Faculty Evaluation Procedures.

The Department of Marketing and Real Estate will be governed by the MBO approach. This form of Departmental governance allows each faculty member to develop objectives and goals for the next academic year and then to be evaluated in a predetermined manner based on the extent to which they have accomplished these objectives. The MBO approach will be implemented as follows.

1. Every March, each faculty member will prepare an Annual Plan (Faculty MBO form), detailing his/her objectives and goals for the next academic year in the areas of teaching, research, and service. Each of these areas has the following expected levels of contribution (determined by a majority faculty vote) - Teaching 45%; Research 45%; and Service 10%.
2. A meeting is held with the academic administrator in which the goals and objectives are discussed.
3. The academic administrator and the faculty member jointly assign qualitative evaluation levels to each area based on the quality and quantity of the goals and objectives. There are three major qualitative evaluation levels: Above expected; Expected; and Below expected, with two additional sub categories of "slightly" and "moderately." These evaluation results determine the percentage evaluation that the faculty member receives in each area (e.g., an "above expected" in teaching will receive percentage evaluations of above 45%). This is a contract between the academic administrator and the individual faculty member whereby the administrator states that if the faculty member accomplishes all of the goals stated in each area, the administrator will evaluate the faculty member at the predetermined level during the annual evaluation process.
4. Individual Annual Plans are evaluated by the Departmental MBO Committee to ensure that they are consistent with one another and that the goals and objectives for each area justify the evaluations assigned to them. The Committee meets with the academic administrator and resolves any problems indicated by the evaluation.
5. The Annual Plans are signed by the administrator, chairman of the Committee, and individual faculty member.
6. At the close of the academic year (3/31), the faculty member prepares an Annual Report and meets with the academic administrator for their annual evaluations. Based on the comparison of Annual Plans and Annual Reports, the administrator prepares Evaluation Reports. These reports indicate the evaluation of the research, teaching, service, and overall performance of faculty members, as well as assign percentage evaluations for each area.
7. The MBO Committee examines the Evaluation Reports to determine their consistency with the related Annual Plans, Annual Reports, and with each other. Any problems indicated by this examination are resolved with the administrator and the faculty member involved.
8. The academic administrator makes merit raise recommendations to the Dean after reviewing the Evaluation Reports and the MBO Committee recommendations.

Faculty Evaluation Criteria (Faculty Activities Form).

A. Teaching: The following factors will be used in determining teaching effectiveness. Evidence/performance levels on these factors should be included in each faculty members annual report.

1. Teaching Duties - number of classes, preparations and students.
2. Student Evaluations - a standardized summary of the results to be included in the annual reports. The level of difficulty and type of courses taught by an instructor will be considered in the interpretation and comparison of statistics.
3. Course Syllabi - a copy of each course syllabus to be included in the annual reports.
4. Course/Curriculum Development activities.
5. Teaching Innovations.
6. Availability to Students – Office hours, advising , and participation in student recruitment activities.

The chairman will also solicit opinions from graduating seniors on teaching effectiveness, course requirements and the overall curriculum, during the course of exit interviews. These will be used primarily to assess departmental mission accomplishment. and to provide feedback to faculty members.

B. Research: The following activities will be used in determining research productivity. Evidence of each activity should be included in each faculty members annual report (research evaluation guidelines).

1. Journal articles published and accepted for publication.
2. Papers published in the proceedings of academic or professional organization conferences.
3. Papers presented at academic or professional organization conferences.
4. Research submitted and presently under consideration for publication in journals.
5. Research in progress.
C. **Service and Professional Development Activities:** The following activities will be used in evaluating service and professional development. Evidence of each activity should be included in each faculty members annual report.

1. **Academic Service - Institutional Service on University, College, and Departmental level committees.**
2. **Service to the Academic Community - Service in academic, professional and civic organizations.**
3. **Faculty Development Activities - Participation in activities that lead to faculty development in the areas of Teaching and Research.**

**Evaluation of Lecturers**

A “Lecturer” is a non-tenure track, full-time faculty member. The main responsibility of this faculty member is teaching. A Lecturer will generally have a higher teaching load than a tenure track faculty member. Although this faculty member is primarily involved with teaching responsibilities, he/she is also expected to be engaged in both service and professional growth activities, as well as some research. The merit evaluation (annual review) for a Lecturer will therefore place higher weight on teaching (50%), service (25%), and professional growth and development activities (25%).

In addition to an annual review, a Lecturer is subject to a more formal review every three years. A Department Lecturer Review Committee, composed of all tenure-track and tenured faculty members of the Department (excluding the Chair), shall review the individual's achievements and performance in the areas of teaching, research, and service. As part of this process, a Lecturer will provide materials to the committee documenting accomplishments in teaching, service, and professional growth activities during the previous three years. The Committee shall report its findings to the Department Chair. The Chair will also provide a separate written report. The Chair will discuss these reports with the faculty member. The faculty member under review will receive a written copy of the reports and is encouraged to reply to the reports.

The condition of employment of a Lecturer in the Marketing and Real Estate Department is subject to all regulations established by the University and documented in the Faculty Handbook and other sources. Should it be decided not to renew the contract of a Lecturer, such a decision will generally be made by the Chair in consultation with the other faculty in the Department and the Dean.

**Evaluation of Part-Time Instructors**

These faculty members are hired as instructors and are not expected to be actively engaged in other service activities, research or professional development. At the end of each semester, student evaluation forms are distributed in all classes taught at the University of West Georgia. Results of the evaluations will be discussed with each part time instructor. The Chair will make recommendations for improvement in teaching effectiveness if needed.