

**Central Washington University
College of Business
Standards for Faculty Research and
for Academically Qualified
and Professionally Qualified Faculty**

The College of Business (CB) mission speaks of creating value and opportunity. Qualified faculty play a fundamentally important role in this mission. Focusing primarily on undergraduate education, degree programs are offered with the highest emphasis on **excellence in teaching, strengthened by faculty research and supported by professional service**. Teaching is a priority in a learning environment where students and faculty work actively together, and where faculty promote an understanding of theory and its practical application.

Given the CB's mission and relative emphases, this document defines faculty qualifications that are consistent with AACSB accreditation standard 10 and that support appropriate preparation for current teaching assignments. Individual faculty designations will be updated annually as part of the review of faculty activities that is performed within the CB.

The existing Faculty Research Standards remain a central component for all formal faculty personnel decisions (e.g., hiring, reappointment, tenure, promotion, and post-tenure review) and for determining compliance with the AACSB Intellectual Contributions standard 2. Faculty members have two avenues that may be pursued to maintain qualifications—the traditional route that focuses on quality intellectual contributions as well as a route that includes other professional activities beyond intellectual contributions.

Academic Qualification (AQ)

Faculty¹ academic qualification requires a combination of original academic preparation (degree completion) augmented by subsequent activities that maintain or establish preparation for current teaching responsibilities. In order to be considered academically qualified, a faculty member must meet both of the following requirements:

1. Faculty must meet the original academic preparation guidelines of AACSB International Accreditation Standard 10. (Reference: http://www.aacsb.edu/accreditation/process/documents/AACSB_STANDARDS_Revised_Jan08.pdf).
 - a. AQ Status of ABD and New Doctorate
 - i. Faculty members who are ABD will be considered AQ for only their first calendar year of service in the CB.
 - ii. Faculty members who have received a terminal degree in a discipline closely related to their primary teaching area will be considered AQ for a period of 5 years after receiving their degree.
2. Faculty maintain qualifications by meeting the Standards for Faculty Research.

¹ "Faculty member" means anyone who is contracted to teach a CB course, regardless of contract status (tenured, tenure track, non-tenure track, or adjunct).

- a. Faculty may substitute one AQ Validating Experience for one Category B contribution to meet academic qualification expectations.

Standards for Faculty Research

To be AQ, undergraduate faculty members must make intellectual contributions with 2 coming from Category A and the other 2 from Category B or 3 from Category A, over the most recent five academic years.

To be AQ, graduate faculty members (those who teach in the Master's of Public Accountancy program) are expected to make 4 contributions with at least 3 coming from Category A, over the most recent five academic years.²

Category A

Refereed journal articles (peer and nationally-recognized editor-reviewed academic, professional and pedagogical journals)
Research monographs
Scholarly books
Text books

Category B

Refereed proceedings from national, international or regional scholarly meetings (full papers)
Refereed papers presented at academic or professional meetings
Category A submission until accepted or no longer under review
Chapters in textbooks or book of readings
Publicly available research working papers
Papers presented at faculty research seminars at other universities or other academic settings outside CWU
Publications in trade, in-house and other editor-reviewed journals
Book reviews published in a journal
Written cases with instructional materials published by a publishing house, academic journal or proceedings
Instructional software that is published by a publishing house
Conference presentations
Course materials (study guides, test banks, etc) that are published by a publishing house

Category A Criteria

A refereed journal article shall be classified as a Category A intellectual contribution if it satisfies all four of the following criteria:

1. The journal is listed in *Cabell's Directory of Publishing Opportunities* or in Sedona (which includes directories and journals submitted by individuals or departments and approved by the College of Business Faculty Committee.)

² Ordinarily the publication date is the date of record for Standards for Faculty Research

2. If a fee is charged for submission and/or publication, the fee is \$100 or less (excluding graphics fees).
3. The journal uses a blind peer review process.
4. The intellectual contribution is a “full” journal article and not a note, comment, book review, or editorial.

At the request of the Dean, a department chair, or the faculty member, the CB Faculty Committee shall consider whether articles not meeting the above criteria are Category A intellectual contributions; however, the burden of proof is on the faculty member to demonstrate the quality of the journal and the article. For consideration, the faculty must provide the web address of the journal website and the following documentation.

1. If it is not in *Cabell's*, another comparable discipline-specific list of peer-reviewed journals, or the College of Business list (Sedona), justify why it should be considered as a qualifying publication.
2. If there is a fee exceeding \$100.00 (excluding graphics charges) associated with the review or publication, explain why the higher fee is charged and document the acceptance rate for the journal.
3. If it is not a blind peer-review process, describe the review process.
4. If it is not a “full” journal article, justify its equivalence to a “full” article while explaining why it makes a significant and meaningful contribution to your field.

Category A and B intellectual contributions are submitted to the Dean's office.³ If a paper is submitted as a Category A paper, but does not satisfy all four criteria, or if there is concern about meeting the criteria, the Dean may send the paper to the Faculty Committee for a recommendation. The Faculty Committee shall review the paper and make a recommendation to the Dean. Similarly, at the request of the Dean, other intellectual contributions such as textbooks, monographs, or scholarly books can also be reviewed by the Faculty Committee. The Dean makes the final determination as to whether or not an intellectual contribution is Category A, Category B, or no category.

