



WILLIAMSON COLLEGE OF BUSINESS ADMINISTRATION (WCBA) PROMOTION GUIDELINES Revised May 2021

The mission of the WCBA is to develop professionals and leaders for business and society.

We emphasize:

- *A student-centered, teaching/learning process that focuses on the application of theory to practice and supports the intellectual and professional development of our students.*
- *Faculty scholarship that contributes to management practice, advances the discipline, and enhances the teaching-learning process. **
- *Contributions by our students, faculty, and staff that support the university, profession, and the economic development of the region.*

[* Mission to be updated to reflect professional practice]

Faculty members at YSU are expected to: 1) demonstrate strong and effective teaching, 2) demonstrate high-quality, ongoing contributions in scholarship and 3) make high quality service contributions. Faculty members' contributions in teaching, scholarship, and service are expected to support the mission of the WCBA and YSU. Applicants for promotion should identify ongoing contributions and the impact of these contributions on the mission of the department, college, and university.

Promotion requires ongoing, substantive contributions and consistency in performance in teaching, scholarship, and service during the period for which the applicant is being evaluated. Inherent in these criteria is collegiality.

1. Applicants will be evaluated based on their contributions to teaching, scholarship, and service as outlined in these Promotion Guidelines. The successful applicant for promotion to Associate Professor must have:
 - Strong and effective teaching that reflects currency in the discipline and profession, the application of theory to practice, and engagement of students in the learning process.
 - An intellectual contributions portfolio that includes a ***minimum*** of four refereed publications in the discipline and the required number of Quality of Scholarship points, as described below. Such publications should provide evidence of a consistent, ongoing research stream.
 - Ongoing and identifiable contributions to the department, college, university, and discipline/profession.

2. Promotion from Associate Professor to Professor requires the applicant to excel in two of the three components of the faculty role (e.g. teaching, scholarship, service) and demonstrate a strong level of performance in the third. If applying for early promotion, candidates should clearly demonstrate **consistently outstanding** performance in teaching, scholarship, and service.

3. It is the responsibility of the applicant for promotion to provide sufficient materials documenting the alignment of contributions in teaching, scholarship and service with the Promotion Guidelines. This portfolio should supplement, not duplicate, the materials in the applicant's Official Personnel File. Materials in the portfolio should be referenced clearly and appropriately in the promotion application.

4. Applicants for promotion are encouraged to consult with their department chairperson prior to applying for promotion and the preparation of the promotion portfolio.

PROMOTION FROM ASSISTANT PROFESSOR TO ASSOCIATE PROFESSOR

TEACHING:

Applicants should include a statement describing their philosophy of teaching and how that philosophy and their ongoing teaching contributions support the mission of the WCBA and the University. Teaching effectiveness and contributions may be demonstrated by, but are not limited to, the following:

- Demonstrates ability to effectively present subject matter in a manner that promotes achievement of course objectives and designated learning outcomes.
- Demonstrates currency in knowledge of subject matter.
- Actively participates in curriculum development, course revision, and new course development
- Actively participates in assurance of learning activities.
- Demonstrates focus on applied learning.
- Engages students with the professional community or community at large in ways that enhance student learning.
- Integrates teaching with scholarship and service.
- Demonstrates new and creative ways of enhancing student learning
- Shows involvement with students through academic and career advising, co-curricular activities, independent studies, etc.
- Participates in teaching workshops and other professional development activities related to teaching.

SCHOLARSHIP: (Effective Fall 2019)

Business and Economics Faculty

Quality of Scholarship Points: Points are assigned to peer reviewed journal articles based on the ranking of the journal in the WCBA ABDC+ Journal Quality List. Points are assigned as follows:

| | |
|------------|----------|
| A* journal | 8 points |
| A journal | 5 points |
| B journal | 3 points |
| C journal | 2 points |

A journal can be added to the WCBA ABDC+ Journal Quality List through the approved process determined by the Williamson College of Business Administration. No blacklisted or predatory journals will be accepted.

Successful applicants for promotion to Associate Professor must demonstrate an ongoing research stream and an intellectual contributions portfolio that includes a minimum of four articles and a minimum of 12 Quality of Scholarship points. No more than 6 points can be earned through C-level publications. It is the applicant's responsibility to demonstrate the quality and impact of his/her research. The candidate's publications must indicate institutional affiliation of YSU and must be in print, online or accepted for publication in peer-reviewed journals, specific to the candidate's discipline.

Communication Faculty

Quality of Scholarship Points: Points are assigned to peer reviewed journal articles based on the ranking of the journal in the WCBA ABDC+ Journal Quality List or the SCIMAGO Journal Rankings (SJR). Points are assigned as follows:

| | |
|------------------------|----------|
| A* journal | 8 points |
| A journal | 5 points |
| B journal or monograph | 3 points |
| C journal | 2 points |

A journal can be added to the WCBA ABDC+ Journal Quality List through the approved process determined by the Williamson College of Business Administration. No blacklisted or predatory journals will be accepted.

