

Gaylord College of Journalism & Mass Communication

October 2022 (revised)

Graduate Faculty Membership Criteria

Appointments to the Graduate Faculty are made by the college's Graduate Committee in consultation with the Director of Graduate Studies. The Graduate Committee consists of five to seven faculty with Graduate Faculty appointments, including representatives from the college's three academic units – Journalism, Media Arts and Strategic Communication. Graduate Committee members are tenured, tenure-track or ranked-term appointments, and appointed to serve by the college's Dean in consultation with the Associate Dean and Director of Graduate Studies.

Definition of the terminal degree

Gaylord College has academic and professional graduate programs. Academic programs are the MA (thesis option) and PhD. For these academic programs, the terminal degree is a doctorate in mass (or media) communication, communication or a related academic discipline where faculty research focused on mediated communication.

The professional degrees are the MA (non-thesis, professional project and comprehensive exam) options, the online MA (non-thesis, all coursework), and the master of professional writing (MPW). For these programs, the terminal degree can be the PhD, EdD, master of fine arts (MFA), master of professional writing (MPW), juris doctorate (JD). Aside from the MPW, these degrees align with the definition of terminal degrees for the Fulbright US Scholar Program <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://fulbrightscholars.org/sites/default/files/documents/Terminal%20Degrees%202022-2023.pdf> and are common in colleges and schools of journalism and mass communication. The MPW is a unique professional degree offered in Gaylord College.

Appointments by Tested Experience

Gaylord faculty not eligible for appointment as a regular member of the graduate faculty based on OU Graduate College and Gaylord College criteria can become eligible for special member graduate faculty status. The extent of privileges granted are determined by tested experience.

The college maintains four tiers of special membership appointments determined by highest attained degree, work experience in media professions, academic or creative record, and higher education teaching experience. The criteria for these tiers is spelled out in the college's tested experience policy adopted in September 2020.

Graduate Faculty Appointment Process

Gaylord College's Director of Graduate Studies does initial review of faculty CV to determine appropriate tier and privileges for appointment. When questions regarding research or creative activity in relation to criteria arise, the Director consults with the faculty member's Area Head. Appointment is subject to review and approval by the college's Graduate Committee.

Graduate Faculty Criteria

Regular members of the graduate faculty members are full-time Gaylord College faculty who are tenured, tenure-track or hold ranked-term appointments. The term is seven years.

In accordance with OU Graduate College tiered privileges, the following tiers and criteria apply:

Tier	Degree required	Research/Creative Activity required
RM0	Master's	Three years professional experience in media communication or related field.
RM1	Master's	Three years professional experience in media communication or related field OR current record of research and/or creative activity as described in Gaylord College tenure and promotion criteria.
RM2	Doctorate or Master's	Current record of research and/or creative activity as described in Gaylord College tenure and promotion criteria.
RM3	Doctorate	Three research articles published in nationally recognized peer-reviewed publications or a scholarly book in past five years, OR an equivalent level of creative activity as described in Gaylord College tenure and promotion criteria, OR an equivalent combination of research and creative activity.
RM4	Doctorate	Three research articles published in nationally recognized peer-reviewed publications or a scholarly book in past five years plus any combination of five completed master's theses or research-based projects chaired or dissertation or thesis committees served on (with at least one in each category) OR a tenured faculty member with significant research experience/expertise in specialized area, as approved by Gaylord College Graduate Committee.