AQ Validating Experiences. A validating experience is an activity or accomplishment related to the primary teaching area that adds value to an independent third party. Typically, a third party has requested (or “purchased”) the talent or expertise of a faculty member to perform a highly valued function.

The rationale for a validating experience is that the faculty member possesses a certain degree of current knowledge, skill, or ability that is sought by the business community, practitioners, or others in academe.

³ Prior to submission of a paper, faculty may request an opinion from the Dean and the Faculty Committee as to whether a particular publication outlet is acceptable for a Category A publication (i.e., meets criteria 1 through 3). Any submission, however, must also meet criterion 4 above.

Typical examples of AQ validating experiences include, but are not limited to the following:

1. Publishing the second (or higher) edition of a textbook. (Or, evidence that the first edition of the textbook has been widely adopted by peer schools.)
2. Obtaining new professional certification related to the primary teaching area.
3. Participating in a faculty internship where a faculty member works full-time for a company for a minimum period (say, at least 5 weeks) and is given a project to complete or set of responsibilities to execute.
4. Providing major editorial responsibilities such as editor-in-chief or executive editor of a journal or practitioner periodical, as well as a regional, national or international conference that results in a proceeding.
5. Being a Principal Investigator in a funded grant from a major funding agency.⁴
6. Authoring reports (from sponsored research) that are widely disseminated.
7. Publishing (and sustaining the publication of) a newsletter or sequence of reports that attracts a robust subscription base or circulation.
8. Developing and teaching continuing education units (CEUs) that are used for professional certifications.

The following additional considerations apply to AQ validating experiences:

1. Maintaining professional certifications by accumulating the requisite number of continuing education units (CEUs) does **not** qualify by itself as a validating experience. It does not pass the test of an independent third party requesting (or purchasing) the talent or expertise of the faculty member. If, by accumulating CEUs (and maintaining certification), the faculty member subsequently engages in an activity sought by a third party, then it is that subsequent activity that may qualify as a validating experience.
2. A key litmus test for faculty internships is the duration of time that the activity takes. A faculty internship should involve continuous work in a company, **not** a once-a-week meeting with middle managers, for example.
3. Editing the *Proceedings* for a conference is **not** considered a major editorial responsibility, even if the faculty is invited to do so.
4. Serving as one of (perhaps) several editors on an editorial review board or serving as a referee for a journal is also **not** considered a major editorial responsibility.
5. Writing a book chapter **may** qualify as a validating experience, depending on the stature of the book publisher and/or the impact of the book.

Definition of Professionally Qualified (PQ). A faculty member in the CB will be considered PQ provided she/he possesses at least a masters degree in business (or a specialized masters degree related to business) **and** work experience that is significant in duration and level of responsibility at the time of hiring **and**:

1. is currently working full-time (or almost full-time) in business with job responsibilities related to the field in which she/he is teaching, **or**
2. has completed 1 Category A publication over the past 5 academic years, **or**

⁴ Date of record is the date the grant is approved.

3. has completed at least 1 validating PQ professional experience over the past 5 academic years.

Exceptions:

1. Faculty members who are not currently working in business, but retired or no longer employed in a full-time position in business that was significant in duration and level of responsibility, will be considered PQ for a period of up to 5 academic years starting from the time they left their qualifying employment.
2. Normally the duration and level of responsibility of the business experience is a major consideration in the hiring of PQ faculty. In the event that a faculty member's business experience at the time of initial hiring does not fully meet the duration and level of responsibility test, it may still be possible to achieve PQ status. These faculty members may be considered PQ if their record of Category A publications or validating professional validating experiences is sufficiently strong over the most recent 5-year period.

PQ Validating Experiences. Typical examples of validating experiences for PQ faculty include, but are not limited to the following:

1. Creating and delivering executive education seminars.
2. Maintaining an active consulting practice relating to the area of teaching responsibility.
3. Obtaining new professional certification related to the primary teaching area.
4. Serving as an active member of a board of directors with responsibilities related to the primary teaching area.
5. Writing an invited article for a nationally-known practitioner periodical.
6. Writing a popular press book (such as *Good to Great*) that achieves national or international distribution.
7. Delivering speeches around the country to businesspeople through a contractual arrangement with a speaker's bureau.
8. Authoring reports (from sponsored research) that are widely disseminated.
9. Publishing (and sustaining the publication of) a newsletter or sequence of reports that attracts a robust subscription base or circulation.

The following additional considerations apply to PQ validating experiences:

1. A key litmus test is the sustainability of the activity. Being invited to give a keynote address at a convention is admirable, but one such speech may **not** be sufficient as a validating experience.
2. A consulting practice needs to be a regular, ongoing activity. Doing consulting on an informal basis is **not** sufficient to qualify for a validating experience.

New or continuing validating experiences will be reviewed and may be approved as part of the annual review of faculty activities that is performed by the department chair, and dean. The focus will be on outcomes (i.e., the significance of what was accomplished) and the perceived benefit of the activity to the business community and/or regional economy and the relationship of the activity to the primary teaching area.

Effective Dates:

The change to the Category B intellectual contributions takes effect when approved by the CB faculty. After approval by CB faculty, all other changes take effect on all research not previously “under review” as of July 1, 2009.

Approved: March 16, 2009 at CB Faculty Retreat