Additionally, points may be awarded for the publication of scholarly monographs, such as books and book chapters. Scholarly monographs are defined as the published or final acceptance of a high quality, refereed book, or refereed book chapter where the candidate is the sole or lead author. Books should be peer-reviewed and appear on an approved list of premiere academic and established traditional publishing houses. Book chapters should be peer- and blind-reviewed, and there should be no conflict of interest for the candidate with the editor.

Successful applicants for promotion to Associate Professor must demonstrate an ongoing research stream and an intellectual contributions portfolio that includes a minimum of four articles or three articles/one scholarly monograph, and a minimum of 12 Quality of Scholarship points. No more than 6 points can be earned through C-level publications. No more than 3 points can come from a scholarly monograph. It is the applicant's responsibility to demonstrate the quality and impact of his/her research. The candidate's publications must indicate institutional affiliation of YSU and must be in print, online or accepted for publication in peer-reviewed journals.

SERVICE:

The application and/or supporting materials should document clearly the identifiable organizational contributions made by the faculty member. Engagement in and contributions to the department, college, university and profession may include, but is not limited to the following:

- Leadership at the department, college, and university-levels
- Participation in department, college and university committees, activities, and programs
- Participation in assessment and program review
- Engagement with students outside of the classroom in activities such as advising of co-curricular activities.

- Collaboration within the college, university, community and/or profession in ways that support the mission and yields identifiable outcomes.
- Professional consultation, evaluation, and speaking engagements where the faculty member's YSU affiliation is clearly identified.
- Engagement in significant program or curriculum redesign.
- Development of a new academic program or professional program that is ongoing and involves a critical mass of students on an annual basis.
- Leadership roles within the profession/discipline
- Professionally-related community activities and/or service
- Engagement of students with the business community or community at large
- Peer reviewer or editorial board member for journals and conferences
- Presentation at teaching seminars on campus or at professional meetings
- Development of ongoing strategic partnerships with the business community that yields identifiable outcomes for department, college, university, students, and/or faculty.
- External program reviewer

PROMOTION FROM ASSOCIATE PROFESSOR TO PROFESSOR

Promotion from Associate Professor to Professor represents the highest level of academic achievement. Successful applicants for promotion to Professor are expected to demonstrate high levels of identifiable contributions particularly in teaching and service that impact and advance the department, college and/or university. Faculty are expected to demonstrate their currency in their discipline through scholarly productivity.

It is expected that the candidate's performance during the years prior to application for promotion is consistently strong. Faculty who 1) have received "weak" or "very weak" on the two most recent Chair's Evaluation of Faculty or 2) have been or are on a performance improvement plan for teaching, scholarship, and/or service, during the most recent 3-year time period, are not eligible to apply for promotion to Professor.

Teaching:

Successful applicants for promotion to Professor are expected to demonstrate strong and effective teaching and identifiable contributions to the teaching-learning process and the academic and professional success of our students. Evidence of high levels of teaching effectiveness and impact may include student evaluations, student comments, new pedagogy and in-class teaching innovations, professional development related to teaching, internal and external teaching awards, new course development, new program development, or leadership for new teaching initiatives. Other criteria may also be applied but it is incumbent upon the candidate to demonstrate the value of this additional information.

Service:

These may include, but are not limited to: 1) program development/revision, 2) development of strategic partnerships, 3) ongoing contributions to institutional success (e.g. coordinating department and/or college assessment), 4) leadership roles within and outside the WCBA, 5) ongoing multidisciplinary initiatives, or 6) internal or external awards for contributions. Other criteria may also be applied but it is incumbent upon the candidate to demonstrate the value of this additional information.

Scholarship:

A primary measure of quality of scholarship is the *WCBA ABDC+ Journal Rankings List* as approved by the WCBA. For faculty in the Department of Communication, the SJR list is an acceptable measure of the quality of scholarship. Additionally, candidates may also provide evidence of quality and impact of scholarship based on factors such as scholarly recognition and awards, number of citations (e.g. Google Scholar), publication quality indexes, and/or research awards.

PROMOTION FROM LECTURER TO SENIOR LECTURER

Lecturers who apply for promotion to Senior Lecturer will be evaluated using the following guidelines:

Teaching:

An applicant should describe his/her teaching philosophy and how his/her philosophy and ongoing contributions support the mission of the WCBA and the University. Teaching effectiveness and contributions may include, but are not limited to, the following

- Demonstrates ability to effectively present subject matter in a manner that promotes achievement of course objectives and designated learning outcomes.
- Demonstrates currency in knowledge of subject matter.
- Contributes to curriculum development, course revision, new course design and assurance of learning activities.
- Engages students with the business community or community at large in ways that enhance student learning.
- Demonstrates new and creative ways of enhancing student learning
- Shows involvement with students through academic and career advising and other activities that support student success.
- Participation in teaching workshops and other professional development activities.
- Demonstrates focus on applied learning.

If a Lecturer has received workload for nonteaching duties, performance of these nonteaching duties will also be evaluated as a part of the promotion review process.