

**SCHOOL OF BROADCAST AND CINEMATIC ARTS
PROCEDURES, CRITERIA, STANDARDS, AND BYLAWS**

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(Prepared by Faculty Personnel Services)**

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SCHOOL OF BROADCAST AND CINEMATIC ARTS

I. SCHOOL ORGANIZATION - BCA

A. School Director - General description of the role and responsibilities

1. The School Director’s general duties include:
 - a. Membership on the full-time BCA faculty.
 - b. Representing School interests and viewpoints and maintaining credibility of School requests to higher administrative officials.
 - c. Communicating the administration’s views to the School, and, when necessary, arguing for exception to those views.
 - d. Formulating School policy through published and agreed-upon policies involving committees and consultation with School members.
 - e. Taking positive steps for program development.
 - f. Implementing and following up on School policies.

- g. Following procedural due process in personnel policies with respect to individual faculty and staff members.
 - h. Taking clearly defined steps to improve teaching effectiveness.
 - i. Encouraging research within the School.
 - j. Encouraging creative activities within the School.
 - k. Maintaining contact with industry professionals for the benefit of students and the School.
2. Specific duties of the Director include the following:
- a. Chairing meetings of the School.
 - b. Overseeing recruitment of new faculty and staff.
 - c. Overseeing all School budgets and making budgetary decisions on the advice of the School voting body.
 - d. Representing the School at the College of Communication and Fine Arts and that College's Dean's Advisory Council.
3. Annual Director Review

At the first School meeting of the Spring Semester, a Director Review Committee composed of two regular faculty members, excluding the School Director, will be formed. Committee members will be selected by a majority vote. The Committee will determine its Chair.

The Committee shall distribute a numbered evaluation form to all members of the School, including full-time temporary faculty and staff. The distribution of the forms should take place at a regular School meeting no later than February 15th. The forms should be returned to the Committee within seven (7) days of distribution. The Committee will be responsible for tabulating the results and reporting the findings to School members and School Director in a manner designed to preserve the anonymity of the respondents. These results will also be forwarded by the Committee Chair to the Dean.

The evaluation form shall include a ranking scale of unproductive, highly unsatisfactory, insufficient, marginal, proficient, and superior. The Director's performance will be ranked using the above-mentioned scale in the following categories:

- Encouragement of faculty research and creative endeavors
- Support and facilitation of improved and excellent teaching
- Consistent assignment of teaching duties that reflects faculty profiles
- Impartial conduct in personnel matters
- Responsible fiscal management of available resources

- Effective representation of the School to the administration and outside constituencies, including the Alumni Advisory Board
- Unswerving support and pursuit of high standards in curricular and co-curricular endeavors
- Overall effective direction and leadership of the School

Should a majority of the evaluation forms result in insufficient or lower rankings in the majority of the above categories, the Director will have 15 days to respond in writing to the evaluation results. A summary of the evaluations and the Director's response will be presented at the next School meeting following this response period. The faculty and staff must at that time decide whether to take a vote recommending removal of the Director from this position. A majority of the full-time faculty and staff will be required to forward a removal recommendation to the Dean.

B. Library Representative

1. Representative from the School shall serve as liaison to the BCA Library Bibliographer.
2. This representative shall work with BCA faculty and the library to:
 - a. Conduct a search of the various areas of interest-related instruction and research served by this School to determine the library materials such as books, periodicals, audio tapes, video cassette, and other audio-visual aids which are needed to adequately serve these areas.
 - b. Keep library holdings current through review of new work.
 - c. Impress upon new faculty the importance of improving library holdings and procedures for obtaining library materials.

C. Personnel Decisions

1. School of Broadcast and Cinematic Arts personnel recommendations will be made by the School members who are regular full-time faculty
2. Voting members, as specified in 1. above, shall make recommendations on reappointment, promotion, and tenure and shall forward these recommendations to the School Director.
3. The School Director shall be responsible for P&A/ST/OP evaluations with input from School faculty encouraged.

D. School Obligations and Procedures

1. School meetings are scheduled and announced by the Director. School meetings should be held on a regularly scheduled basis and the faculty should be notified of the time, day, and location of meetings.
2. The Director's office will distribute a copy of agenda, minutes, and reports.

3. The School Director and/or a majority of School faculty may declare an executive session of faculty at any time as prescribed by this document, as well as other pertinent college and University policies.

E. Graduate Faculty

1. Graduate Faculty - Definition

In order to become a member of the graduate faculty, one must receive approval from the Graduate College. (Procedures and requirements are contained in G.S. 54- Graduate Faculty Recommendation Forms)

2. BCA Director of Graduate Studies - Responsibilities

- a. The Director shall examine all graduate forms in order to determine that School and University guidelines are met.
- b. The Director shall review, evaluate, and suggest graduate curriculum revisions to the School Curriculum Committee.
- c. Recommendations on assistantships and fellowships will be made by the Director of Graduate Studies.
- d. The Director shall recommend procedures for comprehensive examinations and be responsible for administering the exams and overseeing forms for graduation.
- e. The Director is responsible for maintaining accurate records of the School's graduate students.
- f. The Director has prime responsibility to recruit qualified graduate students.
- g. The Director serves as School representative to the MSA Steering Committee.
- h. The Director serves as graduate student adviser. The School of Broadcast and Cinematic Arts is committed to serving the master's candidates in a variety of ways that are similar to the undergraduate advising process with the additional aim of fostering greater interaction between faculty and students and encouraging a collegial relationship, facilitating individual student contributions to professional programs as well as individual research and scholarly growth. The faculty adviser should:
 - (1) Acquaint the student with School forms, procedures, and policies.
 - (2) Discuss the student's career goals and academic career.
 - (3) Plan coursework, discuss thesis or comprehensive exam options, and any other program requirements.

