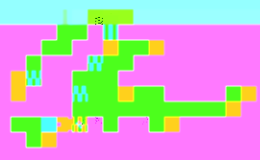
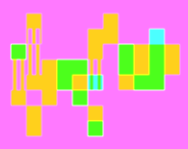


Handwritten initials/signature in the top right corner.

Academic Year (Semester): 15-16 16-17 17-18 (2019-20) 19-20



Administrative approval and forwarding to State, November 1, 2019

Signature of the Head of Department

Signature of the Head of Institute

Signature of the Head of Department

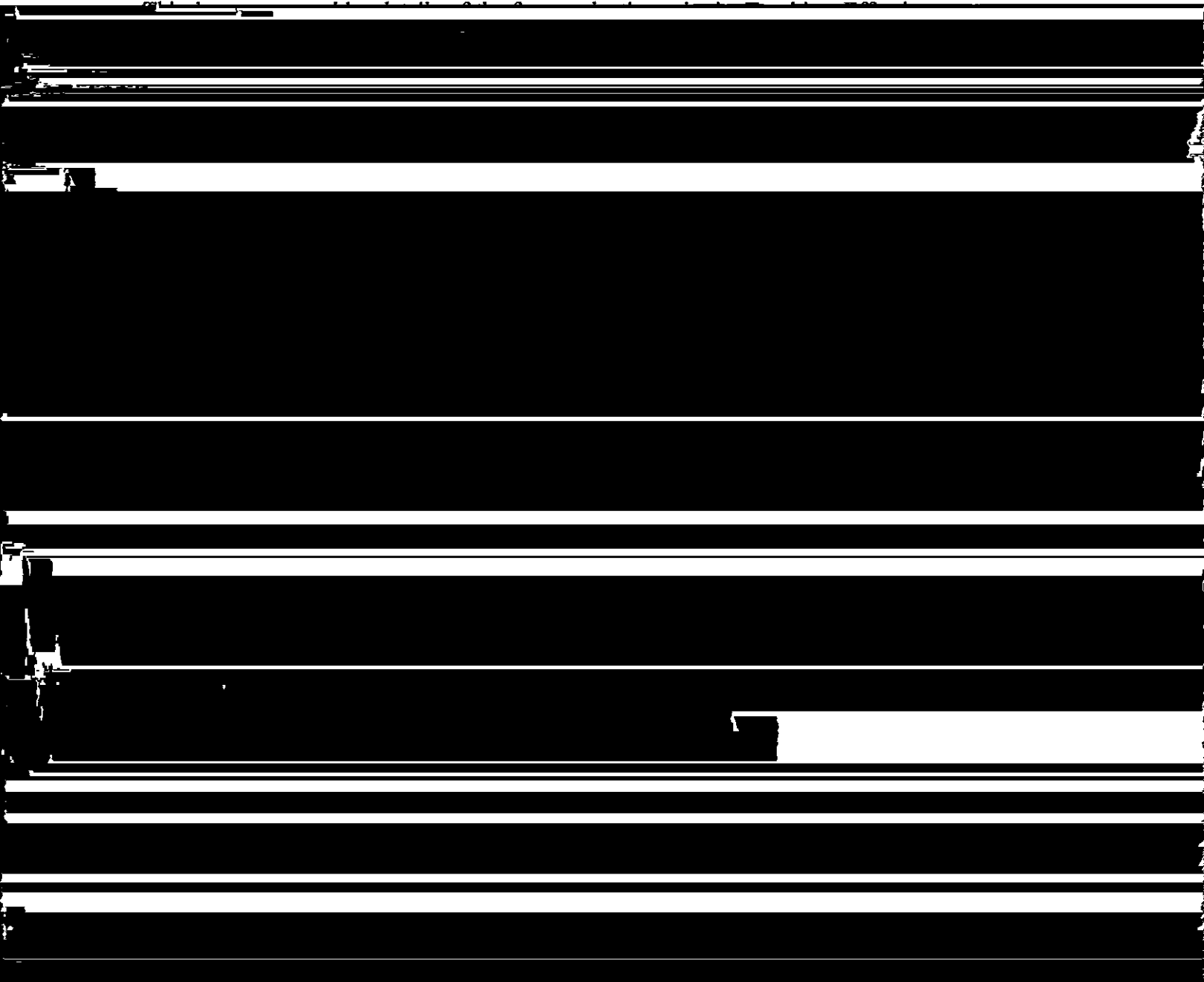
Signature of the Head of Institute

Administrative approval and forwarding to State, November 1, 2019

ROHRER COLLEGE OF BUSINESS
INTERPRETIVE STATEMENT OF CRITERIA AND PROCEDURES
RECONTRACTING, TENURE, AND PROMOTION
DEPARTMENT OF MARKETING/BIS

This document provides the details of the MKT/BIS Department procedures and evaluative criteria consistent with the Tenure and Recontracting: Memorandum of Agreement and the Promotion: *Memorandum of Agreement*.

