

## OVERVIEW

The School of Film and Digital Media (SFDM) is committed to an equitable annual evaluation of individual faculty contributions towards achievement of the mission, goals and objectives of SFDM, The College of Arts and Humanities (CAH) and UCF. We recognize that each person brings individual and unique talents to the workplace. The SFDM faculty is trained in a multitude of disciplines such as classical music, technical writing, literature, computer science, physics, film production, storytelling, graphic arts, psychology, education, etc. In such a diverse environment it is rare that two individuals will contribute in the same fashion. Diversity of talent, individual style, and skills is essential if the SFDM is to serve multiple constituencies. Evaluating faculty performance on a single comparative scale in such an environment is a complex and difficult process. The evaluator must exercise informed subjectivity, objectivity and an understanding of the creative process in which each individual is engaged.

The SFDM is organized around the creation, enhancement, preservation, and transmission of knowledge regarding film and digital media with a view of promoting understanding and ideas through teaching, research, creative activities, professional development, and service. While quality teaching is critical to the mission of SFDM, high priority is given to research and/or creative activities. An appropriate balance among these broad areas of endeavor must exist if the SFDM is to meet its needs and expectations. Faculty must frequently consult their Division Head and School Director to ensure that their professional development proceeds according to expectations.

Faculty in the SFDM are expected to carry out research, in the broad sense of the word, which results in measurable, peer-reviewed products such as films, video, digital media, publications, and external funding in support of their ideas. Some output is more likely to be juried at prestigious festival screenings and related venues. Other work may be evidenced in traditional routes of prestigious journal publications, funding of research by peer-reviewed agencies, presentations or service to professional societies, etc. The SFDM annual evaluation process is designed to fairly account for this diversity of activities and products.

### I. THE SFDM ANNUAL EVALUATION PROCESS

Annual evaluations are based upon assignments made at the beginning of each year and summarized in an Annual Assignment document. This document is derived from discussions between individuals and their Division Head and/or Director. A prioritized list of projected annual goals, objectives, and activities in teaching, research/creative efforts, and service is developed. In some cases assignments to other activities, such as administration, are made. Total assignments constitute the annual work plan.

An estimated percentage of total work effort is assigned to major categories to be evaluated at the end of the year. Funding sources are noted in terms of educational and general revenue (E&G) appropriated by the State Legislature or contract or grant funds (C&G) provided by external agencies. The overall annual evaluation of each individual will take into account the percentage of assigned effort.

Circumstances, e.g. grant funding materializes, changes in teaching assignments, health issues, etc., may arise during the course of a year and require adjustments in work assignments. In such cases, a conference between the faculty member and their Division Head and/or Director is required to amend the individual's work assignment.

In February of each year, each faculty member prepares a portfolio (Faculty Annual Report) detailing activities in the areas of teaching, research and/or creative activities, service, and other assignments. Portfolios must contain relevant documentation of teaching, research, service, and other assigned activities. Progress in achievement of annual objectives must be made clear. It is the responsibility of each individual to present appropriate and thorough documentation such as copies of letters of invitation, published works, creative work, contracts or letters of agreement in support of their work. Failure to fully document activities and work products may negatively impact the person's annual evaluation.

Some measure of interpretation in the implementation of any set of guidelines must be taken into account. Fair interpretation of the guidelines in individual cases is the responsibility of the SFDM Director. However, the expressed spirit of these guidelines is to establish sample measures with which to evaluate levels of performance.

Each faculty member is evaluated in the respective categories of teaching, research, service and other based on standards established for the ratings of outstanding, above satisfactory, conditional, and unsatisfactory performance. An overall performance level is derived by taking into account the annual percentage of effort assigned to each activity category. Established goals and objectives agreed to at the beginning of the year provide a benchmark against which faculty performance is based. Additional documented work products resulting from unassigned activities may be taken into account at the discretion of the Division Head/Director.

The following lists the guidelines for the respective measures of evaluation. The words to be used for the evaluation include unsatisfactory, conditional, satisfactory, above satisfactory and outstanding. These words will be applied to the categories teaching, research/creative activities, service, and other and will also be used in an overall evaluation.