- (4) Schedule tentative deadlines for completion of necessary forms, coursework, and examinations.
- (5) Help the student select graduate faculty for the graduate student's committee.
- (6) Understand that each advisee has the option of requesting a different Guidance and Examination or Thesis adviser at any point during the completion of the student's program.
- (7) Meet regularly with each advisee to insure completion of coursework and progress toward the degree.
- (8) Become familiar with the forms and deadlines for completion of these forms.
- (9) See that all thesis or independent study proposals are reviewed by the Director.

3. Graduate Assistants

- a. Normally graduate assistantships are awarded by the School for one academic year.
- b. Each graduate assistant employed by the School is expected first and foremost to fulfill assigned responsibilities to the satisfaction of the School needs.
- c. Any prospective outside employment should be viewed in light of the graduate assistant's principal obligation.
- d. Graduate assistants are expected to satisfactorily complete a minimum of six (6) credit hours per semester. Exceptions may be authorized by the College of Graduate Studies, upon the joint recommendation of the Director of Graduate Studies and the School Director.

F. Learning Resource Center

The Learning Resource Center is located in room 342 Moore Hall and is under the auspices of the SCDA Library Committee. It serves as a checkout area for audio/visual equipment.

G. Voting Privileges Within the School

1. Regular full-time BCA faculty, full-time temporary BCA faculty, regular University-funded BCA Professional & Administrative (P&A) and ST/BR personnel, and the head School secretary (OP), will have equal voting privileges at all levels within the School, except as provided by (2) below.

2. In cases of faculty personnel recommendations involving hiring, promotion, professor salary adjustment, tenure, and reappointment, the following will have voting privileges: regular BCA full-time faculty.

H. Faculty co-curricular supervisory descriptions will determine the co-curricular responsibilities of faculty in positions with co-curricular responsibilities as part of their load. The most recent version of these position descriptions, approved by a majority of the School faculty at a regular School meeting, will be kept on file in the BCA office.

II. SCHOOL FUNDS AND PROCEDURES

A. Budgets and Related Procedures

1. Accounts and budget procedures

School growth and diversity has brought an increasing number of funds from outside sources to support special projects and programs.

- a. The School Director is ultimately responsible for all School operations.
 - (1) Hence, he/she should be informed of the handling of such accounts.
 - (2) As is the case with regular School accounts, the Director serves as an authorizing signature on all School accounts.
- b. This means that each account signature card must bear the signature of both the individual authorized to administer the account and the Director.

2. Account numbers

- a. Account numbers should be included on all purchase requisitions and invoice vouchers.
- b. All such charges must be cleared in advance with the appropriate account administrator.

3. Approval of expenditures

- a. Responsibilities of the School Director include approval of expenditures from School funds before commitments are made.
- b. The approval of expenditures includes signing requisitions for School equipment and supplies, payment requests, requests for advance funds, requests for repairs and replacement, trip requests, etc.

B. Travel

1. Travel authorization - Application for funding

- a. All official travel must be authorized by the School Director on travel request forms, authorization for use of state car forms, etc.

- b. The School Director is responsible for determining how budgeted travel funds are to be allocated within the following general policy: funds allotted must be spent on trips designated to promote teaching and scholarship.
 - c. Funding may be provided to School ST/BR, P&A, and OP personnel to help defray costs of attending an appropriate meeting to update their knowledge on new equipment or procedures related to their BCA duties.
2. Expense reports

Travel expense reports submitted to the School office for signature must be on the Employee Travel Expense Voucher Form.

C. Mailings

1. Mailings - On-Campus

Brown kraft "Use-It-Again" envelopes should be used. There is no charge to the School for these envelopes as opposed to the cost and one-time use factor of regular Central Michigan University letterhead envelopes.

- a. The School secretary can supply School members with the "Use-It-Again" envelopes.
- b. School members should return to the School office any large surplus of these envelopes.

2. Mailings - Use of letterhead

Use of CMU institutional letterhead is at the discretion of the individual Schools.

- a. There is no School policy for the use of institutional letterhead, nor is one possible to formulate which would fit all instances.
- b. Considerable discretion, however, should be used by students, staff, and faculty in use of institutional letterhead; and as a general policy, it should not be used for other than University business.

3. Bulk mailings

- a. Any bulk mailings using School funds should be cleared with the School Director's office prior to action.
 - (1) This is normal operating procedure, but especially critical at a time when funds for such purposes are extremely short.
 - (2) Those who wish to make a mass mailing should investigate the use of a bulk mailing permit.

- b. Any mail turned in at the mailroom and not properly identified will not be mailed out until it has been checked first with the faculty member doing the mailing and then with the Director.
- c. Student activities (WHMW-FM, MHTV, Moore Media, AERho, and others) will be responsible for their own accounts for mailing.

D. Bulletin Boards

1. Announcements of current and potential interest to faculty, staff and students are posted on the appropriate bulletin boards of the School.
 - a. Bulletin boards shall be periodically checked by the BCA staff.
 - b. Nothing is to be taped to the walls.
2. In order to provide for equitable allocation of bulletin board space, the following recommendations have been adopted:
 - a. First floor bulletin board near the elevator is to be shared by Interpersonal and Public Communication and Broadcast and Cinematic Arts.
 - b. One-half of the bulletin board between Speech Communication and Dramatic Arts and Broadcast and Cinematic Arts is for the posting of materials that are cleared through the School of BCA office.
 - c. Broadcast and Cinematic Arts is to use the bulletin boards next to the TV studio and Room 129 along with the one in the BCA office hallway.