EVALUATION CRITERIA:
ROLES AND RESPONSIBILITIES OF FACULTY
AND EVALUATION OF FACULTY WORK



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

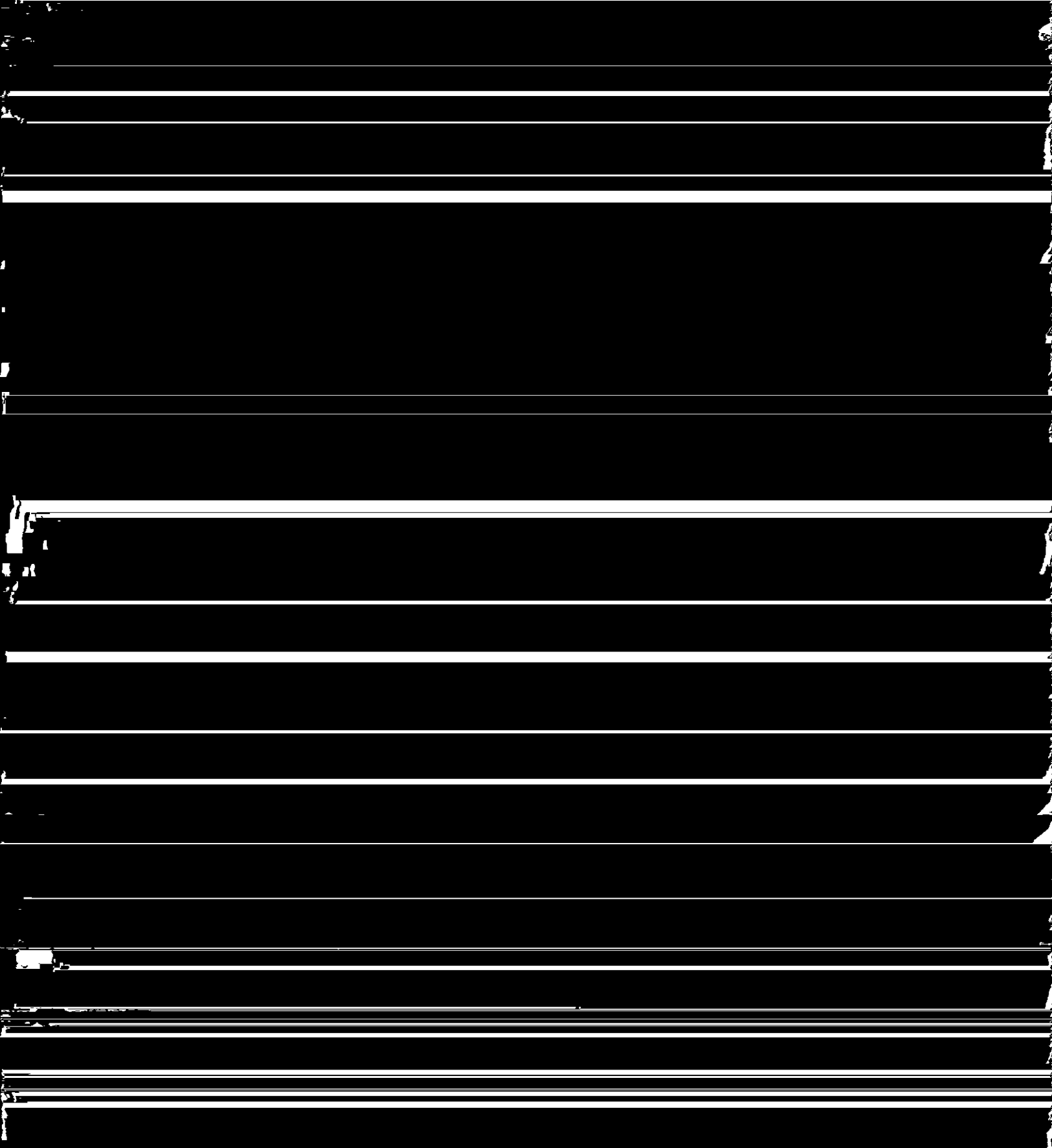
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General Criteria for the Evaluation of a Candidate's Academic Instruction

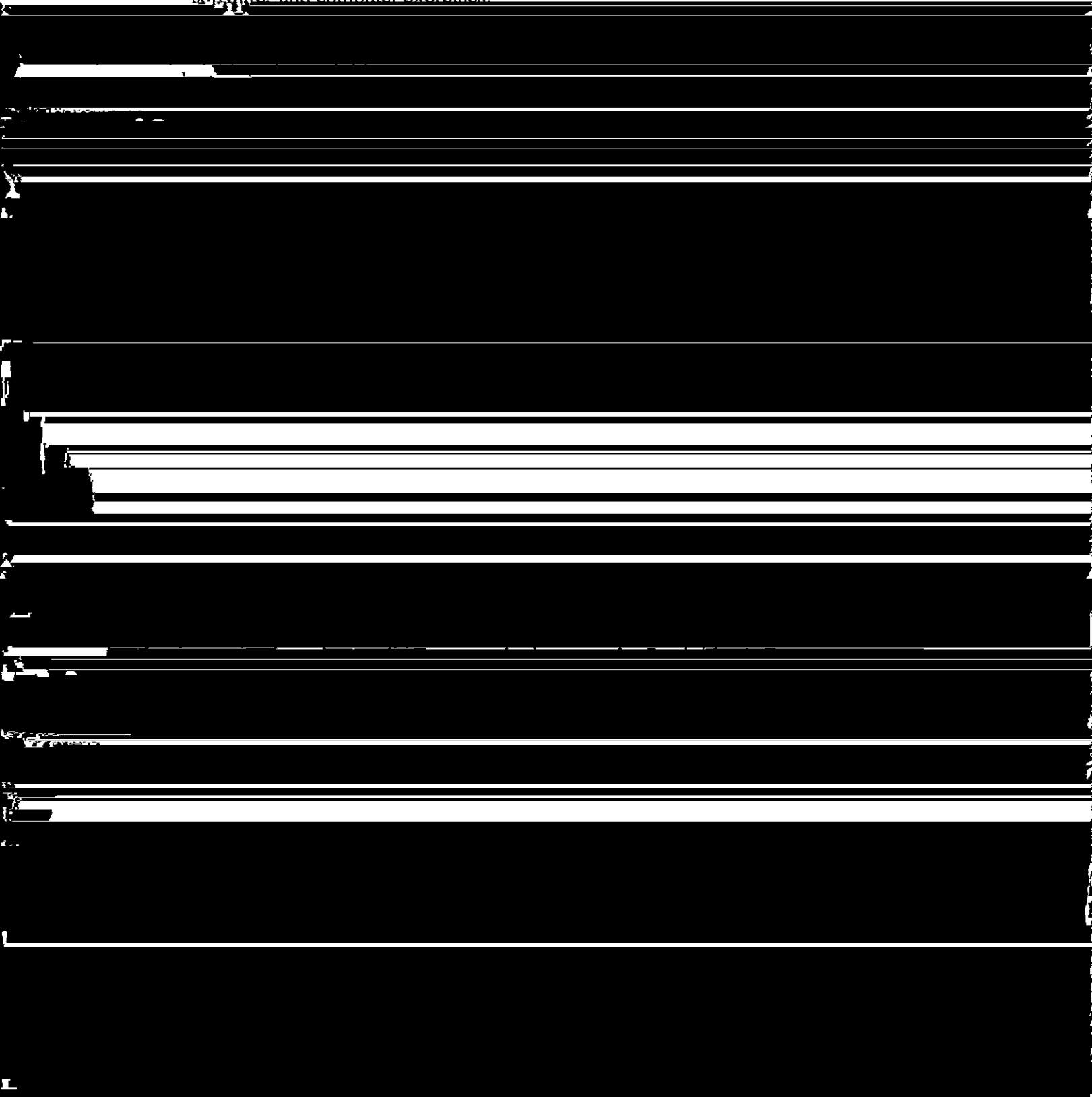
The candidate must demonstrate that he or she excels in academic instruction. Consistent

