

**GENERAL GUIDELINES FOR UNDERSTANDING THE FOUR DIFFERENT CATEGORIES:**

		<b>Sustained engagement activities</b>	
		<b>Academic (Research/Scholarly)</b>	<b>Applied/Practice</b>
<b>Initial academic preparation and professional experience</b>	Professional experience, substantial in duration and level of responsibility	Scholarly Practitioners (SP)	Instructional Practitioners (IP)
	Doctoral degree	Scholarly Academics (SA)	Practice Academics (PA)

1. PA (Practicing Academic) designation is primarily (although not exclusively) for associate and full professors who make their primary contributions to their practicing field as described below and not traditional academic journals. Given PAs do not make category A intellectual contributions regularly and the promotion process requires such contributions, they are unlikely to be promoted in line with this designation.
2. SP (Scholarly Practitioner) designation is for those faculty who have made a strong contribution to the field, do not have a terminal degree, and yet regularly publish in peer reviewed academic journals.
3. SA (Scholarly Academic) designation is primarily for assistant, associate, and full professors with a terminal degree who make their primary contributions through academic engagement activities (e.g., academic journals, conferences, etc.)
4. IP (Instructional Practitioners) designation is for faculty without a doctoral degree who make their contribution to their practicing field primarily through professional engagement activities.
5. Faculty may request designation or be assigned through the appropriate chair or dean upon employment at CWU CB. To change a designation the assessment process will be used whereas the DPC, chair, CPC, and Dean evaluate and issue a letter of support or denial. The dean will ultimately determine designation in consultation with each level of evaluation and the faculty candidate.

## STANDARDS FOR AACSB'S FACULTY QUALIFICATIONS: SA, PA, IP, & SP

**Scholarly Academic (SA):** In order to be considered SA, a faculty member must meet both of the following requirements:

1. SA Faculty must meet one of the following original academic preparation guidelines:
  - a. A doctoral degree emphasizing advanced foundational discipline-based research in field of teaching,
  - b. A doctoral degree not specifically in field of teaching but with higher levels of sustained, substantive academic and/or professional engagement to support their currency and relevance in their field of teaching,
  - c. A graduate degree in law (if only teaching business law and legal environment of business),
  - d. A graduate degree in taxation or an appropriate combination of a graduate degree in law and accounting (if only teaching taxation),  
or
  - e. A doctoral student who has obtained ABD status in a program that emphasizes advanced foundational discipline-based research in field of teaching (limited to one calendar year of service in the CB)
2. Faculty maintain SA qualifications by meeting one of the following guidelines over the most recent five academic years<sup>1</sup>:
  - a. Two "Category A" and two "Category B" intellectual contributions<sup>2</sup>
  - b. Three "Category A" intellectual contributions  
or
  - c. Having received a doctoral degree emphasizing advanced foundational discipline-based research in field of teaching within the most recent five academic years.

**Practice Academic (PA):** In order to be considered PA, a faculty member must meet both of the following requirements:

1. PA Faculty must meet the original academic preparation guidelines, which includes:
  - a. A doctoral degree emphasizing advanced foundational discipline-based research in field of teaching,
  - b. A doctoral degree not specifically in field of teaching but with higher levels of sustained, substantive academic and/or professional engagement to support their currency and relevance in their field of teaching,
  - c. A graduate degree in law (if only teaching business law and legal environment of business), or
  - d. A graduate degree in taxation or an appropriate combination of a graduate degree in law and accounting (if only teaching taxation).
2. Faculty maintain PA qualifications by demonstrating significant and sustained professional engagement activities resulting in the accumulation of 6 professional engagement activity points in the past 5 academic years (see pages 5-6). A maximum of one Category A intellectual contribution may count as 2 points or a maximum of one category B intellectual contribution may count as 1 point in the most recent 5 academic years.

Given workload units for research will not be applied to a PA, in some cases a PA faculty may teach an additional course(s).

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<sup>1</sup> Ordinarily the publication date is the date of record.

<sup>2</sup> See page 4 for definitions and Category A and B.

**Scholarly Practitioner (SP):** In order to be considered SP, a faculty member must meet all of the following requirements:

1. Possess at least a master's degree in business (or a specialized master's degree related to business) or, in limited cases, a bachelor's degree with substantial depth, duration, sophistication, and complexity of professional experience as to outweigh their lack of a master's degree.
2. Possess significant and relevant, recent or current professional experience, substantial in terms of duration and level of responsibility and linked to the field the person is expected to teach.
3. Faculty maintain SP qualifications by meeting one of the following guidelines over the most recent five academic years<sup>3</sup>:
  - a. Two "Category A" and two "Category B" intellectual contributions.<sup>4</sup> (A maximum of one Tier 1 professional engagement activity may be substituted for one Category A intellectual contribution or a maximum of one Tier 2 professional engagement activity may be substituted for one Category B intellectual contribution.)  
or
  - b. Three "Category A" intellectual contributions. (One Tier 1 professional engagement activity may be substituted for one Category A intellectual contribution.)

