

CALIFORNIA STATE UNIVERSITY, LONG BEACH
REAPPOINTMENT, TENURE AND PROMOTION (RTP) POLICY
COLLEGE OF LIBERAL ARTS
DEPARTMENT OF JOURNALISM & PUBLIC RELATIONS

Effective Fall 2025

Preamble

The mission of the Department of Journalism & Public Relations is to prepare students for successful careers in journalism, public relations and related fields. This mission is guided by the values of accuracy, currency, democracy and diversity as well as requirements put forth by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

The department policy on Reappointment, Tenure and Promotion (RTP) defers to the College of Liberal Arts (CLA) and CSULB RTP policies, with the following additional specifications based on the department's mission, values and accreditation requirements. Successful candidates must demonstrate a sustained, high-quality record in all the following areas (1) instructional activities; (2) research, scholarly and creative activities (RSCA); and (3) service contributions.

The department values diversity, equity, inclusion and accessibility and recognizes that cultural and identity taxation have the potential to create inequities within evaluation areas.

I. INSTRUCTIONAL ACTIVITIES

1.1 The primary mission of the CSU is to teach, and the primary mission of the department is professional preparation through up-to-date instruction. The following are the instructional activities expectations of tenure-line candidates:

- a. Candidates recommended for reappointment must demonstrate effective instruction with clear potential for improvement of their instructional activities.
- b. Candidates recommended for tenure and/or promotion to Associate Professor must have a sustained record over multiple years of professional growth and high-quality teaching.
- c. Candidates recommended for promotion to Professor must demonstrate continued professional growth in instructional activities and a consistent record of effective instruction.

1.2 Candidates may request peer observation of instruction to demonstrate professional learning and reflection on and adaptation of instruction. A candidate, however, should not be reviewed adversely for not requesting peer observation.

II. RESEARCH, SCHOLARLY AND CREATIVE ACTIVITIES (RSCA)

2.1 Since professional disciplines comprise the department, RSCA activities differ from other programs in the CLA, and they are unique from candidate to candidate. Faculty can pursue a combination of RSCA trajectories, including the Scholarship of Discovery, Scholarship of Application and Practice, and Scholarship of Teaching and Learning. However, a candidate's file must include work disseminated through peer reviewed academic publishing venues. For reappointment, that means such work should be at least in progress. For tenure and/or promotion to associate or full professor, that means work published or accepted for publication. The following are RSCA expectations for tenure-line actions:

- a. Candidates recommended for reappointment must demonstrate at minimum sustained and focused progress toward public dissemination of RSCA work.
- b. Candidates recommended for tenure and/or promotion to Associate Professor must have peer-reviewed RSCA achievements over multiple years, including academic journal article(s), book(s), book chapter(s) and/or justified equivalencies. In addition, candidates must demonstrate a record of sustained, high quality RSCA activities that may span the Scholarship of Application and Practice, Scholarship of Teaching and Learning, and Scholarship of Discovery.
- c. Candidates recommended for promotion to Professor must demonstrate a substantial record of peer-reviewed RSCA contributions.

2.2 The department defers to college and university RTP policies for examples of Scholarship of Discovery, Scholarship of Integration and Scholarship of Teaching and Learning. The Scholarship of Application and Practice is essential to the department's professional preparation instructional mission, hence achievement in this area is highly valued and evidence can be unique to the field. Examples of Scholarship of Application and Practice in the discipline include fact-based creative activities such as video or audio programs, news stories, media designs, Op/Eds and public relations campaigns that are distributed by reputable organizations after being edited or reviewed by professional practitioners who are experts in their field.

2.3 It is the candidate's responsibility to explain their contributions to co-authored peer-reviewed pieces, to document the process of peer review and to explain a RSCA outlet's scope, mission and audience.

III. SERVICE

3.1 Service activities based on candidate interests and expertise are encouraged at all stages of their career. Service expectations of tenure-line candidates include:

- a. Candidates for reappointment must provide evidence of service to the department. This includes, for example, being an active member of at least one committee.
- b. Candidates for tenure and promotion to Associate Professor must provide evidence of sustained, high-quality service that includes chairing at least one department committee as well as service activity at the college or university levels.
- c. Candidates for promotion to Professor must provide evidence of a substantive service record that includes regular service at multiple university levels, as well as several service leadership positions that could include chairing committees, organizing events and/or assistance with accreditation or policy-writing processes.

3.2 Community engaged work and leadership of disciplinary specific organizations also count as service, but do not replace university service.

3.3 The department is home to numerous student media outlets (*Long Beach Current*, *DIG Magazine*, *ENYE* and *Beach TV News*) and clubs (National Association of Hispanic Journalists, National Association of Black Journalists, and Public Relations Student Society of America). Faculty advisement of these entities is considered significant and valuable service that is on par with leadership roles on major committees.

IV. AMENDMENTS TO THE DEPARTMENT RTP POLICY

4.1 This document may be amended by a majority vote by tenured and tenure-track faculty in the department, and subsequent approval by the CLA Faculty Council, CLA Dean, and CSULB Provost.

4.2 Approved amendment(s) shall go into effect at the beginning of the following academic year.