

ZIMMERMAN SCHOOL OF ADVERTISING & MASS COMMUNICATIONS STATEMENT ON GOVERNANCE

One USF

The Zimmerman School of Advertising & Mass Communications is not currently a multi-campus unit. If School faculty are hired at branch campuses, we will modify our governance and T&P documents to ensure that those faculty are included in matters of faculty governance and Tenure & Promotion to ensure they have voice in departmental issues. We recognize the principles of equity of assignment, resources and opportunities of faculty across a multi-campus university.

Preamble

This document is guided principally by a common belief in shared governance at all levels, intent on creating trust and collegiality and aimed at forwarding our mission of teaching, research and service to the University and community at large. It is characterized by collaboration; transparency; representative participation; mutual accountability; and clarity of roles. It provides the foundation for success in teaching, research and service in Mass Communications.

Statement on Academic Freedom

Universities are institutions based on the principle of Academic Freedom. This constitutes the freedom to discuss all relevant matters in the classroom; to explore all avenues of scholarship, research, and creative expression; to speak freely on all matters of university governance; and to speak, write, or act as a public citizen without institutional discipline or restraint. Protection of academic freedom shall be a cornerstone of School policies and procedures.

Statement on Collegiality

The fundamental premise of this document is that all faculty, students, staff and administrators are dedicated to the successful operation and advancement of the mission of the School in a collegial manner. Collegiality among and between faculty, staff and students is expected behavior in the School. Nothing in this section, however, abrogates a faculty member's First Amendment rights to free expression or to express criticism or dissent about matters relating to the School.

Governing authority

Governance at the School of Mass Communications at the University of South Florida derives from the authority granted by the University of South Florida and its constitution, the College of Arts and Sciences, the School of Social Sciences, the United Faculty of Florida collective bargaining agreement and the laws of the state of Florida.

It is recognized that this document may not contravene the constitutions and laws of the state of Florida; rules, regulations, and policies of the Florida Board of Governors; rules, regulations, and policies of the University of South Florida; and any applicable collective bargaining agreement or legislatively-mandated

management right. The foregoing authorities will govern in the event that any provision of a local governance document is inconsistent with or in conflict with them.

The School of Mass Communications is a professional program as defined and accredited by ACEJMC, and governance of the School must comply with Standard I of ACEJMC.

Governance Structure

The School of Mass Communications at the University of South Florida consists of faculty members at the Tampa campus.

I. Membership

- A. Membership and voting rights in the School of Mass Communications shall include five academic ranks: Professor, Associate Professor, Assistant Professor, Instructor, and Lecturer.
- B. Individuals who have joint appointments shall be considered members of the school with voting rights if 50% or more of their budgeted salary is administered through the school.
- C. Others may be designated as members of the school with voting rights if they receive a 2/3 vote for acceptance by members of the school.
- D. Faculty on sabbatical, leave, or research semester retain their right to attend meetings and vote.
- E. Staff, visiting professors and visiting instructors are ex officio, non-voting members of the School, unless granted voting membership under sub-section C above.

II. Faculty Meetings

- A. Meetings may be called at any time by any two members of the Executive Committee, or by any three members of the School, or by the director.
- B. Notification of all meetings shall be made by written memorandum or e-mail message to all members of the school. The agenda for the meeting shall be included in this communication, with at least one week's notice for regular meetings and never less than 24 hours notice for special or emergency meetings.
- C. No action may be taken without establishing quorum (defined as 50% of members of the School plus one). A simple majority vote is required of the quorum present to approve any business, except where otherwise noted in this governance document.
- D. Minutes of each meeting shall be made available and archived by the School's administrative staff within one calendar week after each meeting.

III. Administration

- A. Director
 - 1. The Director shall provide vision, leadership and management for the School.
 - 2. The Director is appointed by the Dean of CAS. That appointment is made upon the advice of, and nomination by, a search committee selected by the members of the School and consisting of: all tenured faculty; one member of tenure-track faculty; and one member of non-tenure-

track faculty. The committee's composition is subject to consent and approval by the Dean of CAS. The search process must be consistent with CAS and USF policies.

