<table>
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<th>CATEGORY</th>
<th>GOALS</th>
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<tr>
<td><strong>Teaching and Advising</strong></td>
<td>Candidates must present quantitative and qualitative evidence of successful teaching—consistent with the unit’s mission, and consistent with the candidate’s conditions of appointment and/or service—including, where appropriate, graduate, undergraduate and lower division courses, as well as curriculum development. This should include, as appropriate under the candidate’s conditions of appointment and/or service, lower division and undergraduate teaching and advising, and graduate teaching, as well as direction of master’s and doctoral work.</td>
<td>Must show effectiveness within the classroom in organizing and presenting appropriate material and in stimulating intellectual response. Evidence of teaching effectiveness must be reflected in student evaluations as well as peer evaluation of classroom teaching and of the teaching portfolio. Effective advising is an important component of teaching contribution. Other evidence of teaching scholarship includes grants for teaching innovations, teaching awards, selection to teach in prestigious programs, and demonstrated achievements of students. Where it is called for, evidence of efforts to improve teaching effectiveness should be provided. Measures shall encompass both quantitative and qualitative aspects.</td>
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<tr>
<td><strong>Research and Creative Activity</strong></td>
<td>Candidates must present evidence of having established a coherent and productive program of research or creative activity appropriate to the discipline, the standards of the College and department and the candidate’s conditions of appointment and/or service. Published works should be of sufficient quality and quantity to establish an emerging national and international reputation and show clear promise of sustained contribution into the future. Candidates should involve students (graduate and, where appropriate, undergraduate students) in collaborative research activities.</td>
<td>An important measure of quality is the evaluation by independent internal and external reviewers. The candidate’s scientific stature and achievement may be measured in the quality and quantity of publication or presentation of research or other scholarly work. Other measures may include grants, awards and fellowships, citations, and the degree to which advanced students are attracted to work with candidate.</td>
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<td><strong>Service and Outreach</strong></td>
<td>Candidates should contribute to decision making and academic and institutional planning at the departmental level and, perhaps, at the college and university levels by effectively carrying out committee assignments. Candidates should share their professional expertise with the public through avenues such as local schools, agencies, commissions, service in consulting posts or as a member of appointive national or international advisory panels and boards.</td>
<td>An important measure of quality is the evaluation by independent internal and external reviewers. Evidence should be provided that the candidate has begun to develop a habit of service, that his or her judgments are professionally respected and valued, and that he or she has demonstrated ability and interest in finding linkages between their discipline and public interests, needs and opportunities. Evidence of distinction is demonstrated through appointment to distinguished national and international advisory panels and boards.</td>
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### Teaching and Advising

**Category:**
Candidates must present evidence of continued high quality teaching and mentoring, both in the classroom and through individual student contact, as appropriate to the unit’s mission. This should include, as appropriate under the candidate's conditions of appointment and/or service, lower division undergraduate teaching and advising, and graduate teaching, as well as direction of master’s and doctoral work. Candidates should have attained a leadership role in developing departmental curricula, providing evaluation of the teaching effectiveness of other faculty, and contributing to more effective departmental teaching approaches.

**Measures:**
An important measure of quality is the evaluation by independent reviewers. Evidence of teaching effectiveness must be reflected in student evaluations as well as peer evaluation of classroom teaching and of the teaching portfolio. Effective advising is an important component of teaching contribution. Other evidence of teaching scholarship includes grants for teaching innovations, teaching awards, selection to teach in prestigious programs, and demonstrated achievements of students. Where it is called for, evidence of efforts to improve teaching effectiveness should be provided. Measures shall encompass both quantitative and qualitative aspects.

### Research and Creative Activity

**Category:**
Candidates must present evidence of a continuing coherent and productive program of research or creative activity appropriate to the discipline, the standards of the College and department and the candidate's conditions of appointment and/or service. Published works should be of sufficient quality and quantity to have established a national and international reputation and show clear promise of sustained and significant contributions into the future. Candidates should involve students (graduate and, where appropriate, undergraduate students) in collaborative research activities.

**Measures:**
An important measure of quality is the evaluation by independent internal and external reviewers. The candidate’s scientific stature and achievement may be measured in the quality and quantity of publication or presentation of research or other scholarly work. Other measures may include grants, awards and fellowships, citations, and the degree to which advanced students are attracted to work with candidate. Evidence should be presented that the candidate’s work or findings have had significant influence on the development of scientific ideas, understanding or practice. Other evidence may include reprinting and/or translation of a candidate’s work abroad; invitation to serve on distinguished panels and boards, etc.

### Service and Outreach

**Category:**
Shows significant leadership in departmental, college and university affairs, in mentoring of junior faculty, and in establishing departmental and college goals, objectives and performance standards. Participates on professional review panels, and in the review of journal articles, grants and proposals. Works with governmental and non-profit agencies that involve one's disciplinary expertise and community lectures or performances. Candidates should share their professional expertise with the public through avenues such as local schools, agencies, commissions, service in consulting posts or as a member of appointive national or international advisory panels and boards.

**Measures:**
An important measure of quality is the evaluation by independent internal and external reviewers. Evidence should be provided that the candidate has a habit of service, that his or her judgments are professionally respected and valued, and that he or she has demonstrated ability and interest in finding linkages between their discipline and public interests, needs and opportunities. Evidence of distinction is demonstrated through appointment to distinguished national and international advisory panels and boards.