with the following criteria, the candidate will be considered to



4. *Record of achievements pertaining to the various characteristics of excellence in instruction listed above.* The Committee will carefully assess the candidate's records pertaining to the activities considered to demonstrate excellence in instruction.



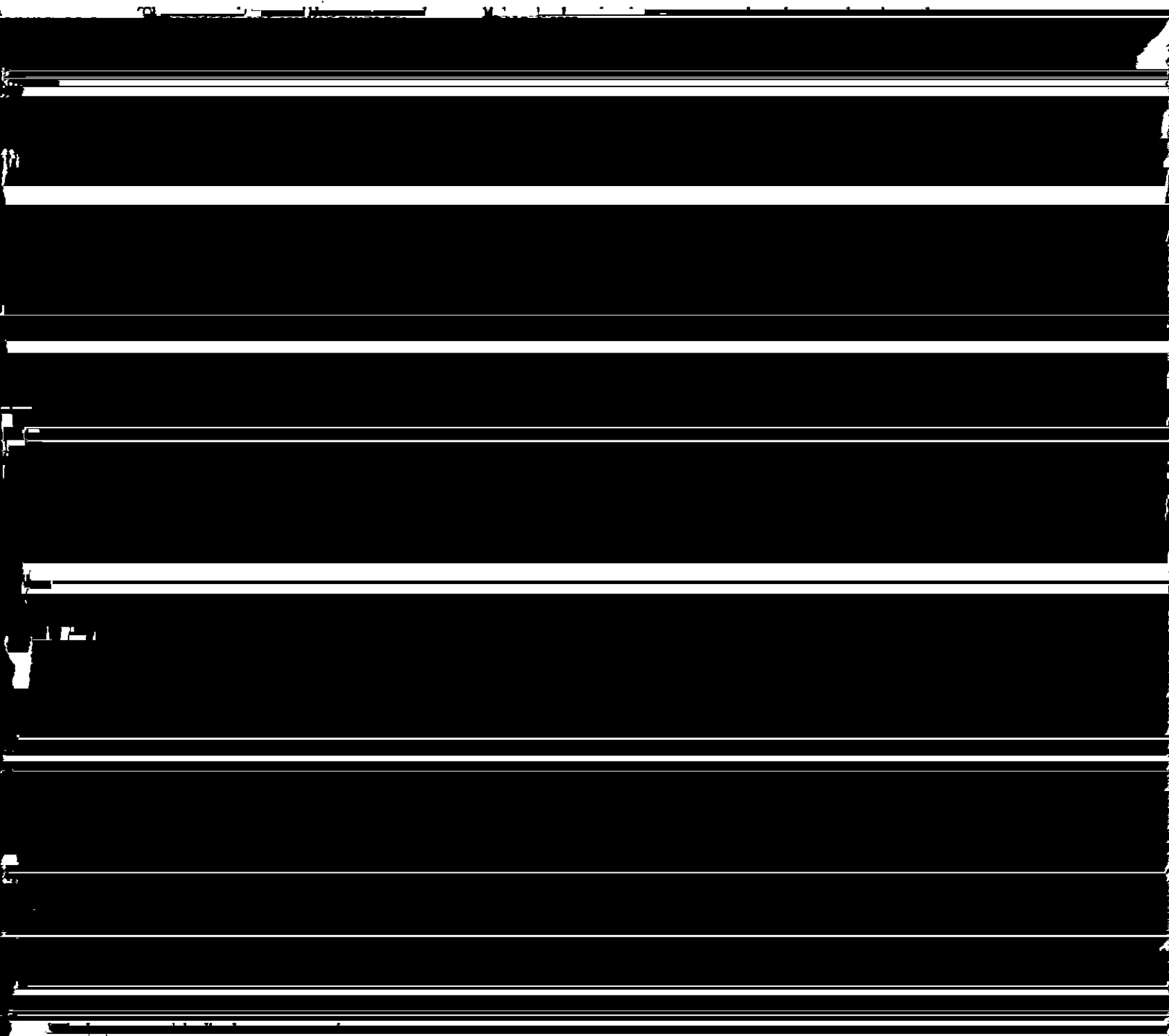
3. A statement summarizing how other course-embedded or program learning outcomes assessment information was utilized in developing learning activities
 4. Representative copies of the candidate's syllabi as well as teaching materials for courses taught within the past year. The Committee will review the syllabi to determine if they are consistent with procedures of the College of Business
 5. Candidate authored/developed teaching materials, manuals, software, and computer exercises.
- 

