

DEPARTMENT OF MARKETING
BYLAWS, POLICY STATEMENTS AND GUIDELINES

UNIVERSITY OF WISCONSIN - LA CROSSE

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I. ACADEMIC STAFF

The following policy statement has been adopted to officially establish the rights, privileges and retention criteria of academic staff within the Department of Marketing.

Department Full-time Academic Staff Policy Statement

Full-time academic staff in the Department of Marketing shall have the same rights and privileges of ranked faculty as they relate to department governance. Therefore, academic staff shall be entitled to vote on matters, both procedural and substantive requiring a department wide vote and serve, as a voting member, on department committees. Finally, academic staff shall be evaluated annually on teaching and service performance by the PRT Committee*. See performance outcomes and behavioral guidelines under "Criteria for Reappointment and Tenure." Academic staff are not expected to meet minimum scholarship requirements. An academic staff reappointment outline is shown in Appendix A and an academic staff evaluation and feedback form is shown in Appendix E.

Department Part-time Academic Staff Policy Statement

Part-time academic staff are not eligible to take part in department governance. Therefore, such academic staff shall not be entitled to vote on matters requiring a department vote, or serve as members on department committees. Finally, such academic staff shall not require annual evaluation by the PRT Committee.

*Academic Staff may not serve on the Merit and By Law Committee or the Promotion, Retention, and Tenure Committee.

II. PROMOTION, REAPPOINTMENT AND TENURE

The following policy statement and bylaws as they relate to promotion, retention, and tenure, were adopted by the Department of Marketing in accordance with the University of Wisconsin-La Crosse Faculty Handbook and the Faculty Personnel Rules. The policy statement establishes a Department Promotion, Renewal, Tenure Committee (PRT Committee). The bylaws establish procedures and criteria for promotion, reappointment and tenure.

Promotion, Tenure, And Reappointment Procedures

Department Policy Statement on the PRT Committee:

The Promotion, Reappointment, and Tenure Committee for the Marketing Department shall consist of all tenured members in the Department. In such case that the PRT committee has fewer than 3 members, the Dean of the College of Business Administration will place another tenured CBA faculty member on the committee.

No member of the Committee who is eligible for promotion shall take part in his or her promotion decision.

In compliance with the Open Meetings Law, meetings relating to promotion and tenure should be announced in the Campus Connection to serve as an open meeting notice. The notice should indicate that the meeting might go into closed session to discuss personnel matters.

Categories of University Criteria For Evaluation of Faculty

1. Teaching Competency (50%)

2. Scholarship (30%)

This includes books and articles and paper presentations at professional meetings. It also includes innovations in pedagogy and advanced training related to one's discipline and/or research interests.

3. Service (20%)

This includes memberships and offices in professional organizations, participation in professional meetings, and consulting when one's professional expertise has been recognized. This also includes forms of service to the Community and the University that create positive contributions to the University, such as securing grants; generating funds for the Department or College of Business Administration; contributing to special efforts by the community; forms of service to students through formal and informal contacts as academic advisors and counselors; supervision of internships or independent studies; and participation in committees and task forces on the Department, College and University levels.

The Philosophy Underlying the Stated Minima

The following stated criteria for tenure and reappointment are guidelines to establish minimum performance in each category. As these are minimum criteria, the achievement of the minimum in each category will not be considered sufficient for tenure or reappointment. Performance well above the minimum level is expected in one or more of the three categories to be evaluated.

* The following statements of minimum criteria are based on the assumption of sufficient resources to support the kinds of activities specified.

Differences in Focus for Tenure Decisions vs. Promotion Decisions

A major distinction between the decision for tenure and the decision for promotion lies in the future orientation of tenure. The tenure decision follows and is based on two complementary judgments:

- (1) The competency and promise of the faculty member, and
- (2) The future needs of the University.

Thus, the decision for tenure involves a prediction of future faculty performance and future University need, along with an assessment of performance to date. In contrast, the decision for promotion focuses only on performance to date. The same categories of performance are used for both types of decisions. Since tenure and promotion have differences in focus, the following sections deal only with reappointment and tenure decisions.