3. The Director's term shall be three years and shall be renewable upon review and recommendation of the faculty to CAS.
4. The Director serves at the pleasure of the Dean of CAS, but the School has a right to be consulted and to make recommendations concerning the hiring, renewal and removal of the Director.
5. Review: The Director shall be reviewed by the faculty annually and by the Dean, in accordance with USF procedures.
6. Duties:
 - a. To serve as chief administrative and academic officer of the School and is responsible for executing the policies of the School. In principle, major policy is determined by the Director and the members of the School; in practice, the Director has final responsibility for policy and is answerable to CAS and USF. In cases where the Director has not followed the will of the majority of the members of the School, he or she must explain in writing or at a meeting of the members of the School the reasons for his or her decision, providing the rationale for such contravention. The Director should see himself or herself as an interpreter and administrator of the will of the faculty; The faculty should realize the Director must have considerable discretionary authority since he or she is held responsible by CAS and USF for all School activities.
 - b. To be the official representative of the faculty. The director shall forward the decisions made by the faculty to higher administrative officers.
 - c. To be the liaison between higher levels of university administration and the faculty.
 - d. To present a report at every faculty meeting summarizing the business of his/her office and the business of the School. The director shall make available on a regular basis any information that he/she or the faculty deems appropriate to the efficient operation of the school.
 - e. To inform the Executive Committee in a timely manner of important decisions regarding the implementation of policies and procedures for its review and advice.
 - f. To create ad hoc committees.
 - g. To oversee course offerings and faculty assignments in consultation with the directors of graduate studies and undergraduate studies, who will propose them.
 - h. To be responsible for budgetary recommendations, fund-raising, relations with industry and academy interests, publicity, alumni relations, staffing, new appointments, reappointments, evaluations, promotions, terminations, salary increases, and adequate supervision and training of faculty and staff, with the assistance of appropriate faculty.
 - i. To be responsible for maintaining ACEJMC accreditations of the School.
 - j. To consult with the members of the School, evaluate and improve instructional and administrative processes, see that all faculty have privileges and responsibilities appropriate to their rank, encourage research and scholarship, and foster collegiality within the School and community-at-large.

B. Graduate Director

1. The Graduate Program Director is appointed for a three-year term by the Director after consultation with the department's Executive Committee and the faculty. The graduate director shall be a tenured or tenure-earning professor.
2. The Graduate Director is the chief administrator of the graduate programs in Strategic Communications and Media Studies (and any future approved programs) and is responsible for executing the policies and procedures of the programs.
3. The Graduate Director presides over the meetings of the legislating body of the graduate program, the Graduate Committee. He or she is ultimately responsible for evaluating the M.A. (and any future Ph.D.) programs and Graduate Certificates; determining the qualifications of faculty to teach specific graduate courses or supervise graduate research; making decisions about graduate admissions and student qualifications; advising graduate students on course selection and matters related to graduate school; planning and overseeing new-student orientation; recruiting new graduate students and preparing recruitment materials; and preparing reports and memos as required by the Director, Dean, and Graduate Office. The Graduate Director reports regularly to the Director.