Characteristics of Excellence in Developing as a Teacher

Characteristics of excellence in developing as a teacher may include:

1. Demonstrated commitment to conducting instructional and classroom research (for professor positions).
2. Demonstrated commitment to maintaining discipline-specific and pedagogical currency through attending and participating in professional development activities.
3. Demonstrated record of collaboration with colleagues.
4. Demonstrated commitment to colleague evaluation.

Documentation for the Evaluation of a Candidate's Developing as a Teacher



Characteristics of excellence

1. Advises and mentors students, e.g., academic, career, and development
2. Advises student groups, clubs and other organizations
3. Advises and mentors students in the required "0" credit ECE course

General Criteria for the Evaluation of a Candidate's Advising

The Candidate must demonstrate that he or she excels in academic advising. Consistent with the *Memorandum of Agreement*, Paragraph 4.1, the factors that will be considered in the Committee's review includes but is not limited to the following:

1. *Statement of candidate's advising goals.* The Committee will carefully assess the candidate's statement of goals for achieving excellence in academic advising.
2. *Records of academic advising and student mentoring.* The Committee will carefully

refereed journal articles although other forms of scholarly and creative activity may also be used. It is the candidate's responsibility to demonstrate that scholarly and creative activities represent high quality research. Measures of quality include but are not limited to acceptance rate (both journal and conference), impact factors, and any other measures that are deemed appropriate.

Characteristics of Excellence in Scholarly and Creative Activity

Outstanding scholarly activity is demonstrated by the following faculty characteristics:

1. Participates in scholarly activities that are consistent with the Rowan University and College of Business mission.

Faculty are expected to produce high quality intellectual contributions that are consistent with the mission, expected outcomes, and strategies of the Rowan University College of Business and Rowan University as well as impact the theory, practice, and/or teaching of business and

Journals are categorized as follows:

Premier Journals (A+): Impact at the Highest Level If a publication in a Premier Journal is achieved, it is considered an extraordinary accomplishment denoting success in relation to the best research universities worldwide.

Excellent Journals (A): Very Strong Impact Publications in Excellent Journals are encouraged with the understanding that acceptance into an A journal is very challenging. One publication in an A journal is preferred but not required.

Very Good Journals (B): Significant Impact Publications in Very Good Journals are the norm for business schools with three-course per semester teaching loads, similar to RCOB. It is expected that a preponderance of journal publications will be in journals that are Very Good or higher.

Good Journals (C): Moderate Impact Publications in Good Journals count and may play a supporting role in a candidate's research portfolio.

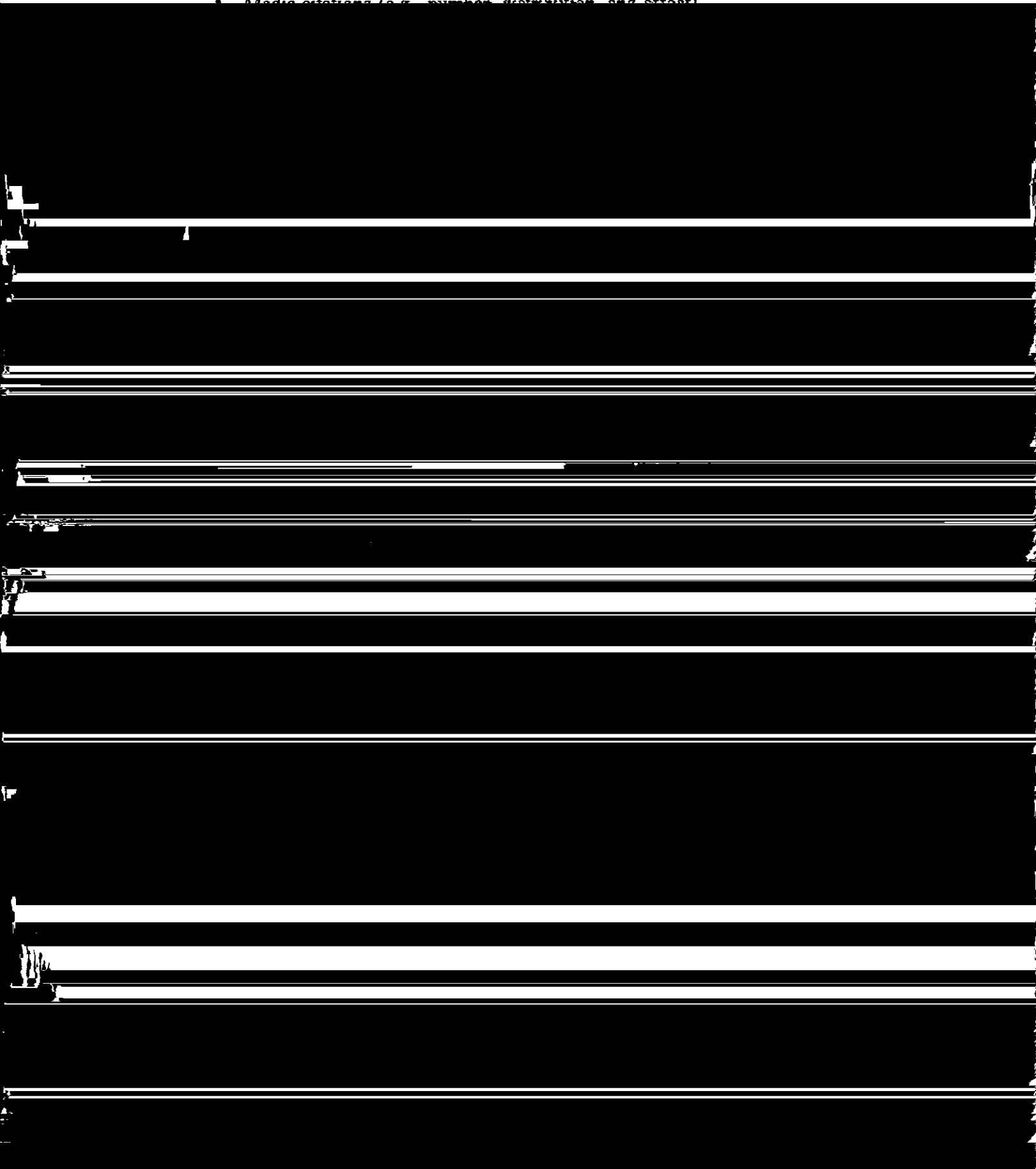
c) Candidates who make a presentation at an academic or professional meeting and have the paper included in the proceedings may count this as a *single* scholarly activity. If a candidate co-authors a paper that is presented at an academic or professional meeting, the presentation counts as a scholarly activity *for all of the authors, including those who do not attend the presentation*. Scholarly activities that are not directly or indirectly related to the candidate's field(s) of