Procedure for Reappointment and Granting of Tenure

The Department chairperson shall give written notice of the Department review at least 20 days prior to the review. At least 7 days prior to the review, the probationary faculty member shall provide the chairperson of the PRT Committee with the following information:

- A completed copy of the *Marketing Reappointment Evaluation Outline* summarizing relevant activities for the most recent calendar year. (Exception: For tenure, the outline shall include all relevant activities in previous years at UW-L). See Appendix A
- Copies of any scholarship materials the faculty member wishes to be considered by the Committee.
- Any other material the faculty member wishes to be considered by the Committee.
- Any other material requested by the Committee.

The department chairperson shall provide the chairperson of the PRT Committee with the following information for each reappointment or tenure candidate:

- Student evaluation analysis computer printout for Fall and Spring semesters during the year. (Exception: for tenure, all available printouts from previous years will be provided).
- Course syllabi from the Department Course Syllabi file.
- Any other information requested by the committee which could have a bearing on the potential performance of the renewal/tenure candidate.

The Philosophy/Guidelines Underlying Reappointment Decisions

A major distinction between the reappointment decision and other decisions is the largely future orientation of the reappointment decision. The reappointment decision requires that, in the judgment of the PRT committee, the faculty member will have met or demonstrates the potential to meet the criteria for tenure as outlined in this document. If the committee reappoints with reservations, reservations should be clearly documented and discussed with the faculty member being reviewed.

Criteria for Reappointment and Tenure

Performance Outcomes Expected of Faculty

- Teaching Competency as evidenced by student ratings
- Scholarship activity meeting or exceeding CBA productivity guidelines. Productivity guidelines are subject to change when revised by the College of Business Administration. (See Appendix B)*.
- Reasonable progress should be made toward meeting CBA productivity guidelines as evidenced by having a minimum of one accepted manuscript by the end of 3 years at UWL*.
- The faculty member must have a minimum level of service activity in three of the following areas:
 - The faculty member must be a member of at least one national and/or regional professional organization that is related to the faculty member's discipline, whose mission is consistent with the Department's current goals and must have attended at least one of such organization's conferences within the last two academic years.
 - The faculty member must have demonstrated participation in one of the following areas within the last two academic years:
 - SBDC/BBER work
 - consulting
 - community volunteer
 - The faculty member must demonstrate involvement with students through advising and career counseling, acting as an advisor to a professional student organization, or through some other means.
 - The faculty member must take an active role in a departmental ad hoc and/or standing committee.
 - The faculty member must take an active role in one of the following College committees:
 - Undergraduate Curriculum Committee
 - Graduate Committee
 - Technology Advisory Committee
 - Scholarship Committee
 - International Business Advisory Committee
 - any ad hoc committees or working groups designed to address specific issues
 - The faculty member must take an active role on any university committee listed by the Committee on Committees or any ad hoc or working group designed to address specific issues. (See Appendix C)

* Scholarship expectations do not apply to academic staff

Behavioral Guidelines Expected of All Faculty

Teaching:

- Hold class as scheduled in the timetable
- Conduct rigorous classes*
- Maintain grade distributions in line with the departmental average
- Hold a reasonable number of office hours to accommodate student needs
- Select appropriate and current textbooks and other published teaching materials*
- Develop and use appropriate syllabi, tests, written assignments, and supplementary handouts*
- Adequately prepare for class and use appropriate classroom pedagogy
- Respect the dignity of students by providing fair and equitable treatment

**The faculty member may develop a teaching portfolio that would enable the faculty member to display his/her teaching accomplishments for examination by the PRT committee.*

Service:

- While the department recognizes the ability of faculty members to work on course preparation, grading and scholarship at home, in an attempt to foster collegiality within the department and college and to assist walk-in students with academic needs, faculty are expected to work on campus a reasonable number of hours per week.
- Faculty members are expected to **actively** engage in service as evidenced by regular attendance and participation on committees and/or positions of leadership.

I have read and understand the performance outcomes and behavioral practices expected of faculty in the Marketing Department at the University of Wisconsin – La Crosse. The 9/20/02 departmental meeting minutes, which further clarify the expectations of fellow marketing faculty regarding reasonable behavior, have been made available to me. I understand that any faculty member with a documented disability (e.g., physical, learning, psychiatric, vision, or hearing, etc.) has a responsibility to notify the Chairperson of the Department and the Disability Resource Services Office (165 Murphy Library) so reasonable accommodations can be arranged. I understand that failure to meet the performance outcomes or comply with the behavioral expectations may affect promotion, retention and tenure decisions.