E. Keys

1. Keys for School offices and facilities are dispersed and records maintained by the BCA secretary.
2. Faculty members must turn in all keys when leaving the employ of the University.

III. AMENDING THE BYLAWS

A. Amendments Requested by BCA School Groups or Individuals

1. Individuals or groups within the School may propose amendments to this document by petitioning the School as a whole. Proposals and amendments can be voted upon at a School meeting if the proposed item has been published in advance on the agenda.
2. Majority approval of the voting members of the School as defined in I.G. shall amend this document.

B. Amendments Necessitated by Action of University Groups or Offices Outside BCA

1. The BCA Faculty and Staff Guide should accurately reflect documents and procedures adopted by University groups and offices under which jurisdiction of this School falls.
2. When the need for an amendment is created by University policy changes, the BCA Director shall submit the proposed amendment for approval to the entire School.
3. Majority approval of the voting members of the School as defined in I.G. shall amend this document.

IV. FACULTY RESPONSIBILITIES

A. Advising: Academic - Career

1. General statement on advising
 - a. All full-time regular faculty are expected to regularly advise assigned students in program planning as part of their regular academic load.
 - b. All faculty, full and part-time are also expected to be familiar with the University Undergraduate Bulletin. All full-time regular faculty must also obtain and be familiar with the several undergraduate major and minor authorization forms.
2. Undergraduate advisor responsibilities:
 - a. Guide assigned advisees through the successful completion of their course of study leading to the baccalaureate degree.

This responsibility requires the adviser to do more than just sign a major or minor. It requires the advisor to:

- (1) Ensure that the students understand the entire academic program.
 - (2) Provide academic counseling when her/his advisee's require it.
- b. Ensure the following:
 - (1) That the advisee is aware of special academic, certification, licensure, practicum, and other requirements included in, or expected by, the area in which the major or minor is signed.
 - (2) That the major/minor authorization forms are completely and accurately prepared and that the required number of copies are forwarded to the proper University offices. Copies of the "Major/Minor Authorization Form" are available in the School office.

- (3) That the students understand all the requirements listed on the authorization form.
- (4) That the students are advised on all of the undergraduate options from which one may select her/his major/minor.
- (5) That the copies of the major/minor authorization form are placed in the student's School file. The student will meet with the adviser to review the authorization, find answers to any further questions he/she may have, and sign her/his major/minor authorization forms.

c. Counsel each advisee on:

- (1) Career opportunities for which the major/minor will prepare the student.
 - (2) Opportunities available for graduate study following completion of the undergraduate disciplinary concentration.
 - (3) The various curricula and their requirements.
 - (4) Individual School requirements and procedures for admission to a major/minor program.
 - (5) Selection of a major/minor which will complement the BCA major/minor.
3. It is the advisee's responsibility to meet with her/his adviser to follow up on the program outline and to make changes or modifications when required.
 4. Any changes or modifications to a student's major or minor requirements on the major or minor authorization form that do not conform to the requirements published in the bulletin under which the student is fulfilling requirements for the BCA major or minor must be approved by the School Director or by a majority vote of the School. Changes and modifications must appear on the proper form.

B. Books - For Classes, Desk Copies

As requested, the School secretary will provide the instructor with a book request form for each class taught.

C. Classes - Change of Hour, Day, or Room by Instructor

1. Whenever it is necessary or advisable to change either a classroom or a meeting time for a class, the instructor must first clear the request with the School Director.
 - a. If a request is approved at that level, then the instructor must call the Registrar's Office to see whether a classroom is available to accommodate the change.

- b. If a room is available, the instructor then requests the Director's office to officially make the change.
 - c. Only after the "Change Form" has been typed in the main office and sent to the Registrar's Office as verification of a request for the change may the instructor move the class.
2. The instructor must also take the responsibility for posting a notice at the original room site.

D. Commencement Responsibility by Faculty

1. Each School is expected to participate in the commencement processions in December, May, and August. If there is an insufficient number of faculty volunteers for a commencement, or an imbalance of one over the others, the Director will make adjustments and designate who will march.
2. Academic apparel may be rented at the University Center.

E. Contract Starting Dates

1. The faculty is expected to be available for meetings, assignments, advising, and for other obligations the week prior to the first day of classes for both Fall and Spring semesters.
2. If the faculty member cannot be present during this period, he/she should follow the procedures outlined in V.B.4.

F. Grade Books

1. Grade books are available to the teaching staff in the School office.

Used portions of grade books or photocopies must be turned in at the end of each semester to the School Director. (This is done for the purpose of being able to answer inquiries in instances where an instructor may not be on campus at the time of inquiry.)
2. It is suggested that instructors maintain major papers, exams, and any other important evidence of student work in a class for a period of at least one semester after completion of the class.
3. Each faculty member shall formulate and disseminate to students and the School office the grading policy in the course, mainly through a detailed syllabus.

G. Independent Study

Faculty who choose to direct Independent Studies or Theses do so over and above their normal teaching load. Independent Study guidelines are on file in the School of BCA office.

H. Library Ordering

1. General

- a. The School receives an allocation of University Library purchases to be spent for books and other materials.
- b. It is the responsibility of the School faculty to use the library allocation to build the University Library collection most effectively.