**Instructional Practitioner (IP):** In order to be considered IP, a faculty member must meet all of the following requirements:

1. Possess at least a master's degree in business (or a specialized master's degree related to business) or, in limited cases, a bachelor's degree with substantial depth, duration, sophistication, and complexity of professional experience as to outweigh their lack of a master's degree.
2. Possess significant and relevant, recent or current professional experience, substantial in terms of duration and level of responsibility and linked to the field the person is expected to teach.
3. Faculty maintain IP qualifications by demonstrating significant and sustained professional engagement activities resulting in the accumulation of 2 points in the past 5 academic years (see pages 5-6). One Category A intellectual contribution may count as 2 points or one category B intellectual contribution may count as 1 point in any 5 year period.

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<sup>3</sup> Ordinarily the publication date is the date of record

<sup>4</sup> See page 4 for definitions and Category A and B.

## **DEFINITIONS**

### **Category A**

- Refereed journal articles (peer and nationally-recognized editor-reviewed academic, professional and pedagogical journals)
- Research monographs
- Scholarly books
- Text books (published by a publishing house and widely adopted by peer schools)

### **Category A Criteria**

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

1. The journal is listed in Cabell's Directory of Publishing Opportunities.
2. The journal or publisher is not listed in Beall's list of potentially predatory journals
3. If a fee is charged for submission and/or publication (including required conference attendance), the fee is \$100 or less (excluding graphics fees).
4. The journal subjects contributions to a blind peer-review process.
5. The intellectual contribution is a "full" journal article and not a note, comment, book review, or editorial.
6. There are no more than four co-authors.

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 following documentation:

1. If it is not in Cabell's justify why it should be considered as a qualifying publication.
2. If the journal or publisher is listed in Beall's List, a justification as to why the intellectual contribution should be considered a Category A. Potential information included is the quality of the article, the impact of the research, the review process, the acceptance rate, and the impact factor of the journal.
3. 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.
4. If it is not a blind peer-review process, describe the review process.
5. 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.
6. If there are more than 4 co-authors attach a justification of your role on the article.
7. Web address of the journal.

### **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
- Instructional software that is published by a publishing house
- Conference presentations

- Course materials (study guides, test banks, cases, etc.) that are published by a publishing house

<b>Professional Engagement Activities:</b>			
	<b>Activity</b>	<b>Tier 1 – 2 points for each activity</b>	<b>Tier 2 – 1 point for each activity</b>
1	Academic/Professional Association	Significant role and participation	Participation
2	Conference/Seminar/Workshop in field (Academic, Professional, or Practitioner)	Developing or presenting a practitioner-related workshop	Attendance
3	Administrative Academic Service for one year	Significant	N/A
4	Adoption of new practice or operational approach	N/A	As result of faculty scholarship
5	Tool/method developed for companies	Any	N/A
6	Advisory Board or Board of Directors (including for-profit, non-profit & government organizations) (for one year)	Relevant, active service as chair	Relevant, active service as member
7	Case Study	Based on research that has led to solutions to business problems or teaching case related to faculty member's teaching field	N/A
8	Consulting	Material in terms of time and substance with written report	Any
9	Contact with Business or other Organizational Leaders (for one year)	Organize and coordinate other significant activities that place faculty and/or students in direct contact (e.g., client-based service projects)	Participation
10	Editorial Board or Committee with an academic journal or other business publication for one year	Relevant active editor (per year)	Participation
11	Employment as professional (in discipline) for one year	Full-time	Sustained and supporting qualified status
12	Executive Education Program	Major contributor in the development and presentation	Participation in the development and presentation
13	Expert	Serve as expert on policy formulation, witness at legislative hearings, member of special interest groups/roundtables, etc.	N/A
14	Internship/Externship	Material in terms of time and substance	Any
15	Fellowship/visiting professorship	N/A	Short-term
16	Graduate Study Advising (PhD research, etc) for one year	N/A	External
17	Lecture/Talk/Presentation (in discipline)	Plenary/keynote speaker at a conference, symposium, workshop, and/or at a university or company.	At a trade or professional (non-academic) meeting

<b>Professional Engagement Activities:</b>			
	<b>Activity</b>	<b>Tier 1 – 2 points for each activity</b>	<b>Tier 2 – 1 point for each activity</b>
18	Media contribution for one year	Substantial in nature (e.g. author/editor of a newspaper column or practitioner newsletter)	N/A
19	Operation of a business, non-profit, or governmental agency (in discipline) for one year	Significant involvement	N/A
20	Patent	Granted from the United States Patent & Trademark Office or from a country that is a signatory to the Agreement on Trade-Related Aspects of Intellectual Property Rights	N/A
21	Practice-oriented Intellectual Contribution	Any	N/A
22	Continuing Professional Education (in discipline)	Documented Professional Certifications	Annual documented activity required to work towards or maintain professional certifications
23	Professional Event	N/A	Participation that focuses on the practice of business, management, and related issues
24	Report	Prepared for government agencies or other organizations	N/A
25	Research or Development Grant for external agencies	Principal Investigator or Co-PI	N/A
26	Reviewer	N/A	New or revised edition textbook (documented) or journal or fully written paper presentation/proceeding for academic conference (blind peer-reviewed).
27	Volunteer Service to non-profit or governmental agency for one year	Significant and providing expertise in the area of teaching	Any
28	Other	The burden of proof is on the faculty member to support the basis for the professional engagement experience.	The burden of proof is on the faculty member to support the basis for the professional engagement experience.

Approved by CB Faculty & CB Dean June 19, 2019

Approved by Provost July 29,2019