Faculty Member Name _____ Date _____

Teaching Load Policies

Regular Teaching Loads

The Departmental Policy concerning teaching loads is consistent with the University and College of Business Administration policies. The teaching load standard for the University is twelve credit hours per semester (Faculty and Academic Staff Handbook 1991-92, pp. 25-26). However, actual teaching loads vary within the university and are influenced by such things as curricular constraints, physical facilities, and accreditation requirements.

Faculty in the College of Business Administration whose teaching performance is deemed satisfactory by the department and whose scholarly activities meet the guidelines usually will be assigned a nine hour teaching load per semester. A nine hour load usually will consist of two preparations. The department chair may assign newly appointed faculty a nine hour load to stimulate scholarly activities. Faculty whose scholarly output is below the College productivity guidelines normally will be assigned a twelve credit teaching load until they make satisfactory progress toward meeting the guidelines.

Normally academic staff will be assigned a twelve credit teaching load.

The Department Chair, in consultation with the Dean, is responsible for establishing the teaching load for each faculty member and for managing the overall department work load in compliance with university and college guidelines (College of Business Administration Teaching Guidelines).

Summer Teaching*

The goal of the Marketing Department regarding summer teaching loads is to provide teaching opportunities to all tenured and tenure track faculty whenever possible and to serve the needs of the students. The summer class schedule, developed by the Department Head, should be based on the academic strengths and teaching preferences of the involved faculty in conjunction with the historical "drawing power" of each class. Compensation received for teaching MBA classes and other outside sources of funding shall NOT be included in the consideration of undergraduate course assignments.

Summer course assignments for all tenured or tenure-track faculty will be determined by the Department Head based on recommendations from the Merit Committee. It shall be the responsibility of the Chairman of the Merit Committee to forward the Committee's recommendations to the Department Chair.

The considerations of the Merit Committee concerning summer school assignments may include (but not be limited to) the following:

1. The productivity index calculated by the Dean for the purpose of allocating summer funding for the Department.
2. The match between departmental need and the expertise of the individual faculty member.
3. The individual faculty member's desire to teach in one or both of the summer school sessions.
4. Any innovative or creative proposals presented to the Merit Committee concerning summer teaching.

Individual faculty compensation for summer courses will be set in accordance with the Dean's Office policy.

*At the time of this writing, summer teaching and compensation is under review by the CBA. Faculty should discuss issues with the head of the department until further information is available.

III. MERIT EVALUATION

The following bylaws relating to merit evaluation were adopted by the Department of Marketing to establish a system for evaluating faculty and continuing academic staff within the department.

Definitions

The Department of Marketing recognizes two distinct classes of Merit salary adjustments: Solid Performance and Extraordinary Merit.

Solid performance

Solid performance merit adjustments are earned insofar as faculty are meeting the minimum expectations of their position as a member of the Department. Individuals qualifying for solid performance, will receive the state-allotted solid performance raise. To earn "solid performance" an individual must have solid teaching performance (Rank 2) and earned a minimum of 400 points as determined by the merit committee.

Extraordinary Merit

Extraordinary Merit recognizes the need to differentially reward faculty for levels of performance and individual accomplishments that exceed the minimum expectations of the Department. To be eligible for merit compensation, an individual must have excellent teaching performance (Rank 1) as determined by the merit committee and meet CBA Research Productivity Guidelines.

Merit Eligibility

The merit evaluation process shall be based upon teaching, research, professional and public service, and contribution to the University. To be considered eligible for solid performance and merit, a member must:

- Have conducted a Marketing Department Student Evaluation of all courses taught during both semesters of each year (not including summer),
- Each faculty/staff member will complete the standard department Merit Evaluation Form (Appendix C).
- Be able to provide written documentation for any activity for which a faculty member wishes to receive merit points.