Definition of appropriate tested experience for Special Member Appointment

OU faculty not eligible for appointment to graduate faculty can become eligible for special member status with privileges defined based on the meeting the following levels of tested experience:

SM Tier 1 privileges: May teach graduate classes (SM equal to RM0)

Tested experience: Academic degree required: Non-graduate through master's degree Non-graduate criteria: --five years senior-level professional experience in media communication or related field --two years higher education teaching Master's degree criteria: --three years professional experience in media communication or related field

SM Tier 2 privileges: Tier 1 and serve on non-thesis MA and MPW committees (SM equal to RM1)

Tested experience: Academic degree required: Master's degree, MFA, MPW, JD or equivalent OR two of the following: --full-time OU faculty appointment OR two years full-time higher education teaching --record of continuous and current academic and/or creative work --has chaired and/or served on MA committees in past --three years professional experience in media communication or related field

SM Tier 3 privileges: Tier 2 and serve on MA thesis committees. (SM similar to RM2)

Tested experience: Academic degree required: Master's degree, MFA, MPW, JD or equivalent OR two of the following: --full-time OU faculty appointment (but lacking terminal degree) --record of continuous and current academic and/or creative work --has chaired and/or served on MA committees in past --three years professional experience in media communication or related field

SM Tier 4 privileges: Tier 3 and serve on doctoral committees. (SM equal to RM3)

Tested experience: Academic degree required: PhD Additionally one of the following: --tenure-track OU faculty appointment --record of continuous and current scholarship and publication --OU emeritus faculty with equivalent graduate faculty privileges before retirement

Teaching and mentorship expectations

Expectations for teaching and mentoring graduate students are defined in the OU Faculty Handbook (Academic Responsibility, section 3.2.2.B) and include, but are not limited to: adhering to proper roles as intellectual guides, fostering honest academic conduct, evaluations of students that reflects a student's true merit, respecting student confidentiality, as well as avoiding exploitation, harassment or discriminatory treatment of students.

Regular performance review

Gaylord faculty undergo annual review for teaching, research/creative activity and service by the college's Committee A. Included in this review is assessment of annual student

course evaluations, graduate student committees chaired and served on, and research/creative publication and production. Further, as part of Gaylord College assessment, students complete a student satisfaction survey immediately following degree completion, which inquires about student program experience, extent to which they believe they achieved program learning outcomes and their experience with faculty.

The online MA in Strategic Communication & Digital Strategy relies on 9-12 professional adjuncts per year. These faculty are assessed by course evaluations and ongoing course development work with the OU Office for Distance Learning. Following completion of a course, all instructors in this program, including Gaylord regular faculty, meet with Gaylord graduate program administrators and ODL office pedagogists to review student course evaluations, as well as course materials and delivery as part of ongoing course development and revision.

Retention/renewal criteria and process

The performance of the college's graduate faculty is monitored by Committee A, the Director of Graduate Studies, and the Graduate Committee. Gaylord College's Director of Graduate Studies does initial review of faculty CV to determine appropriate tier and privileges for appointment. Because Gaylord College is home to several communication disciplines (Journalism, Media Arts, Strategic Communication), when questions regarding research or creative activity arise, the Director consults with the faculty member's Area Head and/or Committee A. Appointment is subject to review and approval by the college's Graduate Committee

Faculty meeting criteria defined in Graduate Faculty Criteria (above) are renewed at their previous level of appointment. Faculty who have met criteria for additional privileges are appointed at commensurate level.

Standards and process for rescission of graduate faculty appointments or privileges

Faculty can face a rescission of privileges for a) not continuous research/creative activity as defined in the Graduate Faculty Criteria, b) failure to teach/mentor students (OU Faculty Handbook, Academic Responsibility, section 3.2.2) or c) violations of the ethics of research (OU Faculty Handbook; Ethics in Research, section 3.26.1).

- Teaching/mentoring students includes, but is not limited to: adhering to proper roles as intellectual guides, fostering honest academic conduct, evaluations of students that reflect a student's true merit, respecting student confidentiality, as well as avoiding exploitation, harassment or discriminatory treatment of students.
- Violations in research ethics includes, but is not limited to: scholarly misconduct that fabricates, falsifies, plagiarizes, deviates from accepted scientific method (e.g., misrepresenting data or results), and failures to comply with federal, state and university rules governing research.

Faculty facing rescission of privileges may appeal to the Graduate Committee, which approves all faculty appointments.

Approved by the Dean of the Graduate College, October 4, 2022