges in the academic unit for all matters with the exception of search, appointment, promotion and tenure of tenure-track faculty and other tenure-related issues. Eligible voting faculty of the unit vote on appointment and promotion of clinical faculty consistent with university guidelines. All tenure, tenure track and clinical faculty vote on appointments. All tenured professors and clinical associate or full professors vote on promotion to clinical associate. Clinical and academic rank professors vote on promotion to clinical full professor

Types of Appointment

Clinical faculty ranks have three levels: Clinical Assistant Professor, Clinical Associate Professor, and Clinical Professor. In accord with terminology in our discipline, faculty at

these ranks will be referred to internally as Assistant, Associate or Professor of Practice consistent with their rank.

CAPU Head

The Head of the Clinical Appointment and Promotion Unit (CAPU) will be the department head of the relevant disciplinary area. All CAPU heads will report to the dean of the Grady College.

Appointment and Promotions

Faculty members within departments will have primary responsibility for insuring the prospective clinical faculty member holds the appropriate degree and has the experiential background needed for the disciplinary setting in which the individual will work. Clinical faculty must have an appropriate terminal degree, or in rare and extraordinary circumstances, qualification on the basis of demonstrably successful related experience, which exception is expressly approved by the Provost. At the time of appointment, all clinical faculty must have a minimum of five years of full time experience in the discipline where appointed. These are non-tenure track appointments.

The following guidelines should be followed for appointments and advancements:

In accordance with University guidelines, clinical faculty must meet professional standards to teach in the professional setting and maintain a balance between teaching, scholarship, and service different from that of tenure track faculty. Appointment and promotion is based upon promise or demonstrated excellence in instruction, along with scholarly activities, professional leadership, professional practice, and/or service. The balance among the various categories should be clearly specified by the Department Head upon the individual member's appointment.

The following requirements for appointment and promotion must be met:

Clinical Assistant Professor: Must hold appropriate terminal degree and have at least five years of full time experience in the profession for which the person is being appointed as a clinical faculty member. Candidate should show evidence of a high level of competence in their specialty and demonstrate promise of moving toward excellence in instruction, scholarly activities, professional leadership, professional practice and/or service, as specified at appointment. A faculty member is expected to serve no more than seven years at the rank of full-time clinical assistant professor

Clinical Associate Professor: Shall meet all criteria noted previously and shall be widely recognized at the regional level by industry leaders as a leading authority within their disciplinary practice specialty.

Clinical Professor: Shall meet all criteria noted previously and shall be widely recognized at the national level by industry leaders as a leading authority within their disciplinary practice specialty.

Criteria to be Applied during the Promotion Process

As non-tenure track faculty, all clinical faculty must be reappointed each year, dependent upon satisfactory performance. Criteria for consideration for annual contract renewal at all three ranks will be consistent with UGA policy and procedures.

Criteria for promotion at the University follow from the University's mission to teach, to inquire into the nature of things and to serve society. University of Georgia faculty must meet the following primary responsibilities: teaching; research, scholarship or other creative activities; and service to society, the University and the profession. Academic appointment, promotion and tenure are based upon a candidate's performance in these assigned areas.

In order to be promoted, a clinical faculty member must meet the criteria specified for appointment to the higher rank. For promotion from Clinical Assistant to Clinical Associate Professor, a clinical faculty member must be widely recognized at the regional level by industry leaders as a leading authority within their disciplinary practice specialty. For promotion from Clinical Associate Professor to Clinical Full Professor, a clinical faculty member must have attained a national or international reputation among industry leaders as a leading authority within their disciplinary practice specialty. These are appropriately rigorous standards. The presumption is that clinical faculty must be able to demonstrate that they have maintained their leading-edge professional skills.

Standards for Teaching, Scholarship, and Service

Grady College has developed its unit criteria for disciplinary standards and documentation of teaching, scholarship and service. We will continue to apply these and the UGA guidelines as appropriate and will add for clinical faculty the following documentation standards.

Contributions to Teaching

Documentation

Effectiveness in teaching is reflected by student learning and improvements in the learning environment and curriculum. Evidence of teaching effectiveness for clinical faculty may include, but is not limited to, the four types of documentation listed below. In joint instructional endeavors, the evidence should specify the extent of each person's contribution.

1. Participating as a student in continuing education in the area of professional practice, including industry workshops, seminars, and courses.
2. Attending major industry conferences where current issues of professional practice are discussed.
3. Engaging in paid professional consulting to the industry in the area of professional practice.
4. Participating in professional externships or seeking temporary or freelance employment in the area of professional practice

Reappointment, Review, Promotion and Appeals Processes. These will follow the University of Georgia Guidelines for Appointment and Promotion of Clinical Faculty