Merit Evaluation Committee

The evaluation process of all tenured and tenure track members, including the chair of the department, will be conducted by the Merit Evaluation Committee. The Merit Evaluation Committee shall be comprised of all tenured and tenure-track members in the department subject to the merit evaluation process. The committee will elect a chair to manage the evaluation process. The Department Chair is not eligible to chair the committee. Each member of the committee will evaluate all other members' written materials. No committee member will evaluate his/her own materials.

Merit Evaluation Criteria

The three areas of greatest importance to the merit evaluation process will be weighted as follows:

- Teaching - 50 percent
- Scholarship - 30 percent
- Service - 20 percent

Specific Merit Guidelines

Teaching (500 points max.)

➤ Student Evaluation Score

Classroom performance of all faculty members in the department shall be evaluated for both semesters during each academic year (see Marketing program Asst. for a copy of the evaluation instrument). The composite fractional median for question 13 will be used as the measure of faculty member performance. A faculty member's annual performance measure is the simple average of the composite fractional medians for question 13 earned for both semesters during the calendar year.

Classroom performance will be evaluated using the following SEI guidelines:

- | | | |
|----------------------------------|-----------------|------------|
| • Rank 1 - Excellent performance | 4.0 and higher* | 350 points |
| • Rank 2 - Solid Performance | 3.0 -3.9* | 275 points |
| • Rank 3 - Marginal Performance | 2.0-2.9* | 200 points |
| • Rank 4 - Weak Performance | Less than 2.0* | 0 points |

* A faculty member within .20 points of the cutoff for a given rank may be awarded the higher rank if deemed appropriate by the merit committee due to extraordinary circumstances facing the faculty member in a given semester. Examples of extraordinary circumstances include, but are not limited to: a new course preparation; substantially new teaching method (style/ project); course content; personal or family illness or disability.

** Only SEI scores from courses with a "MKT" prefix will be used in this calculation.

➤ Teaching Development

The remaining 150 merit teaching points will be allocated on the basis of "teaching work". The assignment of these points is intended to compensate faculty for extraordinary contributions and is subject to a maximum of 150 points.

- Up to 20 pts/Course overload
- 10 pts/Independent study or Internship advisor (max. 60 pts.)
- 15 pts/Graduate Independent study (max. 60 pts.)
- 10 pts/Introduction of a substantively new teaching method or teaching innovation
- 10 pts/Attending teaching workshops or other forms of continuing education intended to enhance teaching performance (max. 30 pts.)
- 5 pts/Using guest speakers (max. 25 pts.)
- 25 pts/new course preparation (course not taught in last 2 years)
- Up to 25 points/extra-meritorious classroom performance

Scholarship (300 points max.)

➤ Refereed Journal Articles (100 pts. ea.)

Refereed Journal Articles include all articles published in journals listed in the current Cabell's Directory of Publishing Opportunities in Business and Economics, consistent with the College of Business Administration's Productivity Guidelines. Other acceptable journals will be considered subject to those guidelines.

➤ National/International Proceedings with or without a presentation (50 pts. each)

National proceedings include all articles published in the Proceedings of a National Association. Examples would include National AMA Winter and Summer Proceedings; Advances in Consumer Research Proceedings; Academy of Marketing Science and the Decision Sciences Institute.

Other national/international proceedings work, subject to departmental approval, should be included in this category.

➤ Other Refereed Publications and All Presentations not published in proceedings or with only an abstract published in the proceedings (30 pts. ea.)

➤ Cases and Non-Refereed Articles in Publication (20 pts. ea.)

➤ Any funded grant proposal for research (20 pts. ea.)

➤ Books, Monographs, Technical Reports and other Non-Refereed Publications (0 to 30 pts.)

*All publications will be considered for the year in which they are published.

**Co-authored papers count as a "full" hit for each author.

Service (200 pts. max.)