C. Undergraduate Director

1. The Undergraduate Program Director is appointed for a three-year term by the Director after consultation with the Executive Committee and the faculty. All full-time faculty shall be eligible for this appointment.
2. The Undergraduate Director is the chief administrator of the undergraduate programs and is responsible for executing the policies and procedures of the programs. The Undergraduate Director shall work closely with faculty from all undergraduate sequences or majors, should the School institute majors.
3. The Undergraduate Director presides over the meetings of the legislating body of the undergraduate program, the Undergraduate Committee.
4. The Undergraduate Director will oversee, and is responsible for:
 - a) Assessment of undergraduate program outcomes.
 - b) Curriculum substitutions and requirement waivers to facilitate graduation when appropriate (i.e. based on scheduling challenges, advising error etc.)
 - c) Analyzing results from an assessment plan and help implementing an action plan.
 - d) Undergraduate course offerings and staffing.
 - e) Making decisions about undergraduate admissions and student qualifications and make final rulings on Petitions for Academic Exception.
 - f) Supervising of Graduate Assistants and Adjunct Faculty who teach in the undergraduate programs.
 - g) Internship offerings, requirements and outcomes in cooperation with one faculty member for each sequence/major.
 - h) Periodic review of undergraduate curriculum.
 - i) Special events, such as workshops, to help prepare undergraduates for employment.
 - j) Monitoring of undergraduate enrollment.
 - k) New undergraduate student orientation.
 - l) Undergraduate recruitment, recruiting materials and events.

D. Sequence Heads

Each sequence will have a faculty member serving as sequence head, appointed by the Director and with duties defined and supervised by the Undergraduate Director.

IV. Administrative Committees

A. The Executive Committee

1. **Composition:** This committee shall consist of three elected members and the directors of graduate studies and undergraduate studies, with the school Director serving as an ex officio, non-voting member. The committee shall elect a chairperson. The three elected members shall be apportioned as follows: one tenured faculty member; one member on a tenure-track; and one instructor. All shall serve three-year terms that are staggered to maintain continuity. In the first year of elections, Spring 2013, the three seats shall be elected as follows: one one-year term; one two-year term; and one three-year term. This change shall not take effect until the faculty elections in Spring 2013. Committee members shall be eligible for re-election.
2. **Duties:**
 - a. Meet monthly and at other times at the call of any two of its members. In instances where a pressing matter requires immediate attention by the Director and faculty, an emergency meeting of the Committee may be called to address the matter and/or seek the Committee's advice.
 - b. Set the agenda in coordination with the director for regular faculty meetings.
 - c. Make recommendations to the faculty on policy and procedures including, but not limited to, personnel retention, promotion, salary, annual evaluations, leaves, and new appointments.
 - d. Advise on all ad hoc committee appointments and actions.
 - e. Be advised by the Director of financial needs and budget requests, and review annually the disbursement of all school allocations, including the Foundation accounts.
 - f. Advise on course offerings and fall, spring and summer faculty assignments.
 - h. Supervise all elections in the spring.

B. Graduate Committee

1. **Composition:** This committee shall consist of: three members of the school, credentialed by the Graduate School and elected annually in the spring; the Graduate Director; and a graduate student selected by the school faculty in a procedure established by the committee. Of the four members, there will be a minimum of one representative from each graduate track under the jurisdiction of the school.

All members of the school who are tenured and tenure-earning shall be eligible to serve. To maintain continuity, the terms of the members shall be for three years and shall be staggered so that only one person need be replaced each year. Each spring a faculty member shall be elected to a three-year term. The Graduate Director will serve as chairperson.

The committee shall recommend to the school faculty a procedure for selecting one graduate student as a member of this committee. The graduate student shall serve a one-year term.

2. Duties:
 - a. Review curriculum and recommend revisions.
 - b. Receive, review, and present to the faculty all graduate course proposals and course revisions.
 - c. Develop and implement a program for advertising and promotion of the graduate program.
 - d. Act on all graduate applications.
 - e. Review applications for and recommend appointments to graduate assistantships; make recommendations for university and college fellowships.
 - f. Make scholarship award decisions for non-sequence specific graduate scholarships.