- Participates regularly in scholarly activities that are in the candidate's field(s) of teaching.

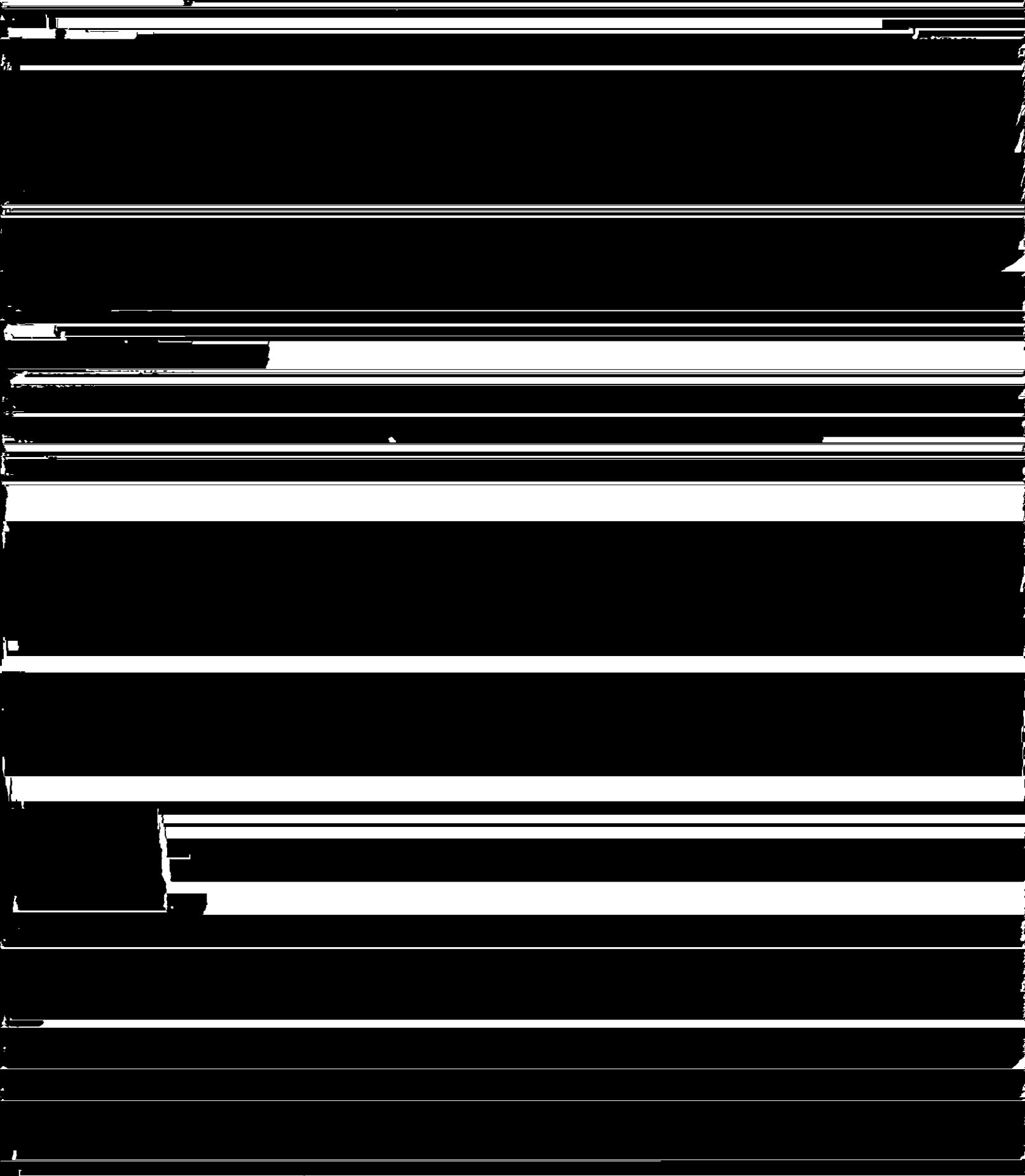
The candidate is expected to participate in school improvement activities.