The specific evaluation to be used will judge the degree to which performance departs from 'Satisfactory'. Typically, the conditional evaluation is used for the first time performance that is determined to be below satisfactory and specific improvement can be expected. Unsatisfactory is more often used when poor performance continues. The satisfactory rating is based on the faculty member meeting the expectations established in

the planning process. The above satisfactory category is used when qualitative and quantitative evidence exists for contributions beyond that normally expected. Outstanding is reserved for significant deviation above satisfactory and frequently is supported by data often reflecting a national level of recognition.

If a faculty member disagrees with the SFDM Director's annual evaluation, they may elect to follow the prescribed procedures detailed in the collective bargaining agreement.

## II. EVALUATING TEACHING PERFORMANCE IN THE SFDM

Teaching is a significant component of a typical faculty member's annual assignment. Teachers are expected to be fair, creative, innovative, knowledgeable, and effective. They must have a depth of knowledge in their area of expertise that arouses and cultivates student interest. Performance is evaluated as follows:

### A. Unsatisfactory

Unsatisfactory ratings are assigned when deficiencies resulting in a conditional rating fail to show significant improvement the following year. In rare instances where evidence of egregious deficiencies can be documented unsatisfactory ratings may be given when first identified. This occurs with the failure of faculty member to achieve any objectives identified in plans developed at the beginning of the year.

### B. Conditional

Conditional ratings in teaching will be assigned when a faculty member fails to achieve satisfactory. The division head and/or director will consult with the faculty member and develop a plan to remedy identified deficiencies during the next year. In rare instances where evidence of egregious deficiencies can be documented unsatisfactory ratings may be given when first identified.

### C. Satisfactory

Satisfactory ratings are given to faculty who meet ALL of the criteria listed below:

1. Demonstrates a current knowledge base for each course taught
2. Develops and distributes within the first week of classes a course syllabus for each class taught which is consistently adhered to and clearly defines:
  - a. Responsibilities and instructor's expectations of enrolled students
  - b. A methodology and pedagogy that adequately conveys the knowledge base defined by course objectives and requirements
  - c. A fair and clearly written system for measuring student performance
  - d. Consistent with published catalog course description
3. Regularly meets assigned classes as scheduled

4. Uses instructional techniques appropriate to each course
5. Presents appropriate topics consistent with course syllabus in an effective manner
6. Handles paperwork, including grading of student work, filing of final grades, etc. in a timely manner
7. Posts and keeps at least 1.5 hours per 3-credit hour course taught per week of scheduled office hours in a publicly accessible location during hours appropriate to the times that courses are taught up to a maximum of 5 hours per week.
8. Accurately advises students in a professional manner
9. Executes other departmental assignments related to teaching in a responsible and timely manner
10. Receives satisfactory student evaluations in each course taught

#### **D. Above Satisfactory**

Above satisfactory ratings in teaching are given when the following are met:

1. Faculty member meets all criteria required to achieve satisfactory.
2. Receives above satisfactory student evaluations in all courses taught.
3. Fulfills at least one of the accomplishments noted below:
  - a. Prepares a substantial workbook, study guide or instructional web site for a course taught during the year
  - b. Substantially revises and teaches an existing course
  - c. Designs and teaches an entirely new course
  - d. Teaches a course at an area campus
  - e. Receives university recognition for teaching, advising, or curriculum development
  - f. Receives an award to attend a professional development or teaching improvement seminar/workshop
  - g. Engages in significant student mentoring and advising outside normal course responsibilities

#### **E. Outstanding**

Outstanding ratings in teaching are given when the following are met:

1. Faculty member meets standards specified above to achieve above satisfactory.
2. Receives outstanding student evaluations in all courses taught
3. Demonstrates at least one of the accomplishments noted below:
  - a. Introduces and integrates related hardware and software into the division curriculum
  - b. Creates and applies innovative techniques, or integrative innovative pedagogy, new technologies of a significant nature into division courses

- c. Introduces multicultural and/or gender diversity and/or interdisciplinary methods into content of courses taught
- d. Receives a teaching grant, teaching or advising award
- e. Develops a new curriculum for a certificate, program, or degree
- f. Coordinates Division's internship program
- g. Chairs or serves in one of the below capacities:
  - i. Honors thesis creative project committee
  - ii. Graduate thesis, dissertation or creative project committee
  - iii. Supervises multiple interns or directs at least six credit hours of independent research or creative activity

### III. EVALUATING RESEARCH AND CREATIVE ACTIVITY IN THE SFDM

Standards for scholarly work have been well established in traditional disciplines for many years. Methodologies for evaluating creative and professional achievements in emerging disciplines such as Digital Media are not as clearly defined. It is essential that effective evaluation methodologies be developed which will, no doubt, evolve over time. It is the intent of the SFDM that all creative works of its faculty are subjected to a peer review process akin to that employed in evaluating more traditional works.

