

12.01.99.C0.04 Descriptions of Teaching, Scholarship and Creative Activity, and Service



Revised: September 30, 2019

Next Scheduled Review: September 30, 2024

[Revision History](#)

Procedure Summary

While academic preparation, experience, and professional responsibilities form the basis for faculty competence at Texas A&M University-Corpus Christi (TAMU-CC), faculty seeking tenure and/or promotion must demonstrate achievements in the areas of Teaching, Scholarship and Creative Activity, and Service. Faculty members are to take the initiative in promoting their own growth in each of these areas. This procedure defines the areas of Teaching, Scholarship and Creative Activity, and Service as they will be used in determining tenure and/or promotion decisions.

Procedure

1. GENERAL

Each academic department will be responsible for accomplishing university goals for teaching, scholarship and creative activity, and service; however, individual faculty members will not be required to have identical commitments to teaching, scholarship and creative activity, and service. Within a department, some faculty members might contribute greater effort to scholarship and creative activity than others whose efforts focus more on teaching or service. Such diversity is appropriate so long as the department is holistically accomplishing university goals in the three (3) areas of teaching, scholarly and creative activity, and service. Therefore, evaluation of faculty performance for promotion and tenure should be conducted in a manner that is consistent with the faculty member's assigned workload during the period under evaluation.

2. TEACHING

TAMU-CC places teaching at the apex of its mission. Teaching includes knowledge in the field, quality in teaching, and academic advisement and career counseling. Consistent with its strong commitment to instruction, the university requires that teaching effectiveness count in promotion to all ranks. Each college must develop a clear and fair process for determining teaching effectiveness. Student evaluation, peer review, and self-evaluation are recommended avenues for evaluating teaching performance. Teaching activities

encompass classroom instruction as well as those professional development activities aimed at making one a better teacher or at enhancing one's expertise in a teaching subject area. College and department faculty may contribute to teaching at the university in different ways.

3. SCHOLARSHIP AND CREATIVE ACTIVITY

3.1. Fundamental to any definition of scholarship is the expansion and application of knowledge and understanding about the world in which we live. Scholarship is particularly necessary for those faculty members who teach at the graduate level. For an endeavor to be considered scholarship, the following criteria must apply:

3.1.1. Scholarship involves a product - a tangible result; something that observers can examine. In the case of oral presentations, some material evidence of the event must be provided.

3.1.2. Scholarship involves academic peer review of both quality and quantity.

3.1.3. Scholarship implies an activity that is non-routine, novel, creative, imaginative, ingenious, or original yet not accidental. Not necessarily all of these but a least some must apply to the outcome or it is not "scholarly."

3.2. Scholarship at TAMU-CC consists of four (4) separate, yet interconnected elements: Scholarship of Discovery, Scholarship of Integration, Scholarship of Application, and Creative Activity. College and department faculty may contribute to any/all elements of scholarship at the university in different ways.

3.2.1. **SCHOLARSHIP OF DISCOVERY.** The scholarship of discovery involves the search for new knowledge in the discipline and for a richer understanding of the academic field. Productivity may be documented in the form of scholarly books, articles, and oral presentations of research.

3.2.2. **SCHOLARSHIP OF INTEGRATION.** The scholarship of integration emphasizes fitting one's own research, or the research of others, into larger intellectual patterns. It involves making connections across the disciplines, placing the discipline in a larger context, illuminating data or concepts in a revealing way, and developing and evaluating new pedagogical approaches. In addition to the more traditional forums for scholarship, such as academic writing, productivity may take the form of a textbook, multi-media production, writing that makes one's field accessible to a wider audience, cross-curricular innovations, and interdisciplinary instructional achievements.

3.2.3. **SCHOLARSHIP OF APPLICATION.** The scholarship of application brings learning and knowledge to bear upon the solution of practical problems. It flows directly from one's professional expertise.

Encompassing activities that relate directly to the intellectual work of the faculty member, productivity may take the form of publications and presentations derived from consultation, technical assistance, policy analysis, and program evaluation.

- 3.2.4. **CREATIVE ACTIVITY.** Creative activity emphasizes the use and development of creative works in appropriate disciplines. Excellence is demonstrated through the creation of original work, performance, publication, exhibition, production, participation, consultation, curation, or collaboration with individuals, groups, ensembles, companies, theaters, festivals, museums, and/or galleries which are considered recognized and reputable within the field or department. Excellence in site-specific creative work can be assessed by peer or external review. Peer-selected activities are undertaken by invitation, audition, and/or contract.

4. SERVICE

- 4.1. Service encompasses a variety of activities through which members of the faculty employ their academic expertise for the benefit of the university, the community, and the profession. TAMU-CC places primary emphasis on service to the university and its mission. A faculty member provides service to the university through active participation and leadership in department, college, and university committees, councils, student groups/organizations, special projects, or duties for which the faculty member is held accountable. College and department faculty may contribute to service at the university in different ways. The university requires that service count in promotion of all ranks.
- 4.2. TAMU-CC encourages community service in areas related to coastal and urban issues. It recognizes the emerging role of the institution in business and industrial development, workforce development, and community, educational, health care, and social development. For the purposes of evaluation, however, activities must relate to one's academic field or else be clearly approved by the university.
- 4.3. The university encourages participation and leadership in professional activities and associations. Service of all types may be documented by certificates of recognition, letters of appreciation, official minutes, newsletters, products of projects, and other tangible evidence of services rendered.

Related Statutes, Policies, or Requirements

System Policy [*12.01, Academic Freedom, Responsibility and Tenure*](#)

University Rule [*12.01.01.C1, Tenure*](#)

University Procedure [*12.01.99.C0.01, Academic Rank Descriptors for Tenured and Tenure-Track Faculty*](#)

University Procedure [12.01.99.C0.03, Responsibilities of Faculty Members](#)

University Procedure [33.99.04.C0.02, Promotion of Tenured and Tenure-Track Faculty Members](#)

University Procedure [33.99.99.C0.02, Performance Reviews of Full-Time Faculty Members](#)

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