innovations that incorporate research methods from learning/pedagogical research projects

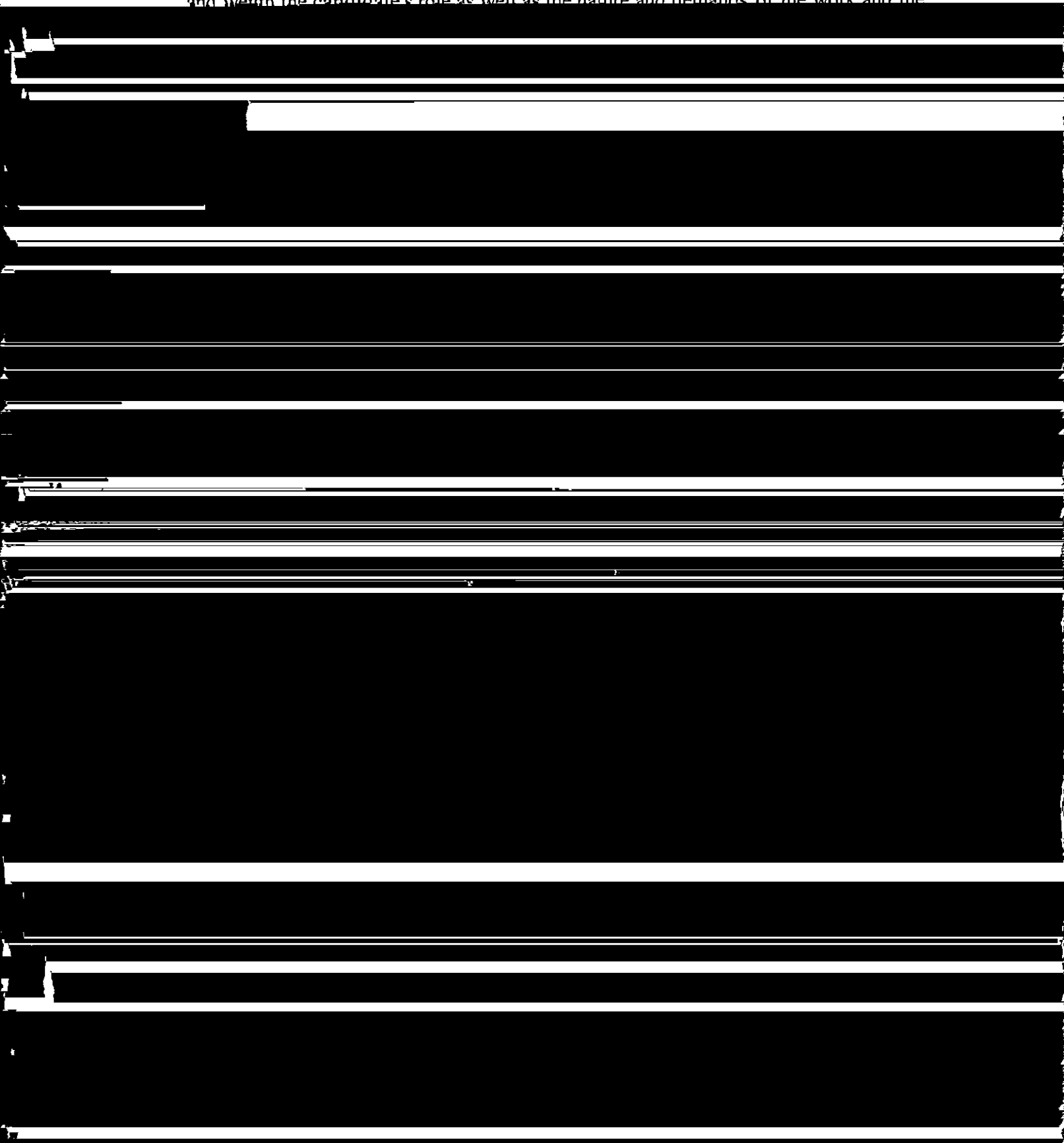
- Media citations (e.g., number, distribution, and effect)



is used as the external reviewer although other "experts" might be approved through the approval process.



Service to the Department, College or University. The Committee will evaluate the candidate's documented record of service. The Committee will look beyond the quantity of candidate committee or workgroup memberships and special assignments, and weigh the candidate's role as well as the nature and demands of the work and the