- Community Service (10 pts./instance)
 - SBDC/BBER work
 - Consulting
 - Community Volunteer

- University and College Service (20 pts./committee and/or holding an elected position of responsibility 20 pts./position)
 - Membership on University or College Committee
 - Membership on a temporary committee or task force designed to accomplish a specific goal.
 - Attendance at University, College or Departmental Functions such as Graduation or Chancellor Address (5 pts. each)

- Department Level Service (150 pts. max.)
 - Recruiting (20 pts/instance)
 - Organization advisor positions (30 pts/instance)
 - Academic advising (20 points for an equal share of marketing advisees)
 - Membership of any Departmental Committee (20 pts./committee and/or holding an elected position of responsibility 20 pts/position)
 - Library liaison (10 points)

- Professional Service
 - Ad hoc reviewer for scholarly journal or other refereed publication (15 pts/instance).
 - Editorial board member, refereed journal (15 pts/instance).
 - Officer/board member, professional society (10 pts/instance).
 - Committee Chair, professional society (20 pts/instance).
 - Committee Member, professional society (10 pts/instance).
 - Session chair, professional conference (15 pts/instance).
 - Discussant/ad hoc reviewer, professional conferences (10 pts/instance).
 - Member of professional association requiring annual dues (10 pts.)

- Departmental Chair (up to 100 points)

- At the discretion of the Merit Committee additional points can be assigned to an individual's evaluation for any service performed for the university, community, or the profession.

* The specific guidelines provided are not intended to serve as rigid criteria for merit categories. They emphasize only certain aspects of performance and should not be interpreted as exhaustive. All information provided on a department member's merit evaluation form must be evaluated by the merit committee in accordance with these bylaws.

Procedure for allocating merit

Total points will be divided into the total dollar pool to calculate the value per point. If the rank order of the departmental members is consistent across all members of the merit committee, the per-point-value will simply be multiplied by the average number of merit points assigned to each faculty member by the Merit Committee as-a-whole.

If the rank ordering of departmental members is inconsistent across the merit committee, the chair of the merit committee will distribute the results to the committee members and reconvene the committee to discuss the scores. Committee members will abstain from discussions about themselves. After the discussions, committee members may revise their merit evaluations and resubmit them to the committee chair. The chair will recalculate the merit scores to obtain the final overall point ratings.

The merit points earned by each faculty member in the current year will be arithmetically averaged with that individual's merit point totals from the past two years. Consequently, each individual's merit total for a given year (n) will be the simple average of their merit point totals for the most recent three year period $[(n)+(n-1)+(n-2)] / 3$. Faculty members with fewer than three full years of service will receive the departmental average of extraordinary merit points for the full year(s) in which they have not been at UWL.

* This merit pay increase will have no impact on other monies for which a faculty member may be eligible.

Appeal Procedure

Faculty members will be notified of their merit status at least two weeks prior to the transmission date of salary decisions from the Department to the Dean. The transmission date is established each year by the vice-chancellor. Members who wish to appeal a no merit decision are required to do so within one week of notification. The Department Chair must receive, in writing, a request to schedule a meeting of the Merit Committee to reconsider the requesting member's no merit status. Only a decision of no merit is subject to review.

IV. POST-TENURE REVIEW

The following bylaws relating to post-tenure review (PRT) were adopted by the Department of Marketing to establish a system for evaluating tenured faculty within the department.

The post-tenure review process shall be based upon teaching, scholarship, professional and public service, and contributions to the University. All tenured faculty members are subject to the post-tenure review process. This review will be performed every five years.

Purpose

The purpose of post-tenure review is to encourage and support the meaningful growth and development of faculty in ways that positively contribute to the missions of the University, the College of Business Administration and the Department of Marketing.

Post Tenure Review Committee

The post-tenure review process will be conducted by the PRT Committee. The PRT Committee Chair will manage the post-tenure review process. The duties of the Chair are:

- To notify, in a timely fashion, each faculty member subject to post-tenure review.
- To request the completed merit forms and to advise those faculty subject to review that the written documentation will be used for post-tenure review. In the event that a tenured faculty member chooses not to participate in the post-tenure review process, they will not be eligible to participate in the merit process.
- To convene the post-tenure review committee meeting.
- To lead the post-tenure review committee meeting. (When the chair of the committee is the subject of the post-tenure review, the PRT Committee will elect by simple majority a substitute to lead the meeting).
- Prepare and submit the recommendations of the Committee and any necessary documentation to the Department Chair.

Specific Guidelines

Specific guidelines for post-tenure review will be the same as the guidelines for merit.