2. Ordering books

To order a book for the library that is not normally acquired by the bibliographer, the following procedures are required:

- a. Check the library catalog in ordering to ascertain whether the book has been ordered previously.
- b. Complete Book Purchase Request and sign. (These forms may be obtained from the BCA secretary.)
- c. The secretary will forward the forms.
- d. Upon receipt of notification from the library that the book has arrived on campus, send this information including the call number of the book to the BCA Library Representative.

3. Ordering periodicals

- a. To order periodicals, the following procedures are suggested:
 - (1) Complete the Book Purchase Request by providing the applicable information.
 - (2) Turn all copies of this form over to the School secretary.
 - (3) For help in getting some of the information for this form, contact the Acquisitions School of the library.
 - (4) The secretary will then turn all copies to the School Director for appropriate action.
- b. It is up to each person to take the responsibility of finding out when the periodical comes in and notify the BCA library representative.

I. Office Hours

1. Members of the faculty and teaching staff must schedule a minimum of five definite hours each week for student consultation.
 - a. The schedule must be posted with a copy sent to the School office.

- b. Office hours should be distributed over different days in the week.
2. Other times by appointment should be included in the hours posted on office doors and announced in class.

J. Theft or Loss Reports

1. In case of theft or loss of equipment, the faculty/staff member shall notify both the School and Public Safety.
2. In case of loss of materials (books, coats, etc.) by a student, the student should be directed to the CCFA office, Moore 129.
 - a. Any materials found in Moore Hall should be taken to the CCFA office, Moore 129.
 - b. At the end of thirty days, unclaimed materials will be taken to the Department of Public Safety.

V. PERSONNEL POLICIES AND PROCEDURES

A. Statement of Constitutional Procedure

The School of Broadcast and Cinematic Arts will abide by all policies, procedures, and criteria relating to employment agreed upon by the University and the Faculty and Staff bargaining units currently in effect. In cases of personnel recommendations involving promotion, tenure, and reappointment/non-reappointment, voting privileges are vested as per the provisions of I.G.2.

B. Absence from Classes - Faculty and Staff

1. Whenever a faculty member is to be absent other than for illness or emergency from a scheduled class meeting, he/she will notify the School Director and make suitable provision for the classes he/she is to miss. The Dean's office should be notified when the School Director intends to be absent.
2. If a faculty member is going to miss a teaching assignment other than due to illness or other emergency, he/she should, in advance, clear her/his absence with the School Director and indicate the method arranged for covering the class.
3. Whenever a faculty member is absent because of illness or other emergency, that fact should be reported immediately to the School Director who will be responsible for seeing that suitable provision is made for class missed.
4. Faculty are expected to be available for assignments, advising, and meeting during the week that precedes the first scheduled class meeting. Faculty members who wish to be absent during this period must secure permission from the Director and the Dean.

C. Off-Campus Work and Activities

Faculty and staff are encouraged to do consulting work in their area of expertise. Any part-time employment must not take precedence over or conflict with School responsibilities or provisions of the collective bargaining Agreement.

D. Procedures for Retrenchment

In the event of retrenchment due to financial exigency, the Director will give a minimum of seven days notice of a special School meeting, at which a committee of four to draft a retrenchment plan will be elected. All full-time regular faculty in the School will be eligible for election to this committee. At this special meeting, a separate vote will be held to elect each of the four committee members. The committee will draft a retrenchment plan which will be submitted to the School for approval, either at a regular School meeting or a special meeting to be called by the committee. The plan must receive approval by the majority of full-time regular faculty in the School (not merely a majority of those present at the meeting at which the vote is held).

E. Procedures for the Selection of Faculty for ProfEd and Other External Courses

1. General Philosophy
 - a. On-campus teaching and professional responsibilities have priority over other commitments.
 - b. In terms of off-campus teaching opportunities as scheduled through ProfEd, the School will attempt to continue to service requests for field courses which the School is willing to teach. The matter of supplying a faculty member for an off-campus assignment is contingent upon availability and competence of that faculty member to handle the assignment.
 - c. All off-campus teaching assignments must be made in accordance with provisions of the collective bargaining Agreement.
2. Selection for faculty members to teach ProfEd courses requires:
 - a. Approval of School Director.
 - b. Approval from Chairperson of Department offering courses.
 - c. Contractual approval from ProfEd.

F. Procedures for Summer School

1. The faculty shall recommend courses to be offered in summer session based on the prime criteria of student needs and ability to fill each course (i.e., enrollment possibilities). These criteria shall remain top priority regardless of the availability of regular School faculty to fill a position.

2. Based on the above recommended courses, each interested faculty member shall submit to the Director in writing by the designated deadline the following:
 - a. A rank ordering of the courses he/she wishes to teach.
 - b. If outside the faculty member's regular teaching profile, indicate the professional competencies which he/she has and which qualify her/him to teach each particular course requested.
3. The School Director shall then proceed to staff offerings as follows:
 - a. Determine the general School courses which are needed.
 - b. Evaluate the relative and complementary merits of all recommended courses submitted and select/prepare a schedule of courses.
 - c. Faculty shall then be assigned on the following basis:
 - (1) First and foremost, the offering of a set of required and elective courses (over a succession of summer sessions and coordinated with academic year offerings) within the budget parameters of instructional load allocated to the School to meet student need. Student need means offering courses which students should take to complete programs and which courses can be filled.
 - (2) Faculty most competent to teach needed courses shall be contracted as determined by projection of qualitative student learning each can provide. Preferences based on seniority, hardship, or previous summer teaching may be considered when a decision needs to be made among equally appropriate candidates.
 - (3) Final recommendation on summer appointments will be made by the Director of the School.