C. Undergraduate Committee

1. Composition: This committee shall consist of one member from each sequence/major elected annually in the spring by faculty of their respective sequences. They shall serve one-year, renewable terms. The Undergraduate Director shall act as chairperson. The committee shall elect one undergraduate student to this committee annually in the spring through a process of its own devising. One adviser shall serve as an ex officio, non-voting member of the committee.
2. Duties:
 - a. Review undergraduate curriculum and recommend necessary revisions to the Undergraduate Director and faculty.
 - b. Make recommendations to the Undergraduate Director on Petitions for Academic Exception.
 - c. Maintain a liaison with, and make recommendations to, CAS undergraduate advising.
 - d. Develop and review undergraduate recruitment procedures.
 - e. Make scholarship award decisions for non-sequence specific undergraduate scholarships.

V. Standing Committees

A. Faculty Evaluation Committee

1. Composition: This committee shall consist of two tenured members, one tenure-earning member and two instructors. When possible, at least one of the instructors should be at Instructor Career Path Level 2 or higher. All voting members shall serve three-year terms that are staggered to maintain continuity. In the first year of elections, Spring 2013, the five seats shall be elected as follows: one one-year term; two two-year terms; and two three-year terms. This change shall not take effect until the faculty elections in Spring 2013. They shall serve two-year terms and are eligible for re-election. The committee shall elect a chairperson.
2. Duties:
 - a. Prepare and recommend to the faculty the forms and procedures to be used for peer and student evaluation not already mandated and regulated by the University.
 - b. Conduct the annual review of faculty for the School. The Committee shall use criteria and an evaluation instrument that shall be distributed to faculty at the start of each school year.

B. Committee on Tenure and Promotion

A Committee on Tenure and Promotion shall be named upon each occurrence of a candidate being eligible for review for mid-tenure, tenure and/or promotion. The Committee shall be created and operate pursuant to the School's Policy Statement on Appointment, Evaluation, Tenure and Promotion (referenced as a separate document) and CAS guidelines and policies.

The Faculty Evaluation Committee shall name the members for each Committee on Tenure and Promotion for a particular tenure or promotion review and decision, with input from the candidate, Director and Dean.

Each Committee named for a particular tenure or promotion review and decision shall consist of a minimum of three members: tenured of the appropriate rank in matters regarding tenure-earning candidates, and instructors of the appropriate rank in matters regarding an instructor candidate. First consideration in the selection of members to a Committee on Tenure and Promotion will be given to members of the Faculty Evaluation Committee.

Appropriate faculty from related disciplines at the University or from other Florida universities' mass communications programs may be named to these committees should the School faculty not have enough faculty of the appropriate rank to form a Committee. The members from the related discipline or the comparable program must be approved by a majority vote of the Faculty Evaluation Committee.

If a review for promotion to full professor is scheduled and there are no full professors available on the faculty, as many as two full professors from a related discipline at the University of South Florida or from another comparable Florida program in mass communications may join the Committee for the purposes of the evaluation for promotion to full professor. The full professors from the related discipline or the comparable program must be approved by a majority vote of the Faculty Evaluation Committee.

VI. Meeting and Committee Rules

A. Changes in the Membership of Committees

Changes in the membership of any committee as a result of the inability of a member to serve effectively may be made at any regular faculty meeting. Adjustments to committee membership must be explained and proposed in the form of a motion. A majority vote of those faculty in attendance is required to pass the motion. Changes so voted will be effective immediately.

B. Minutes

Minutes shall be kept and made available for all faculty meetings, select, standing and ad hoc committee meetings by a designee of each committee and shall be archived by the School's administrative staff within one week.

C. Meetings

All meetings will follow the order described in *Robert's Rules of Order*. The intent of this requirement is not to disenfranchise or limit appropriate discussion.

VII. Amendments to this Document

This statement of school governance may be amended, in whole or in part, at any regular meeting of the school provided the specific amendment in writing shall have been distributed with the agenda for the meeting.

A 2/3 majority vote of the total voting faculty is required to amend this document.

Written proxies, sealed and delivered to the Executive Committee prior to the meeting, will be allowed when amending this document or when electing faculty.

Revision: April 17, 2020 per Office of the Provost on the topic of One USF Consolidation: