

Instructor to Lecturer Promotion Guidelines
School of Communication
Approved Fall 2024

(previous guidelines August 29, 2007)

I. Introduction

A. The School of Communication operates under the general guidelines of the College of Communication, Fine Arts and Media (CFAM), the University of Nebraska at Omaha (UNO), and University of Nebraska Board of Regents (UN-BOR). In addition, full-time faculty are members of the UNO American Association of University Professors (AAUP) bargaining unit and subject to the terms and conditions of the collective bargaining agreement (CBA) between the UN-BOR and UNO AAUP. The UN-BOR, UNO, and AAUP directives referenced in this document are current as of the formal acceptance date by the CFAM faculty of these reappointment and promotion guidelines, policies, and procedures. If any of these directives should subsequently change, the revised directive(s) will take precedent.

1. [University of Nebraska Board of Regents Bylaws](#) (see sections 4.5 and 4.6)
2. [University of Nebraska at Omaha Bylaws](#)
3. [UNO American Association of University Professors \(AAUP\)](#) (see section 3.5)
4. [College of Communication, Fine Arts and Media](#)

B. In the sixth year of appointment as an Instructor, a full-time, non-tenure track Instructor must apply for and receive promotion to Lecturer to continue appointment in the School. The School will assist candidates through mentoring and feedback beginning in the first year of employment via the annual reviews. Additional mentoring and feedback are available and must be initiated by the Instructor.

II. Committee Composition

A. The Committee membership that makes a recommendation to the Director concerning promotion to the rank of Lecturer will be all reappointment, promotion and tenure (RPT) members (also known as the School Personnel Committee) and Lecturers in the School except for the School Director.

B. Those members who also serve as representatives on the CFAM Personnel Committee must state where they will vote. They vote for either the School Committee or the CFAM Committee, but not both. If they choose to vote at the college level, they may sit in during the school deliberations but they may not weigh in.

C. In accordance with University nepotism policies, any member(s) of the Committees with ties of marriage, consanguinity, or similar personal ties with a

member being evaluated will recuse himself/herself/themselves from both discussions and voting.

- D. The Chair of the Committee is the Chair of the School RPT/Personnel Committee.

III. Content

- A. Using a combination of Watermark and OneDrive, each applicant for promotion to Lecturer shall submit a complete dossier of materials as required by UNO policies and School guidelines. Refer to School guidelines for a detailed explanation of dossier contents and submission instructions:
 1. Introduction materials (CV, executive summary)
 2. Teaching
 3. Service
 4. Additional attachments at the discretion of the candidate (e.g., Research and Creative Activity, which is not a requirement, but may be included as evidence of excellence for the committee's consideration.)

IV. Committee Meeting Process

- A. The Chair will call a meeting of the committee as per the university timeline and will conduct the meeting.
- B. A quorum, in accordance with *Roberts Rules of Order*, is defined as a majority of the Committee members eligible to vote at that meeting.
- C. A quorum is required for all votes. A vote resulting in a tie will be considered a negative vote or (following *Roberts Rules of Order*), a voting member may request a revote.
- D. To cast a vote, Committee members are expected to review the materials submitted by the candidate and then attend discussion and voting meetings in person. Paper ballots or an anonymous, secure online voting system will be provided (see ballot at the end of this document).
- E. Anonymous ballots will be used to make specific ratings of Outstanding, Above Average, Average, or Below Average in each of the two categories: teaching and service and to vote yes/no on promotion. Only collective group ratings and yes/no votes and abstentions will be reported.
- F. The specific yes/no vote on the ballot for promotion would take place only after the ratings on teaching and service. Each candidate would be discussed in the order of teaching then service. Only after the discussion of those categories would the Committee discuss whether the candidate should be recommended for promotion. The faculty should fill out the whole ballot only after all of the discussion has taken place. In addition, only members of the Committee present for the entire committee discussion concerning the candidate are allowed to vote.