G. Procedures for Selection of New Faculty and Professional & Administrative

1. The School of Broadcast and Cinematic Arts is cognizant that our students will be well served by a mix of academic and media professionals. With that in mind, the School will evaluate teaching faculty from both traditional academic backgrounds and those with substantial industry credentials equally in terms of tenure and promotion. Full-time regular faculty members should have a terminal degree in broadcasting or a related field except for those hired to teach primarily applied skills courses, such as production, performance, and broadcast journalism. For these positions, substantive media experience and a master's degree in broadcasting or a related field will be considered the equivalent of a terminal degree.
2. The Director or her/his representative is primarily responsible for overseeing the recruitment process.

3. The School will appoint a search committee consisting of at least two regular full-time School faculty members to review the credentials of all candidates whose files are completed by the appropriate deadline.
4. The checklist for recruiting and hiring in the College of Communication and Fine Arts in effect at the time of the recruitment and hiring will be followed.

H. Measures for Evaluating Teaching Competence

1. Philosophy
 - a. The School of Broadcast and Cinematic Arts faculty will exercise its professional judgment based on expectations for university faculty performance when evaluating the validity, significance and appropriateness of teaching activities, service efforts and research and creative endeavors presented by the candidate. The School evaluation system for faculty consists of a method for the faculty to produce quantifiable evidence of teaching competence. This will be evaluated by faculty on a scale using the following terms: Superior, Proficient, Marginal, Insufficient, Highly Unsatisfactory and Unproductive.
 - b. The School criteria and evidence must be submitted to the appropriate personnel committees.
2. Peer evaluation of teaching competence
 - a. Peer evaluation is mandatory for all regular faculty at the following times:
 - (1) All reappointment evaluations
 - (2) During the first year of the initial appointment
 - (3) Tenure evaluation
 - (4) Consideration of promotion or professor salary adjustment
 - b. Peer evaluation is also required when, based on evidence of a possible problem with teaching competence, a majority of regular full-time faculty in the School (not merely a majority of those present at the meeting) votes to require it.
 - c. Full-time temporary faculty in Broadcast & Cinematic Arts will undergo a teaching evaluation once per semester for the first year and once per year for each succeeding year of her/his appointment. Criteria for evaluation shall be the same as those stated in the bylaws for determining teaching competence. A committee of two regular full-time BCA faculty chosen by the full-time temporary faculty member shall evaluate her/his teaching performance by attending two class sessions and submitting an evaluation to the temporary faculty member and the School Director. A review meeting of the committee and the temporary faculty member then will be conducted by the School Director to discuss teaching strengths and weaknesses. Appointment will be

contingent upon the visitation team's evaluation and the School Director's recommendation.

3. Peer Evaluation – Procedure

- a. The Director shall announce the deadlines for personnel recommendations in order for the recommendations to be forwarded to other levels of the university in accordance with established calendars. Individuals applying for reappointment, promotion, professor salary adjustment or tenure must notify the Director of their intent to submit an application. Upon receipt of such notification, applicants shall be notified in writing by the School Director of the date of the evaluation by the School.
- b. No later than four weeks prior to the time of School evaluation, the faculty member to be evaluated must submit in writing to the BCA School Director a list of three peers on the University faculty who have agreed to be members of the evaluation team. Two of these peers are to be from within BCA, the third a regular full-time faculty member from any other academic School. The faculty member to be evaluated shall indicate which of the two peers from within the School is to be the Chairperson of the evaluation team.
- c. The faculty member shall notify the School Director which course is to be evaluated and arrange for the team visitations to the class or classes selected.
- d. For pre-tenure promotion applications, a minimum of three peer observations must be made. They must be conducted during the semester in which the application is made and/or during either of the two preceding semesters or summer sessions in which the candidate taught classes. If made by different committees, then a separate report must be written for each observation.
- e. For post-tenure promotion applications, a minimum of two peer observations must be made. They must be conducted during the semester in which the application is made and/or during either of the two preceding semesters or summer sessions in which the candidate taught classes. If made by different committees, then a separate report must be written for each observation.
- f. For candidates who have co-curricular responsibilities as part of their load, one classroom observation will be replaced with observation of the co-curricular activity and a meeting with the candidate to discuss co-curricular responsibilities. The evaluation team may also meet with students for discussion of the activity. At the request of the candidate or two evaluation team members, an additional observation of the classroom activity may be conducted. This paragraph applies to reappointments, promotion, professor salary adjustments, and tenure.
- g. An additional observation beyond what is required may be made at the candidate's request, giving the candidate for reappointment, tenure, and pre-tenure promotion a total of four observations and the candidate for post-tenure promotion and professor salary adjustments a total of three observations.

- h. Before the final scheduled observation, the candidate meets with the members of the evaluation team for an informal discussion concerning the observed performance. This is an advisory meeting.
- i. The evaluation team shall then meet after all observations are completed and prepare a written report on the observed faculty member. The report should state whether the observed performance is highly unsatisfactory, unsatisfactory, satisfactory, highly satisfactory, or clearly superior.
- j. The Chairperson of the evaluation team meets with the faculty member at least three (3) working days prior to the School evaluation meeting to present her/him, with a copy of the evaluation team report.
- k. The written report is presented to the School in executive session at the time of evaluation of that faculty member and is forwarded on to the Dean with the School recommendation.

4. Peer evaluation – additional tenure procedure option

For peer evaluation at the time of tenure consideration, by vote of a majority of regular full-time faculty (not merely a majority of those present at the meeting), the School may require the team to evaluate a specific course in addition to the course selected by the faculty member. If this option is exercised, the faculty member shall receive written notice of intent to do so from the School Director within five (5) working days of the decision. This option must be exercised prior to the calendar week of the first class visitation by the evaluation team.

