Faculty members who are being considered for contract renewal, tenure and/or promotion and for salary review are evaluated on the basis of their performance in three key areas of activity: 1) teaching effectiveness, 2) scholarly activity, and 3) service to the University, their academic discipline and/or the broader community.

The results of the review must include evidence of teaching effectiveness that is based on a variety of assessments of teaching success. The contribution faculty members make to the intent and integrity of the program as professional preparation for digital media industries is particularly important to the Master of Digital Media program. We also value a working presence in one’s office (or virtual office) outside of normal teaching and office hours to foster collegial exchange and to be available to assist students over and above formal teaching. The committee and director must take these assessments (responsibilities) into account in the final recommendation to the Dean. Satisfactory performance must be demonstrated in the area of teaching in order to qualify for a positive recommendation.

Criteria of evaluation may include mastery of the subject, refinement of course plans based on program needs, new industry demands, and current educational research, response of students, maintenance of appropriate academic standards, currency within one’s field(s), pedagogical innovation, graduate supervision, course and program design, collaboration with other faculty, and versatility within the range of the member’s academic program. The evaluation must make use of qualitative and quantitative measures for these criteria, such as student questionnaires, the observations of faculty colleagues, teaching dossiers, statements demonstrating the impact of the member’s research and/or professional practice on their teaching, and the number and calibre of supervised projects and project documentation as well as theses and dissertations.

Scholarly achievement and/or professional achievement are also essential factors in a review of faculty performance. Faculty members are expected to establish a coherent and sustained program of research and/or professional activity that results in regular publication or other forms of dissemination in venues that are either subject to peer evaluation or professional evaluation (before or after the fact), as appropriate to a discipline or profession. As per Article 28.15 of the Collective Agreement, and given that the Master of Digital Media program is a focused, industry and professionally oriented program, research and professional activity undertaken by faculty members should address salient realities in digital media and strive to be beneficial to digital media and their related industries. Contract research is regarded as at least equal to curiosity-based research and, is evidence of the recognition of a faculty member, especially when the contract derives from an invitation to submit a proposal. In cases where external letters of reference are required, the assessment of the candidate’s research and/or professional activity by the referees must be taken into account in constructing the final recommendation. Satisfactory performance must be demonstrated in research in order to qualify for a positive recommendation.
Research performance will be assessed using qualitative and quantitative measures that may include publication of refereed books and articles, presentation of papers at refereed conferences, invited publications and presentations, editorial contributions (journals, books, and other compilations), reviews and citations of the candidate’s published research, the attraction of external research support, contributions to ongoing laboratories, centres, and institutes, and research prizes or other recognition by appropriate academic bodies, as well as research in relation to improving teaching and project outcomes. Examples of this type of research may include include research into best practices for specific digital media pipelines, support from experts in similar fields that can help teams, connecting current students with previous alumni who may have solved similar problems, and locating research literature and published literature from industry professionals that is current and may inform student choices.

Professional activity will be assessed using qualitative and quantitative measures that may include publications of all types, presentation of papers at professional or industry gatherings, invited publications and presentations, editorial or curatorial contributions, public presentations of artistic works in live or virtual venues, citations, prizes, and awards of recognition of the candidate’s professional activity by appropriate bodies, the attraction of contracts and commissions for research or professional activity. Contributions to ongoing laboratories, centres, institutes, publications, and creative work presented to the public by faculty appointed to teach in creative areas will also be assessed.

The MDM program welcomes the opportunity of our Senior Lecturers to be promoted to the new rank of University Lecturer. As per the collective agreement (ss. 35.1),

A University Lecturer will have responsibilities that encompass the normal requirements of classroom teaching plus activities in the areas of educational leadership, teaching mentorship and curriculum development. University Lecturers will focus on accomplishments in teaching and educational innovation and the impact on student learning.

Promotion to University Lecturer will require demonstration of:

- outstanding achievement in teaching;
- distinction in the field of teaching and learning including demonstrated innovation resulting in a positive impact on student learning;
- outstanding achievement in educational leadership;
- sustained and innovative contributions to curriculum development, course design, and other initiatives that advance the University’s ability to excel in its teaching and learning mandate;
- an appropriate level of involvement in service to the academic profession, to the University, or to the community.

Some examples of this kind of excellence might include: 1. teaching, workshopping, etc. within related communities of practice nationally and internationally; 2. demonstration of teaching practices that draw students to apply to our programs; and 3. specialized workshops for former clients of the program.
Service: In addition, the evaluation will take into account the member’s contributions to their discipline, profession/community of practice, connecting with applicants and alumni, as well as professional development and networking for professional advancement of alumni, or public service in general. To the university policy, MDM policy adds the following: The Master of Digital Media program places far more emphasis on service, seeing it more as knowledge mobilization, especially when it is an extension of either research or professional activity. Service that introduces best and/or innovative practices in collaborative project-based learning environments, and technological innovation, is valued highly by the program. Satisfactory performance must be demonstrated in service in order to qualify for a positive recommendation.
TPC Guideline Changes 2017

Due to the new collective agreement, we are required to make revisions to our TARC/TPC guidelines. Please read the new guidelines that have been circulated via e-mail. Once you have finished reviewing the document please indicate whether or not you approve or disapprove of these changes by submitting a vote.

Q1. Do you support the changes made to the Tenure and Promotion criteria for MDM? (Yes or No)
   
   Yes  7
   No   0

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