Procedure

Tenured faculty members will be reviewed in accordance with Board of Regents policy. Each year the Chair of the PRT Committee will notify each faculty member, at least 20 days in advance, about the review. The faculty member will then prepare and submit to the Chair of the PRT Committee the standard department evaluation form and any written documentation for any activity in the last five years for which the faculty member wishes to receive consideration.

The Chair of the PRT Committee will organize the materials and provide copies for all members of the PRT Committee. Each member of the Committee will review the written materials and be prepared to make recommendations to the Committee concerning the faculty member's performance in the areas of teaching, scholarship, professional and public service, and contributions to the University. The Committee will then meet in closed session to evaluate the faculty member's performance.

The recommendations of the Committee will be forwarded to the Department Chair by the Committee Chair. (In the event that the Department Chair is the faculty member being reviewed, all duties of the Department Chair will be performed by the PRT Committee Chair) The Department Chair will then write a letter to the Dean and to the faculty member being reviewed advising them of the findings of the Committee. The results will then be forwarded to the Provost/Vice Chancellor's office for centralized filing.

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A confidential file of the tenured faculty review will also be kept within the department. The file should contain all documents and correspondences involved in the evaluation of the faculty member and the resolution of any identified areas of concern. A copy of all items in the file of the individual faculty member may be given to that member.

Significant Areas of Concern in Performance

If, according to the post-tenure review process, a faculty member is judged to have significant areas of concern in performance, a list of these areas of concern will be given to the faculty member by the Department Chair. The Department Chair, the PRT Committee Chair and the Associate Dean of the College of Business Administration will then meet with the faculty member to develop and write a plan to address the areas of concern, within a reasonable period of time.

If the identified areas of concern or departmental plan for the remedy of areas of concern cannot be resolved within the department, then:

- a. the Department will notify the Dean of the College of Business Administration, in writing, and will outline the results of the post-tenure review process and the recommended plan for improvement.
- b. the Department Chair, the PRT Committee Chair, the Associate Dean, the Dean, and the faculty member identified as having significant areas of concern shall meet to review the department's recommendations and, if appropriate, to amend the plan or other action (s) to help the faculty member remedy any identified areas of concern.

At an agreed upon date, the Department Chair, the PRT Committee Chair and the Associate Dean shall meet with the faculty member with identified areas of concern to review the results of the plan to overcome the areas of concern.

- a. If the areas of concern have been eliminated, the Department Chair will write the faculty member a letter stating that the areas of concern have been eliminated and the letter will be placed in the faculty member's file. The Department Chair will send a letter to the Dean and all individuals involved in the process stating that the areas of concern have been eliminated.
- b. If the areas of concern have not been eliminated, the faculty member shall meet with the Department Chair and the Dean to establish a plan to remedy of the areas of concern.

The faculty member shall have all the rights of appeal as outlined in the UW-L Faculty Personnel Guidelines 6.01 and 6.02 and may appeal department decisions to Committee (Chapter XV).

Appendix A

Outline for Tenure-Track Reappointment Evaluation Marketing Department

Briefly describe your activities during the past year using this outline. The information provided will serve as the basis for reappointment evaluations. You may also include other relevant activities.

I. TEACHING

- A. Course Assignment/Teaching Load and Effectiveness (SEI)
- B. Curriculum Development and Philosophy
- C. Improvement Of Instruction

II. RESEARCH AND PUBLICATION (Including paper presentation, research in progress, grant writing, publications, short courses and seminars, and attendance at professional meetings)

III. SERVICE

- A. Public/Community
- B. Profession
- C. University
- D. College Of Business Administration
- E. Department

**Outline for Academic Staff Reappointment Evaluation
Marketing Department**

Briefly describe your activities during the past year using this outline. The information provided will serve as the basis for reappointment evaluations. You may also include other relevant activities.