5. Student Opinion Survey by the School

Faculty members are required to administer the University student opinion survey or a School-approved substitute in each course of three weeks or longer duration.

I. School Personnel Actions

- 1. When considering faculty School personnel actions, the School shall resolve into an executive session committee-of-the-whole chaired by the School Director. This executive session is restricted to those who qualify under provision I.G.2. When the School Director is being evaluated, the meeting shall be chaired by another regular full-time BCA faculty member elected by the School. In all cases, minutes will be kept by the presider.
- 2. A majority vote of those eligible (see I.G.2.) is required for reappointment and tenure recommendations, and a two-thirds vote will be required for promotion or professor salary adjustment. The School Director will summarize the School vote and evidence used to support it and forward the School’s recommendation to the Dean. Ballots used by the School are to be destroyed immediately after the meeting once the tabulation has been validated by the BCA office manager.

J. Criteria and Measures for Personnel Recommendations

1. Philosophy

- a. Personnel recommendations will be based on the three major areas of evaluation outlined below. Suggested measures of evaluation are included, but should not be considered exhaustive.
 - (1) The School must consider each of the three evaluative areas for the personnel action under consideration.
 - (2) The School is required to provide support for its recommendation through clear and substantive documentation.
- b. Under each of the three evaluative areas are measures which may be used to provide prima facie support. However, unless specified elsewhere in these bylaws failure to use any or all of the measures does not preclude consideration for a positive personnel recommendation if alternate and substantive substitute measures are established and supported.
- c. Only achievements accomplished since the candidate began employment at CMU will be considered in reappointment, tenure, and promotion cases. However, written research and creative productions that are first released after the beginning of the candidate's employment will be considered even though a substantial portion of the work on that project may have occurred prior to joining CMU.

2. Teaching

- a. Description: This School holds this to be the single most important evaluative area for all personnel actions.
- b. Performance in this area of evaluation may be described by:
 - (1) Understanding of subject matter.
 - (2) Effective communication with the students in the classroom.
 - (3) Advising and counseling students in their academic programs.
 - (4) Effective supervision and evaluation of practica if part of the faculty member's assigned responsibilities.
 - (5) Effective direction of student research and creative activities.
 - (6) Peer input via School evaluation.

- (7) Student input via evaluation instruments, surveys, and student letters. The School Director and faculty may bring to the School's attention other student comments relevant to personnel actions. If student opinion survey scores are submitted as evidence, grade distributions for all classes taught during the evaluative period must be included with the SOS scores.
- (8) Documentation materials indicating instructional upgrading of skills via workshops and seminars attended.
- (9) Quality of instructor output via reviews of creative productions.
- (10) Number and extent of graduate and undergraduate independent studies, graduate theses, and Plan B papers directed/supported by peer review of quality of the end product.
- (11) Supervision of student script/program development or adaptation and production.
- (12) Letters with respect to quality of student product output from sources outside of the University community.
- (13) Preparation and/or implementation of a grant that provides direct support for the individual's teaching profile.
- (14) A breakdown of final letter grades assigned for each course taught.

3. Scholarly and Creative Activity

- a. Description: Activity should reflect professional competence and contributions of worth in field of expertise.
- b. Performance in this area of evaluation may be demonstrated by:
 - (1) Publication of editor reviewed or refereed books, chapters, reviews, articles, monographs, etc. Articles accepted for publication may also be considered.
 - (2) Publications that are neither refereed nor editor reviewed may also be considered, but such publications must be made available to all regular full-time faculty at least two weeks prior to the meeting at which the decision is to be made.
 - (3) For co-authored works, the applicant must provide a description of the nature of his or her contribution, including the percentage of total effort related to the research and writing and any other contribution to the work. This description should be signed by the applicant and the co-contributors.
 - (4) In the case of revised editions of works (such as textbooks) the applicant must provide a description of the nature and amount of the

revised material in the work and must have copies of the original and the revised versions available for inspection upon request of any faculty in the School.

- (5) Presentation of work at international, national, or regional meeting or a major contribution at a state meeting.
- (6) Editorship of any scholarly journal or an annotated anthology or a compilation of significant material for publication.
- (7) Creative activities such as:
 - (a) Writing and producing or writing and publishing an original radio, TV, film, audio, multimedia, or other new electronic medium script.
 - (b) Producing or participating in a significant way in the creation of a meritorious radio, TV, film, audio, video, multimedia, or new electronic medium program, series, World Wide Web page(s) or other product.
 - (c) Writing or writing and delivering a presentation of merit resulting in publication or receiving regional, national, or international recognition.
 - (d) Other creative work in radio, TV, film, audio, video, multimedia, World Wide Web page creation or other new electronic media.
 - (e) Preparing and/or implementing creative research grants.

4. Service

- a. Description: Consistent involvement in activities that advance and serve the university, the profession, and the public.
- b. Performance in this area of evaluation may be demonstrated by:
 - (1) Activity on School, college, or university committees.
 - (2) Advising professionally related student organizations, activities, or programs.
 - (3) Participating in faculty and student recruitment.
 - (4) Organizing activities which bring public recognition to the university.
 - (5) Promote the image of the university in the academic and professional community.