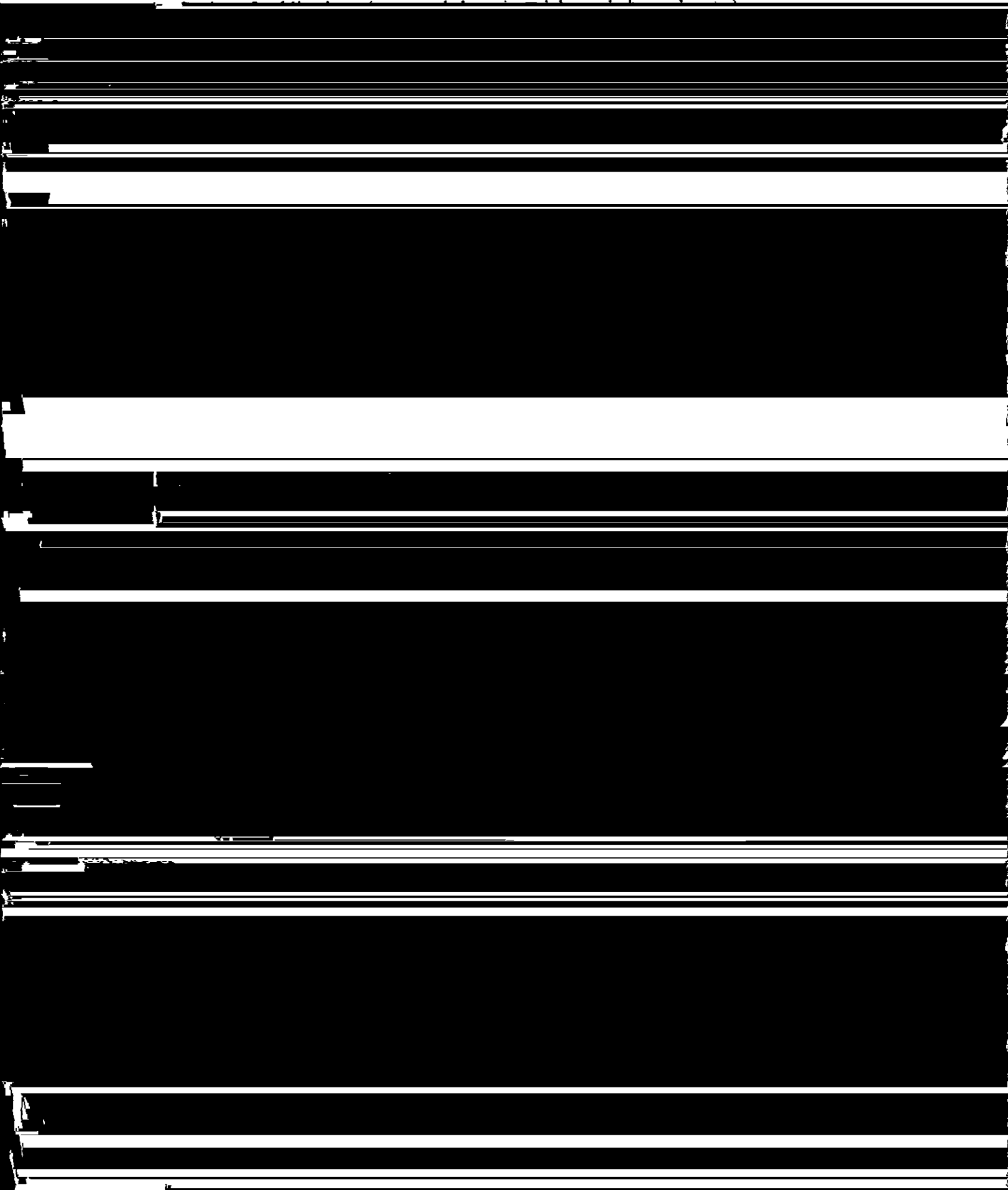


10. Being a discussant in academic conferences.

~~Characteristics of excellence in Contribution to the Wider and Professional Community~~

Characteristics of excellence in Contribution to the Wider and Professional Community include:

1. *Service to the Profession.* The committee will assess the various areas of service to the candidate's profession. These include but are not limited to the following:



Summary of Required and Optional Documentation

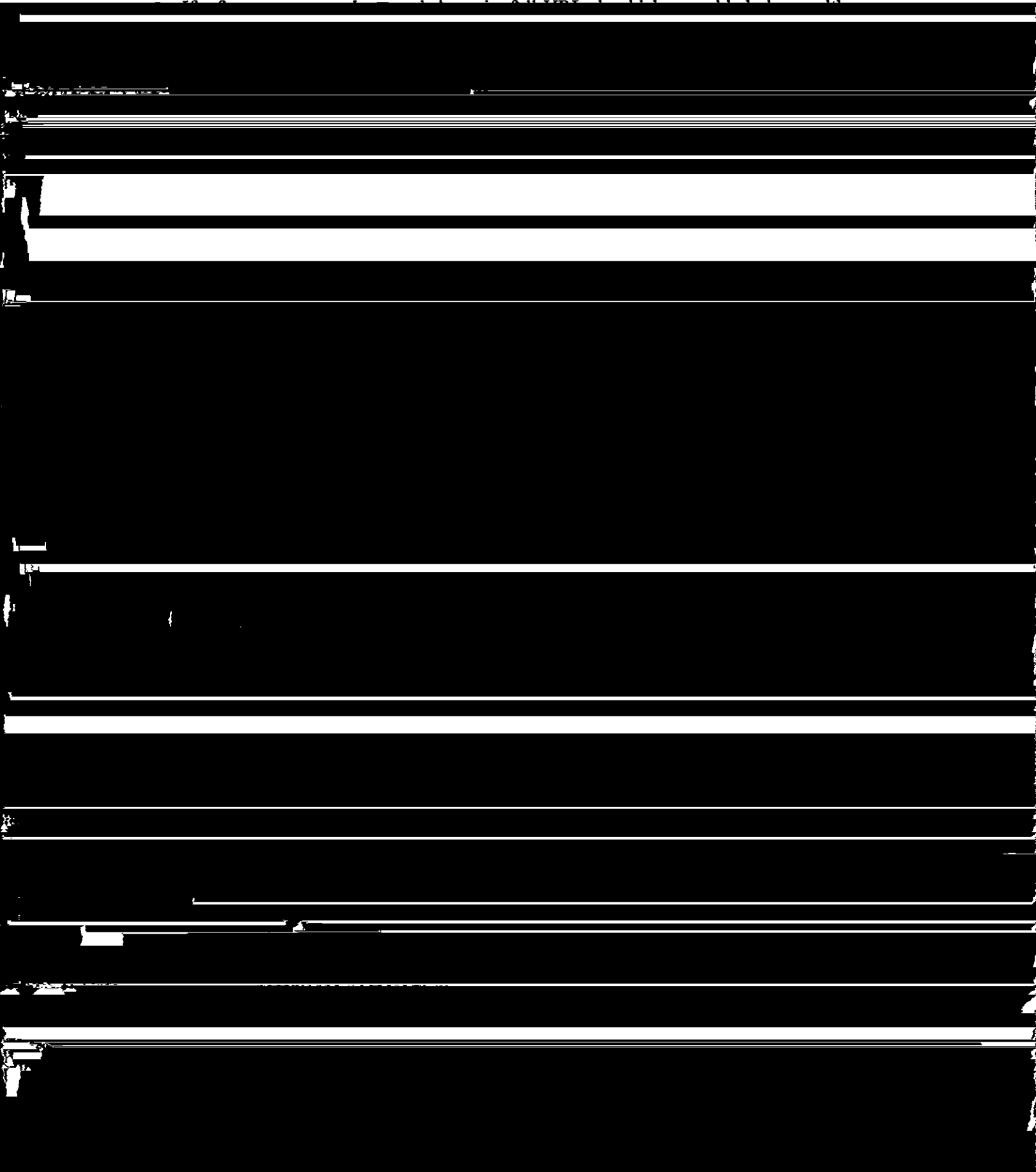
Documentation for the Evaluation of a Candidate's Academic Instruction