I. TEACHING

- A. Course Assignment/Teaching Load and Effectiveness (SEI)
- B. Curriculum Development and Philosophy
- C. Improvement of Instruction

II. SERVICE

- A. Public/Community
- B. Profession
- C. University
- D. College of Business Administration
- E. Department

Appendix B UWL CBA Scholarly Productivity Guidelines

The mission statement of the CBA emphasizes personal and professional development of its students. The CBA objectives state that appropriate pedagogic, scholarly and service activities are instrumental in supporting the mission of the institution and that the CBA supports all forms of research. The mission and objectives imply that scholarly activities can focus on discipline-based scholarship, contributions to practice, or learning and pedagogical research. Faculty can utilize many different avenues and combinations of activities to meet the scholarly productivity guidelines. The following guidelines have been developed to facilitate an awareness of the expected types and level of scholarly activity among all CBA faculty.

Each faculty member is expected to author one refereed journal article in the last three years and:

1. A second journal article in the last four years, including discipline-based articles, articles in practitioner journals, and articles on teaching innovation and cases published in refereed journals **or**
2. One significant published, peer reviewed scholarly activity (typically a scholarly book or monograph) in the last five years **or**
3. Received a significant external grant in the last three years (the grant should be subject to a review process and external to UW-L) **or**
4. Served as journal editor or had significant editorial responsibility for at least a two year period in the last five years (see note c for further clarification) **or**
5. Two other scholarly activities in the last three years including such activities as refereed paper presentations at international, national or regional meetings and/or documented instances of empirical program assessment resulting in recommendations for curricula development in the past three years **or**
6. Three other scholarly activities in the last three years including such activities as:
 - Book chapters or book reviews
 - Non-refereed journal articles
 - Study guides
 - Professional/technical reports
 - Presentations at practitioner seminars or conventions
 - UW-L grants such as faculty research
 - Supervision of research by undergraduate or graduate students or fellows unrelated to teaching responsibilities
 - Sponsored research reports on practice issues
 - New course creation
 - Executive education course creation
 - Case authorship (not published in journal)
 - Documented practice software
 - Editorial responsibilities not meeting criteria #4
 - Other significant professional research projects

Notes and Clarifications:

- a. In cases of joint authorship, each author will receive full recognition of the work.
- b. Accepted and/or published scholarly works will receive full recognition.
- c. Refereed journals include those listed in any current Cabell's Directory of Publishing Opportunities, as well as other publications that have a review process consisting of two or more peer reviewers. Electronic mediums meeting these requirements are acceptable.
- d. Publications in proceedings are normally considered as only part of a presentation; that is, additional recognition will not accrue for work published in proceedings following a presentation that has no subsequent review process.
- e. Completion of a dissertation does not apply toward any of the criteria.
- f. Classification of scholarly activities is the judgment of the assoc. dean along with department chairpersons and authors.
- g. New assistant professors to the CBA will be granted 3 years from the effective date of their appointment to satisfy the productivity requirements. During this 3-year period, new faculty will be granted release time regardless of whether they meet the scholarly productivity guidelines.

Appendix C

Approved University Committees

- Academic Policies & Standards
- Administrative Appointments
- Academic Program Review
- Articles & Bylaws
- Budget
- Complaints, Grievances, Appeals & Academic Freedom
- Continuing Education & Extension
- Faculty Development
- Faculty Senate
- General Education
- Graduate Council
- Graduate Curriculum
- Hearing
- Honors Program
- Information Technology Services (Joint)
- Institutional Review Board
- Legislative/Regents Relations (Joint)
- Library
- Minority Affairs (Joint Committee on)
- Physical Facilities (Joint)
- Planning & Program Review
- Promotion, Tenure & Salary
- Research and Grants
- Scholarship and Awards
- Travel & International Education
- Undergraduate Curriculum
- Undergraduate Research
- University Services
- Faculty Senate

Appendix D

Outline for Merit Evaluation Marketing Department

Use the outline shown below to briefly highlight your accomplishments for the past year (June 1-May 31) using a bullet point format. If additional evidence or attachments are needed the merit committee will notify you.

TEACHING

➤ Course Assignment/Teaching Load and performance (i.e., rank) using the following SEI guidelines:

- Rank 1 - Excellent performance 4.0 and higher
- Rank 2 - Solid Performance 3.0 -3.9
- Rank 3 - Marginal Performance 2.0-2.9
- Rank 4 - Weak Performance Less than 2.0

If you feel you deserve a higher rank than SEI scores indicate, please explain your rationale according to the Marketing bylaws.