- (6) Membership in and attendance at professional conferences.
 - (7) Attendance at workshops, symposia, conferences, and seminars designed to update and/or augment professional expertise.
 - (8) Leadership roles in professional organizations as indicated by officer and committee work at state, regional, national, and international levels.
 - (9) Service to faculty organizations, including the Faculty Association.
 - (10) Guest lecturing.
 - (11) Guest critiquing.
 - (12) Specific inventory of local community service activities.
 - (13) Preparing and/or implementing university or public service grants.
 - (14) Consultations directly related to area of expertise.
 - (15) Reviews of manuscripts or grant applications for outside agencies.
 - (16) Reviews of manuscripts for scholarly journals or grant applications for outside agencies.
5. Candidates should provide supporting evidence in a well-organized portfolio and make this available in the BCA Office two weeks before personnel decisions are to be made. If the evaluation team report is not available by this time, it is to be read aloud at that meeting and included in the supporting evidence materials. The candidate must prepare a summary of key teaching, research/creative activity, and service elements pertinent to the evaluative period. The summary will be distributed by the candidate at the school meeting in which the personnel action is to be considered.

K. Application of Criteria for Personnel Recommendations

1. Three distinct categories of personnel recommendations are considered by the School. They are:
 - a. Reappointment of non-tenured faculty.
 - b. Tenure.
 - c. Promotion, early promotion, or professor salary adjustment.
2. Each involves a unique application of the criteria for personnel recommendations. The minimum assumptions upon which such recommendations are made are listed below:

Reappointment/non-reappointment of non-tenured faculty.

- a. Notice of intent to evaluate shall be given to the non-tenured faculty member in accordance with the established calendar.
- b. The non-tenured faculty member shall be informed by the Director to make use of the university option to seek advice and counsel from School faculty members and/or the Director concerning suitable materials to be submitted in support of reappointment.
- c. The non-tenured faculty member shall submit any pertinent materials directly to the School Director.
- d. Any faculty member may submit an evaluation in writing to the School Director.
- e. Teaching competence should be demonstrated by the procedures identified under V.J.2. In addition, student opinion surveys and ratings may be considered in this evaluation.
- f. Growth should be demonstrated based on the criteria for scholarly and creative activity and School/university/professional/public service.

Tenure

- a. The weight of the tenure decision shall be based primarily on Group 1 criteria (teaching).
- b. In addition, activity or work in the other two criteria should be demonstrated that would suggest the faculty member is potentially promotable.

Promotion, early promotion, or professor salary adjustment

- a. The evaluative criteria should demonstrate highly satisfactory performance in Group 1 (teaching competence) and in at least two of the remaining three groups (publication/research/creative activities, and contribution to University and public service).
- b. Evidence of research/creative activity is required for promotion.
- c. Eligibility for early promotion shall be determined by the CMU/FA Agreement. The standard of evaluation shall be equivalent to that required for the normal length in rank required for promotion, except that superior performance is required in all these categories of evaluation.

L. Appeal Procedure

1. Right to appeal for full-time regular faculty

The faculty member shall have the right to appeal the recommendation of the School on applications for reappointment, tenure, promotion, or professor salary adjustment.

2. To appeal a School recommendation:

- a. The faculty member must provide the School Director with written notice of intent to file an appeal and a written statement which shall address the item(s) contained in the evaluation report.
 - b. The Director shall receive and forward the member's statement to the School within five days of her/his conference with the faculty member at which the School's written summary is presented.
3. To appeal a School action on reappointment or tenure
- a. An appeal shall be permitted when a minimum of one-third of the School vote is in support of reappointment or tenure.
 - b. The faculty member shall notify the School Director in writing of her/his intent to appeal within five working days following the conference.
 - c. Upon receipt of the written notice, the School Director shall schedule a hearing with the School.
 - d. The hearing shall be conducted as follows:
 - (1) The School Director shall chair the hearing.
 - (2) The faculty member shall present a statement in which he/she shall present the grounds for reconsideration.
 - (3) The School shall have the right to ask questions of information and clarification.
 - (4) The faculty member shall have the right to offer a concluding statement.
 - (5) The faculty member shall leave the room.
 - (6) The School shall discuss the case.
 - (7) The School shall take a secret ballot as to a disposition of the case.
 - e. In cases of School Director, a faculty member elected as per V.I.1. will handle proceedings.
4. To appeal a School action on promotion or professor salary adjustment
- a. An appeal shall be permitted when a minimum of one-half of the School vote is in support.
 - b. The procedures outlined in V.L.2. and V.L.3. shall be followed.

M. Tabulation Form

The School personnel action form from regular faculty shall be the instrument for recording all votes for tenure, promotion, and professor salary adjustment. It is found in Appendix A.

N. Sabbatical Leave

The School shall evaluate requests for sabbatical leave in accordance with current university policies and procedures. The vote of the School along with the Director's recommendations shall be concurrently submitted to the Dean of the College of Communication and Fine Arts with a copy to the individual faculty member.

VI. SECRETARIAL STAFF

A. Request for Assistance – Policy

1. When faculty member need the assistance of the School office, such work is coordinated by the School secretary in line with established School priorities.
2. Large or long-range projects should be cleared through the School secretary well in advance of the due date.

B. Request for Assistance – Non-School Assignments

1. Regular secretaries and student assistants in the School may do clerical and stenographic work on non-School matters on a time availability basis, i.e., if all School responsibilities have been fulfilled.
2. If students are contracted to work beyond hours allocated by School funds, subcontracting arrangements are to be made and paid by the professional organization or group for which the student is providing service and must be cleared through Student Employment.
3. Any exception to the above policies or unusual circumstances should be discussed with the School Director.