The SFDM subscribes to professional standards already adopted by relevant national organizations. Scholarship, publications, and creative work in which faculty engage must fall within the range of activities relevant to the SFDM. It is impractical to list specific minimal criteria that might apply to each and every research and creative activity carried out within the SFDM. For example, what constitutes a reasonable performance for a writer differs in kind from that expected of a producer, director, critic, actor, or editor. However, each faculty member's primary efforts should be directed toward activities appropriate to the area of their primary appointment and subject to existing peer review processes prevailing within that area.

For example, in the Film Division, the primary research/creative activity carried out in the Cinema Studies section should be in the form of published scholarship relating to that particular sub discipline while the corresponding primary creative activity in Filmmaking section should be more production based in the one of specialized areas of the sub discipline such as scriptwriting, producing, directing, editing, cinematography, acting, and design. In general, faculty members are expected to participate in research and creative activity relevant to their individual expertise.

All important research and creative activities ultimately result in formal public presentation with the support of peer review. Publication and public exhibition may include any venue that is referred, juried, mediated, by special invitation, or meets currently accepted standards of the discipline or industry. Experts in the field must evaluate publicly disseminated scholarship and creative work if it is to be taken seriously.

The evaluative rigor applied to work products must be commensurate with the quality of the work. That is to say that work of international stature must be judged by higher standards than that of a local nature.

The Director and Division Head recognize that major creative projects cannot be accomplished within the span of one year. The annual evaluation process allows one to view a short window of time. In these cases, the Director may credit a faculty member for work, which may become widely recognized absent extensive publication or presentation during a particular year. In other instances, a faculty member may continue to enjoy widespread recognition and circulation long after publication or presentation has ceased. Our intent is to recognize seminal and important artists and scholars, such as Ralph Ellison – author of the *Invisible Man*, whose scholarship may be limited in quantity but lasting and deep in its intellectual and artistic impact.

Public dissemination of more established scholarly work is normally by means of publication in proceedings, journals, monographs and books. On the other hand, public dissemination of creative work in film, video, and digital media may involve major responsibility and participation in the development, execution or production of a dramatic film, documentary, or animated work. Additionally, work of some other type and length, such as experimental and interactive may be produced. Because film and video products are frequently collaborative, it is important that faculty members always clarify their individual contributions to a particular project. When submitting annual reports, faculty members are responsible for documenting any special invitation, juried exhibition, peer review and the nature of the review relating to their individual accomplishments.

The SFDM imposes a rank importance order of international, national, regional, and local scope on professional accomplishments. Local, regional, national, or international venues are defined by the nature of scope and audience. For example, an exhibition in a foreign country is not necessarily an international venue, unless it serves an international audience and draws on international resources. Similarly an exhibition in Central Florida would not be viewed as local if it were to draw on resources and audiences beyond the local area.

Given the SFDM's diversity, it is impossible to list all activities appropriate for faculty investigation. Faculty may engage in activities not discussed herein but have the burden of demonstrating their appropriateness to both their professional development and the SFDM's goals and objectives. The SFDM subscribes to the professional standards specifically adapted for the evaluation of faculty by respected national organizations. In the Film division, these include but are not limited to the University Film and Video Association and the Society for Cinema Studies. Numerous other professional organizations exist in multiple areas, e.g. Technical Writing, encompassed by the broad and diverse area known as Digital Media. Standards set by these organizations will inform SFDM's evaluation of work within each of these areas.

In any given annual evaluation period, SFDM will report publications, external funding or research and/or creative projects, creative work products, etc. Contributions to the

listed types of outcomes will depend upon expectations for each individual, the amount of effort expended, and the degree of ongoing experience with a research/creative agenda. Work may be classified in the following categories with supporting documentation:

- In preparation with milestones
- Submitted for review
- Accepted
- Appearing in print or public venue

In all cases, peer review must be an important indicator of quality. Greater quantity is expected commensurate with total percent of assigned work effort, expectation, and experience of the individual performing the work.