- G. All discussion and voting pertaining to this Committee is strictly confidential.
- H. The Committee Chair submits the Committee's letter and record of votes in each area via Digital Measures/Watermark. The candidate has three days to respond to their recommendation. The program advances to the School Director who considers the Committee's recommendation, reviews all the materials, and prepares an independent recommendation.

V. Criteria for Assessment

- A. For promotion to Lecturer, CFAM guidelines state “the vote must reach as least ‘above average’ in teaching and at least ‘average’ in service within and/or outside the University.”
- B. As a teacher, the candidate for Lecturer must demonstrate teaching effectiveness by student and administrative evaluations. Additionally, the promotion decision is also based on evidence of an ongoing commitment by the candidate to sustain teaching and service throughout the candidate’s UNO employment.
- C. The School identifies, but is not limited to, the following considerations when reviewing files. (Note: Given the nature of academic work, some items may fit under multiple categories. Candidates must select which category to place items under and may not count them in multiple categories):
 - 1. Teaching
 - a. UNO student evaluations including comparisons with the school, college, and university scores
 - b. The ability and willingness to teach a variety of courses to fill school needs including upper division, lower division, dual enrollment, Honors sections, specialized student sections, etc.
 - c. The ability and willingness to teach courses outside the school, e.g., Women's and Gender Studies, Black Studies, etc.
 - d. Attendance and participation in teaching workshops, e.g., Center for Faculty Excellence, those offered at conferences, etc.
 - e. A commitment to instructional improvement, e.g., integrating technology in the classroom, course redesign, incorporating community engagement, etc.
 - f. Participation in curriculum development, curriculum review, and curriculum improvement including program assessment, new course proposals, etc.
 - g. Mentoring students in scholarship and educational opportunities such as supervising Independent Studies, Honors projects, and submitting work to teaching conferences

- h. Teaching, mentoring, or other activities or initiatives that promote diversity, equity, access, or inclusion in support of UNO's value of inclusion.
 - i. Community engaged teaching activities (defined as activities that combine teaching with community engagement and may include service-learning classes, development and/or instruction of certificate programs, learning tours, occupational licensure classes, or sharing academic expertise through media interviews, speaker's bureaus, extension bulletins, and/or broadcasts, among other activities).
2. Service
- a. Service must go beyond routine service activities such as serving the School. It must involve a significant commitment to a variety of activities.
 - b. Faculty are expected to participate in School service routinely and are expected to seek out college, university, community, and professional service. Serving as a School representative on a college or university committee is service to the college or university. It does not count as both service to the School and the college or university as only one category is permitted.
 - c. Professional service includes but is not limited to serving as an elected or appointed officer, and/or serving on a committee or taskforce in a professional association related to the discipline, reviewing conference papers, panels, journal manuscripts, serving as a peer-reviewer, or serving as an editorial board member.
 - d. Community or public service must be connected to expertise, which may include student education in general.

VI. Implementation

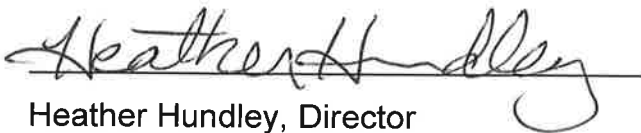
- A. These guidelines become effective following approval by the Faculty of the School of Communication, the Dean of the College, and the Vice Chancellor of Academic Affairs.
- B. Nothing in these Bylaws shall be construed to be in conflict with any applicable law or with the Bylaws of the Board of Regents of the University of Nebraska, which may be amended from time-to-time; and in cases of conflict between these Bylaws and the Bylaws of the Board of Regents or any applicable law, the latter shall take precedence.

Name of Candidate

	Outstanding	Above Average	Average	Below Average
Teaching				
Service				

After consideration of teaching and service ratings, recommendation for:
Promotion YES NO

Approved by the School of Communication faculty: October 30, 2024



Heather Hundley, Director

School of Communication



Michael Hilt, Dean

College of Communication, Fine Arts, and Media

Nov 1, 2024

11/7/2024



Phil He, Senior Vice Chancellor

Academic Affairs

11/19/24