C. Request for Assistance – Procedure

1. A School work request sheet should accompany each item.
2. It is not advisable to request specific staff members to do the work. The School secretary is responsible for such decisions and must consider the priorities and demands of the total office responsibilities.
3. Complete instructions should be attached to work to be done on the School request sheet with the desirable/reasonable deadline date. Instructions should be in writing. Tasks without clear instructions attached may be referred back to the person requesting the work.

4. After determining priority and keeping in mind date of receipt, the work will be distributed to available office personnel for help.
5. Work should be turned in several days in advance, and large projects will demand more advance notice.

D. Photocopying Machine

The School photocopying machine is for limited, small-quantity use. Multiple copy jobs should be turned in for Copy Center duplication.

E. Supplies for Non-Instructional Obligations

1. Any supplies used for professional work outside of regular School responsibilities should be checked out through the School secretary.
2. Whenever any larger-than-normal amounts of office supplies are needed, advance notice of at least ten days will be necessary for the School secretary to place a special order so that the supplies on hand needed for day-to-day operation will not be depleted.

F. Supplies – Office and Instructional

1. The School will provide basic supplies essential to any School course or project.
2. Requests for supplies are made to the School secretary.

G. Telephone

1. Telephone – use for School functions
 - a. It is essential that every faculty and staff member fill out completely the “Long Distance Telephone Record” form for each long-distance call placed and for each accepted collect call. Turn this form in to the School office with a brief rationale statement.
 - b. Personal calls are not chargeable to University phone accounts. Abuse of this policy may result in withdrawal of access code authorization.

2. Telephone – use on behalf of other organizations

All long distance phone calls using School phones are to be carefully recorded by the caller on the School phone record slips and given to the School secretary.

- a. Telephone calls being made by faculty to be charged to another account should have the name of the account and the account number on them.
- b. The caller should keep an accurate ledger sheet recording all calls by date, person called, and professional organization to be charged.

VII. SCHOOL OF BROADCAST AND CINEMATIC ARTS POLICY ON ACADEMIC DISHONESTY

A. Academic Dishonesty

The School of BCA places a high value on honesty in academic work and discourages all forms of academic dishonesty. Academic dishonesty includes, but is not necessarily limited to, the following categories:

1. Submission of someone else's work as your own.
2. Submission of your own identical or near-identical work in more than one course without the knowledge and permission of the instructor(s). (An example would be submitting the same – or nearly the same – research paper in more than one class.)
3. Falsely claiming to have submitted work you have not actually turned in. (For example, failing to turn in a paper then claiming that the instructor “lost it” or that “someone must have stolen it”.)
4. The use of crib sheets or any other means of carrying possible test answers into the classroom during a test.
5. Copying answers from someone else during a test.
6. Using copies of tests or test answers from the instructor or other students without the instructor's permission. (Included in this category is the stealing of tests for one's own or someone else's use.)
7. Plagiarism in all forms. (See the comments below regarding plagiarism.)

B. Plagiarism

1. Plagiarism, although a very serious form of academic dishonesty, may often occur unintentionally. The following brief discussion of quotations, paraphrases, and source citations is not designed as a substitute for a guide to writing research papers or as a comprehensive description of how to incorporate material from other sources into your work. It is provided here to give you a general idea of the concerns you should have about plagiarism and to help you know when you may be at risk and need to seek more information.
2. There are at least two ways to incorporate other people's material into your paper: (a) by quotation; and (b) by paraphrase. Both require identification of your source through some type of citation, such as a footnote or endnote.
 - a. A quotation involves the use of someone else's exact words. It must be identified as a quotation by the use of quotation marks or by other appropriate forms that make it obvious the material is being quoted. You must always cite the source of the quotation.

- b. Paraphrasing refers to the summarizing of someone else's ideas in your own words. Extensive use of an author's original language and sentence structure (even though you may change a word here and there and move a few phrases around) is considered improper, even when a source is cited. Merely citing sources does not justify stringing together a chain of slightly rewritten material taken from other people's works. Research papers are to involve your own analysis and the work of others should be integrated into your analysis, not to be used as a substitute for it. At best, borrowing too much and too closely from others is sloppy scholarship and, at worst, it is plagiarism and dishonest. Note that when you paraphrase, you must cite your source.

C. Retention of Materials

Finally, faculty are encouraged to advise student to keep notes, drafts, and other materials related to preparation of papers, as well as a photocopy of the version submitted, for their own protection in the event that their paper is lost, stolen, or destroyed before it has been graded. This material, along with all returned graded assignments and tests, should be kept until a final grade has been received for the course. (Retaining this material is not a School requirement, but is suggested for your own protection. It corresponds to the saving of merchandise receipts and serves much the same purpose.)

If the instructor determines that any form of academic dishonesty has been committed, he/she may:

1. Assign a failing grade in the course; and/or
2. Report the case to the School Director, the appropriate Dean and/or the Office of Student Life for further action.

APPENDIX A

REGULAR FACULTY TENURE (T)/PROMOTION (P) REVIEW

CRITERIA	UNPRODUCTIVE	HIGHLY UNSATISFACTORY	INSUFFICIENT	MARGINAL	PROFICIENT	SUPERIOR	CRITERIA WEIGHTING		POSSIBLE SCORE	ACTUAL SCORE
							P	T		
	0	1	2	3	4	5				
I. Teaching							7	8	35/40	
II. Creative and Scholarly Activity							7	5	35/25	
III. Service							4	5	20/25	
TOTALS									90	

Recapitulation	
Insufficient	0 - 62 points
Proficient	63 - 80 points
Superior	81 - 90 points

Promotion: Importance/value of person to discipline
 Tenure: Importance/value of person to institution

Minimum number total of points for a positive vote for either tenure or promotion: 63