➤ Specific Curriculum Development Activities and Improvement of Instruction

- Course overloads
- Independent study or Internships advised (list students and topics/companies)
- Graduate Independent study
- Substantively new teaching method or teaching innovation introduced
- Teaching workshops attended or continuing education intended to enhance teaching performance
- Guest speakers (list speaker, affiliation and course)
- New course preparation (course not taught in last 2 years)
- Extra-meritorious classroom performance

RESEARCH AND PUBLICATION (Including paper presentation, research in progress, grant writing, publications, short courses and seminars, and attendance at professional meetings)

➤ Refereed Journal Articles (100 pts. ea.)

Refereed Journal Articles include all articles published in journals listed in Cabell's Directory of Publishing Opportunities in Business and Economics, 2nd and 3rd eds. consistent with the College of Business Administration's Productivity Guidelines. Other acceptable journals will be considered subject to those guidelines (see Section II, part D, number 2).

➤ National/International Proceedings with or without a presentation (50 pts. each)

National proceedings include all articles published in the Proceedings of a National Association. Examples would include National AMA Winter and Summer Proceedings; Advances in Consumer Research Proceedings; Academy of Marketing Science and the Decision Sciences Institute. Other national/international proceedings work, subject to departmental approval, should be included in this category.

➤ Other Refereed Publications and All Presentations not published in proceedings or with only an abstract published in the proceedings (30 pts. ea.)

➤ Cases and Non-Refereed Articles in Publication

➤ Any funded grant proposal for research

➤ Books, Monographs, Technical Reports and other Non-Refereed Publications

SERVICE

- Community Service
 - SBDC/BBER work
 - Consulting
 - Community Volunteer

- Professional Service
 - Ad hoc reviewer for scholarly journal or other refereed publication
 - Editorial board member, refereed journal
 - Officer/board member, professional society
 - Committee chair, professional society
 - Committee member, professional society
 - Session chair, professional conference
 - Discussant/ad hoc reviewer, professional conferences
 - Member of professional associations

- University Service
 - Membership on university committee
 - Positions of leadership on university committees
 - Membership on a temporary committee or task force designed to accomplish a specific goal.
 - Attendance at university functions such as Graduation or Chancellor Address

- College Service
 - Membership on college committee
 - Positions of leadership on college committees
 - Membership on a temporary committee or task force designed to accomplish a specific goal.
 - Attendance at college functions

- Department level Service
 - Organization advisor positions
 - Academic advising (number of advisees)
 - Membership of any departmental committee
 - Chair or elected position of responsibility
 - Library liaison
 - Recruiting
 - Attendance at department functions such as AMA banquet

- Departmental Chair

- Other service not already mentioned



Appendix E
Marketing PRT
Tenured & Tenure-track Evaluation and Feedback Form

Performance Outcomes	Satisfactory	Emerging	Needs Improvement	Unsatisfactory	Comments - Supporting Evidence
Teaching Competency as evidenced by student ratings					
Scholarship activity toward meeting CBA guidelines.					
Service Activity					
Behavioral Expectations	Satisfactory	Emerging	Needs Improvement	Unsatisfactory	Comments - Supporting Evidence
Holds class as scheduled					
Conducts rigorous classes					
Grade distributions					
Holds appropriate office hours					
Selection of textbooks/teaching materials					
Uses appropriate syllabi, tests And assignments					
Adequate preparation/pedagogy For class					
Respect/treatment of students					
Time on-campus					
Quality Service					

**Marketing PRT
Academic Staff Evaluation and Feedback Form**

Performance Outcomes	Satisfactory	Emerging Or Partial Satisfaction	Needs Improvement	Unsatisfactory	Comments - Supporting Evidence
Teaching Competency as evidenced by student ratings					
Service Activity					
Behavioral Expectations	Satisfactory	Emerging or Partial Satisfaction	Needs Improvement	Unsatisfactory	Comments - Supporting Evidence
Holds class as scheduled					
Conducts rigorous classes					
Grade distributions					
Holds appropriate office hours					
Selection of textbooks/teaching materials					
Uses appropriate syllabi, tests and assignments					
Adequate preparation/pedagogy for class					
Respect/treatment of students					
Time on-campus					
Quality Service					