The Committee will assess each candidate's academic instruction by evaluating the required and optional documentation (when provided) as delineated below:

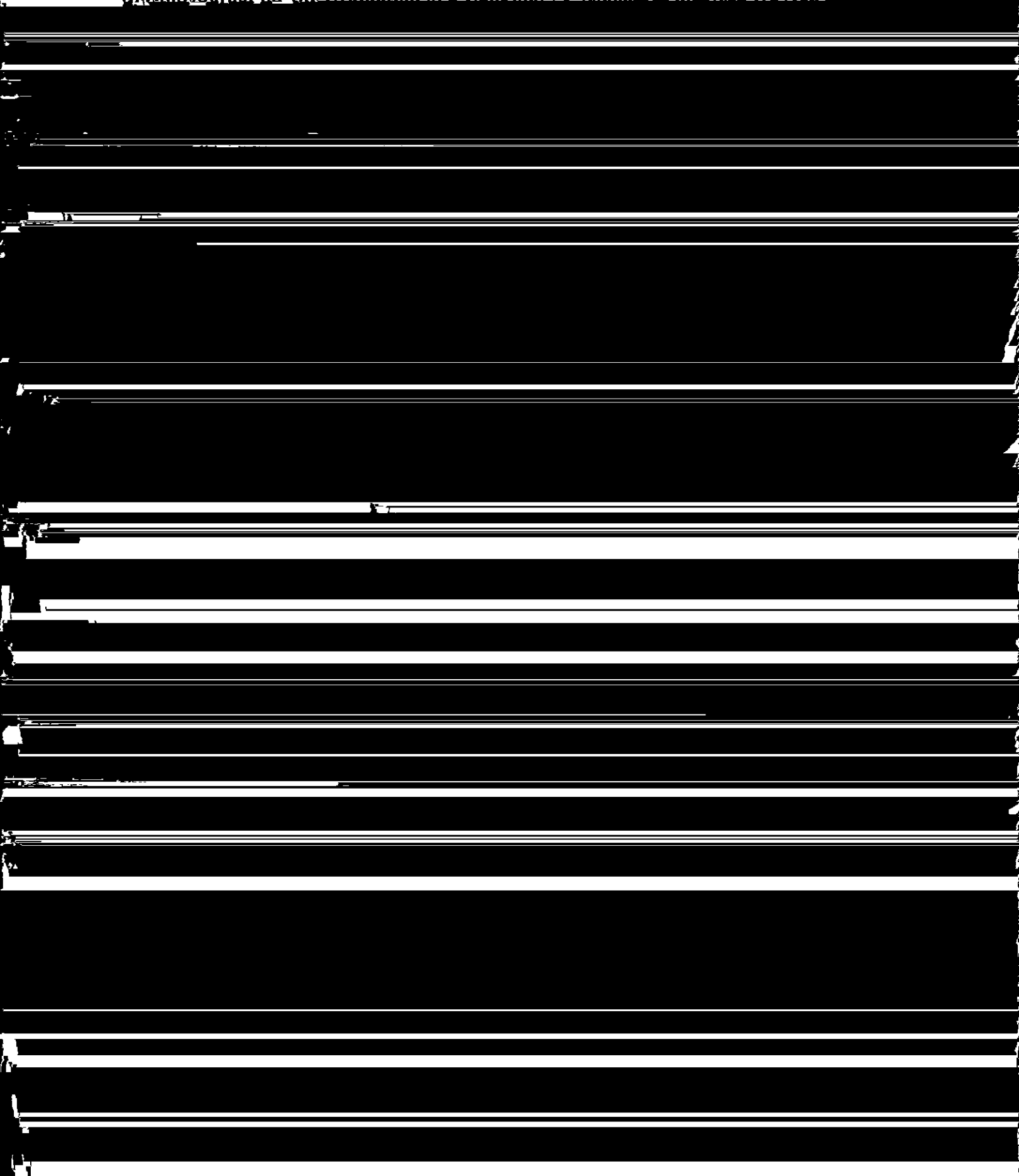
Required Documentation

1. Candidate's narrative for achieving academic instruction excellence.

the proposals are lengthy. The candidate will provide a statement indicating the role he or she played in preparing the proposal.



Documentation for the Evaluation of a Candidate's Scholarly and Creative Activity



has provided. The committee will examine the following in evaluating a candidate's contribution to the University community:

1. Statement by the candidate explaining his or her service
2. Testimony from Department, College and University committee chairpersons and committee colleagues