

**Evidences of Scholarly Activity as Applicable to Faculty Promotion and Tenure  
Department of Retailing and Tourism Management in the  
College of Agriculture, Food and Environment  
Approved by the Faculty 11/10/2009**

This document outlines the application of UK Administrative Regulations (AR 2) to evaluation of scholarly activities specific to the Department of Retailing and Tourism Management. Scholarship and innovative practice are expected of faculty in all mission areas of the department, including teaching, research, extension and service.

Teaching

The individual must demonstrate an overall understanding of the field with a more highly developed interest and expertise in one or more of the specialties within the field. There must also be adequate evidence of the capacity to relate these specialties to other disciplines and create a stimulating learning environment for graduate and undergraduate students.

Evidence for evaluation shall include, but not be limited to, the following:

1. Coursework to be considered primary duties
  - Student teaching evaluations
  - Involvement in research, consulting, or public service activities that leads to a greater level of professional expertise as related to teaching
  - Involvement in teaching improvement activities
  - Revision of course syllabi and project assignments to keep courses on “cutting edge”
  - Development of new courses to introduce new concepts and/or methodologies to the curriculum
  - Organization of or participation in domestic and/or international study tours
  - Recognition through awards for teaching
  - Authoring articles, books, including textbooks and other published materials related to instruction, pedagogy or curriculum development
2. Noncurricular Activities
  - Advising student organizations
  - Speaking to student organizations or similar activities
  - Organizing or participating in field trips
  - Organizing student enrichment activities
3. Student Advising
  - Directing and serving on graduate student committees
  - Formal curricular advising
  - Meet with prospective students and other recruiting activities
  - Supervising independent study projects
  - Mentoring students through research or public service work

## Research

Evidence of creativity and productivity must be demonstrated through scholarship. Assessment of creative work will be through examination of such activity, which may include published and or exhibited work. The quality of the work will be evaluated by peers for originality, significance, and its intellectual contribution to the field.

Evidence of such activities may include, but not be limited to, the following:

### 1. Refereed publications:

- Journal articles
- Books, and book chapters
- Proceedings
- Published abstracts

### Non-refereed publications

- Trade publications
- Non-refereed articles
- Invited guest editorship

### 2. Presentations

- Invited or refereed, national or international
- Seminars
- Trade or community groups
- Poster

### 3. Grants

- Competitive extramural contracts or grants
- Intramural grants
- Involvement as P.I. or Co-P.I.

### 4. Innovative or exemplary practice

- National/regional rewards or honors given to work
- Exhibition of work

## Service

Professional service to the department, College and University or national profession is an expectation for all faculty. Evidence may include:

- Committee service, particularly as chair
- Leadership roles in faculty governance
- Support, mentoring, collaboration with other faculty and staff

- Leadership positions in scientific or professional organizations

Public service as related to professional assignments and scholarly activity is also recognized as evidence of faculty achievement. This may be demonstrated as:

- A formal cooperative extension assignment, or
- Integration of outreach, engagement, or public service into research or teaching programs

In public and professional service evidence of scholarship is also expected. This may be documented through innovative program development, high community or individual impact, or any of the analogous evidences for research and teaching, e.g. authorship of articles or creative works.