

*Updated (Fall 2004)*  
RTP CRITERIA FOR FACULTY  
in  
**Digital Media Arts**

Because the teaching of Digital Media Arts relies so heavily on a faculty member's expertise in technology, media production, and equipment operation, the department of **Digital Media Arts** which offers degree options in 1) **Audio Recording**, 2) **Music Technology**, and 3) **Television Arts** within the Division of Performing, Visual, and Digital Media Arts has created its own "*RTP Criteria and performance standards*" for the evaluation of faculty within the department of Digital Media Arts. These performance standards also include *special criteria* that the department feels are unique to the teaching of digital media arts.

**EFFECTIVE TEACHING** *(one or any combination of the following criteria):*

1. **Perceived Teaching Effectiveness** - the faculty member demonstrates effective teaching by providing favorable PTE data from courses in his/her particular area of expertise.
2. **Student Advising** - the faculty member is effective as a concerned advisor and mentor in bridging the gap between school and the world of professional work by: a) guiding students in the selection of appropriate courses in their major and minor; and b) guiding students in *networking* activities for contacts with professional associations, internships, employers, and extracurricular activities and events in the field.
3. **Student Success** - the faculty member provides evidence of: a) student success such as student awards and/or honors for media work and productions; b) placement of students in internships and jobs in the industry; and c) graduates who are having successful careers in the highly-competitive media industry.

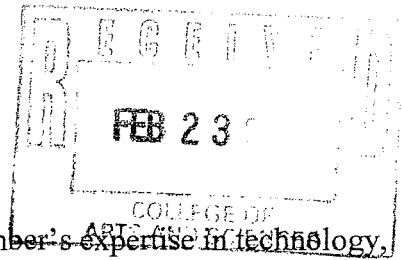
**SCHOLARLY / CREATIVE ACTIVITY** *(one or any combination of the following criteria):*

1. **Scholarly Activity** - the faculty member is active in research, publishing, judging, professional associations, and/or innovation in his/her academic discipline. For tenure or promotion, a faculty member must provide evidence of these activities at the national, regional, or local level within the probationary period or most recent period of RTP review.
2. **Creative Activity** - the faculty member is active in writing, composing, producing, directing, engineering and/or authoring of music, video, interactive, or experimental techniques and technologies in digital media. For tenure or promotion, a faculty member must provide evidence of these activities at the national, regional, or local level within the probationary period or most recent period of RTP review.

**SERVICE ACTIVITIES** *(one or any combination of the following criteria):*

1. **University Committee Service** - the faculty member is active on department, school, and/or university-level committees which can also include work with the faculty union at the local or state level.
  2. **Community Service** - the faculty member is active in civic, nonprofit, educational, and/or corporate outreach efforts which promote the department's programs and the University.
  3. **Media Support for Campus Events** - the faculty member coordinates student assistance and/or provides personal production expertise in the areas of music, video, audio, and/or internet to support special events and media needs of the campus.
- Facility Design, Installation, and Maintenance** - the faculty member is actively involved in: a) designing and updating the program's production facilities to effectively serve student learning needs; b) researching and procuring new hardware and software to keep department facilities up to date; c) integrating and installing new equipment into existing systems and facilities; and d) maintaining and repairing equipment and facilities in a timely manner in order to minimize "down time" for courses and student production work.

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