A. Research and creative work is evaluated as unsatisfactory, conditional, satisfactory, above satisfactory, or outstanding according to the following criteria:

1. An **unsatisfactory rating** in research and creative activity is assigned with the faculty member makes no discernable effort to accomplish any planned annual goals and objectives or demonstrates no willingness to improve following previous evaluations of less than satisfactory.
2. A **conditional rating** occurs when a faculty member meets only a few of the benchmarks planned in the area of research and creative activity at the beginning of the evaluation period.
3. A **satisfactory evaluation** is awarded when the faculty member demonstrates progress as:
  - a. Author
  - b. Principal creator or creative partner toward completion of scholarship or creative work appropriate to the faculty member's discipline

In addition to the above two accomplishments, the following are helpful:

- c. Contribute to the preparation and submission of a grant proposal and or professional proposal for research or creative work.
  - d. Participate in a course, professional meeting or workshop that furthers the improvement of a creative work or research skills
  - e. Participate in and attend regular meetings of a film, video and digital media discipline related professional or academic association.
4. **Above satisfactory evaluations** are awarded when the following criteria are met.
    - a. Meet criteria outlined above for Satisfactory
    - b. Demonstrate accomplishment in one of the below activities. The list is not rank ordered and only serves as examples of the kinds of accomplishments, which demonstrate an Above

Satisfactory performance in research and creative activity. Evidence of meritorious performance in any of these and related activities must reflect a body of work that has been peer-reviewed and distributed in a public forum appropriate to the discipline, academic or industry

- c. Demonstrate substantial progress as author or co-author and/or as principal creator or creative partner leading to completion of research or creative work that is a result of a commission, signed contract or similar instrument for distribution in an exhibition venue, publishing company, production company, distribution company, or other such agency engaged in the public dissemination of research or creative activities. The faculty member is required to submit a status report and actual evidence of ongoing work.
  - d. Disseminate research or creative work at the state or regional level that results from special juried invitation or peer review in which the faculty member is:
    - a) Principal creator or creative partner of a creative work
    - b) Author or co-author, editor or co-editor of a scholarly publication that is distributed in public settings sponsored by:
      - i. Universities, museums, and media art centers
      - ii. Academic or commercial presses
      - iii. Film companies, electronic media including commercial and/or public television, cable and/or satellite systems. These may include festivals, presentations and /or creative activity in an equivalent educational, professional, or commercial venue
  - e. Serve as a consultant to government, industry, community, nongovernmental organization, professional or educational agency in an area related to one's discipline.
  - f. Serve as principal researcher, investigator, or project director in the preparation and submission of a grant proposal
  - g. Curate or adjudicate a regional, state, or local competition, film series, festival or related activity
  - h. Chair or co-ordinate a regional, state, or local professional meeting or conference and/or make a keynote or feature presentation at a regional, state, or local conference
5. **Outstanding performance** in research and/or creative activities is awarded under circumstances described below. Listed below are examples of the kinds of accomplishments that demonstrate outstanding performance. These activities are not rank ordered. Evidence of meritorious performance in this category must reflect a

body of excellent work that is peer-reviewed and distributed in an appropriate public format.

- a. Receive a fellowship, grant, prize, or award with regional, national or international recognition as principal researcher, investigator or project director resulting from professional and/or creative accomplishment or juried competitions or festivals.
- b. Disseminate research or creative work at the national or international level, in a peer-approved venue, that results from special or juried invitation or peer review in which the faculty member is:
  - a) Principal creator or creative partner of a creative work
  - b) Author or co-author, editor, or co-editor of a scholarly publication that is distributed in public settings sponsored by:
    - (i) Universities, museums, and media art centers
    - (ii) Academic or commercial presses
    - (iii) Film companies, electronic media including commercial and/or public television, cable and/or satellite systems. These may include festivals, presentations and/or creative activity in an equivalent educational, professional or commercial venue.
- c. Curate or adjudicate a national or international competition, film series, festival or related activity
- d. Chair or coordinate a national or international professional meeting of conference and/or make a keynote or featured presentation at a national or international conference.

#### IV. EVALUATION OF SERVICE IN THE SFDM

Faculty members are credited for service to the public, the discipline, and the University, including professional development activities consistent with the status of the faculty appointment. If a faculty member is unwilling to render reasonable service to the Division, SFDM, CAH and University and/or does not actively participate in professional development activities, the degree and frequency of this lack of involvement will determine whether Conditional or Unsatisfactory evaluations should be used.

Service is evaluated as unsatisfactory, conditional, satisfactory, above satisfactory, or outstanding according to the following criteria:

1. **Unsatisfactory service ratings** are assigned when a faculty member demonstrates a consistent pattern of unwillingness or inability to render reasonable and competent service to their Division, SFDM, CAH or University, or professional community representing their discipline.
2. **Conditional service ratings** are assigned when it is first noted that a faculty member is avoiding or refusing to participate meaningfully in service essential to the conduct of their Division, SFDM, CAH, or University affairs.
4. **Satisfactory service ratings** are characterized by the below list of typical achievements indicative of a healthy pattern of service and good citizenship.
  - a. Competently fulfills service assignments on Division and SFDM committees.
  - b. Makes presentations to a community, school or professional group on behalf of the discipline, SFDM, CAH, or University.
  - c. Advises a student organization
  - d. Shares professional expertise related to one's discipline with the public through community or regional groups, organizations, or schools
  - e. Mentors an untenured faculty member
5. **Above Satisfactory service ratings** typically meet the following criteria:
  - a. Meets criteria for satisfactory service
  - b. Competently performs additional service as typified by the following:
    - a) Serves on a CAH or University Committee
    - b) Participates as a volunteer with a community or professional organization
    - c) Serves as a consultant, presents a lecture or workshop, or participates as a chair, moderator, or panelist at a community or professional event, meeting, conference, school, or university event
    - d) Prepares and submits a service grant as project director/principal investigator or co-project director/co-principal investigator
    - e) Contributes to the development of a new Division, SFDM, CAH, or UCF program/activity or redesigns an existing activity
6. **Outstanding service** conforms to the following criteria:
  - a. Meets criteria for Above Satisfactory
  - b. Performs additional service as typified by the following activities:

- a) Develops community partnerships by serving as mentor, advisor, committee or board member for a youth, community, or professional organization
- b) Serves as:
  - a. Principal officer or committee member
  - b. Advisory or editorial board member for a community organization, publication or arts agency
  - c. Chair, moderator or panelist at a national or regional conference or international meeting; or provide consultant services in similar settings
- c) Receives a service grant or award from a university, community or professional agency
- d) Develops and implements a new departmental or university program/activity or redesigns an existing activity
- e) Serves as the Chair of a SFDM, CAH or UCF committee
- f) Presents a lecture or workshop, or service as keynote speaker at a national or international meeting

## V. OTHER ASSIGNMENTS

This category of activities typically applies to assignments that do not fit the teaching, research and creative activity, or service categories. Frequently this category is used to assign faculty to short-term administrative duties but may be used to meet special needs that arise on an infrequent basis. The measure used to evaluate performance in this category is defined by the specific nature of each activity.

## VI. OVERALL ANNUAL EVALUATION

The overall evaluation of faculty performance during a given year is based upon reasonable consideration of rankings assigned for each of the specific evaluation categories of teaching, research and creative activity, service, and other assignments. The final overall evaluation is a sum of the ratings assigned in each of the aforementioned areas weighted according to the percentage of work effort assigned to each.

## VII. RELATIONSHIP OF ANNUAL EVALUATION AND TENURE PROCESSES

The processes of annual evaluation and tenure review are separate. Annual evaluations attempt to measure a faculty member's effectiveness in the performance of assigned tasks during a particular year. Tenure reviews attempt to determine the likelihood that a faculty member will continue successful professional development throughout his/her entire

career. One examines a particular snapshot in time while the other attempts to view an individual's entire career, past, present, and future. Many factors considered in a tenure review are not examined during the annual evaluation process. Although it is highly unlikely that person receiving poor or erratic annual evaluations will be awarded tenure, it does not necessarily follow that a person who receives satisfactory to outstanding annual reviews will be automatically awarded tenure. It is particularly important that junior faculty comprehend early on in their career that tenure is not awarded just because they performed assigned duties each year.