

# ZIMMERMAN SCHOOL OF ADVERTISING & MASS COMMUNICATIONS STATEMENT ON GOVERNANCE

## One USF

The Zimmerman School of Advertising & Mass Communications is not currently a multi-campus unit. If School faculty are hired at branch campuses, we will modify our governance and T&P documents to ensure that those faculty are included in matters of faculty governance and Tenure & Promotion to ensure they have voice in departmental issues. We recognize the principles of equity of assignment, resources and opportunities of faculty across a multi-campus university.

## Preamble

This document is guided principally by a common belief in shared governance at all levels, intent on creating trust and collegiality and aimed at forwarding our mission of teaching, research and service to the University and community at large. It is characterized by collaboration; transparency; representative participation; mutual accountability; and clarity of roles. It provides the foundation for success in teaching, research and service in Mass Communications.

## Statement on Academic Freedom

Universities are institutions based on the principle of Academic Freedom. This constitutes the freedom to discuss all relevant matters in the classroom; to explore all avenues of scholarship, research, and creative expression; to speak freely on all matters of university governance; and to speak, write, or act as a public citizen without institutional discipline or restraint. Protection of academic freedom shall be a cornerstone of School policies and procedures.

## Statement on Collegiality

The fundamental premise of this document is that all faculty, students, staff and administrators are dedicated to the successful operation and advancement of the mission of the School in a collegial manner. Collegiality among and between faculty, staff and students is expected behavior in the School. Nothing in this section, however, abrogates a faculty member's First Amendment rights to free expression or to express criticism or dissent about matters relating to the School.

## Governing authority

Governance at the School of Mass Communications at the University of South Florida derives from the authority granted by the University of South Florida and its constitution, the College of Arts and Sciences, the School of Social Sciences, the United Faculty of Florida collective bargaining agreement and the laws of the state of Florida.

It is recognized that this document may not contravene the constitutions and laws of the state of Florida; rules, regulations, and policies of the Florida Board of Governors; rules, regulations, and policies of the University of South Florida; and any applicable collective bargaining agreement or legislatively-mandated

management right. The foregoing authorities will govern in the event that any provision of a local governance document is inconsistent with or in conflict with them.

The School of Mass Communications is a professional program as defined and accredited by ACEJMC, and governance of the School must comply with Standard I of ACEJMC.

## Governance Structure



1. The Graduate Program Director is appointed for a three-year term by the Director after consultation with the department's Executive Committee and the faculty. The graduate director shall be a tenured or tenure-earning professor.

Each sequence will

2. Duties:
  - a. Review curriculum and recommend revisions.
  - b. Receive, review, and present to the faculty all graduate course proposals and course revisions.
  - c. Develop and implement a program for advertising and promotion of the graduate program.
  - d. Act on all graduate applications.
  - e. Review applications for and recommend appointments to graduate assistantships; make recommendations for university and college fellowships.
  - f. Make scholarship award decisions for non-sequence specific graduate scholarships.

C. Undergraduate Committee

1. Composition: This committee shall consist of one member from each sequence/major elected annually in the spring by faculty of their respective sequences. They shall serve one-year, renewable terms. The Undergraduate Director shall act as chairperson. The committee shall elect one undergraduate student to this committee annually in the spring through a process of its own devising. One adviser shall serve as an ex officio, non-voting member of the committee.

## B. Committee on Tenure and Promotion

A Committee on Tenure and Promotion shall be named upon each occurrence of a candidate being eligible for review for mid-tenure, tenure and/or promotion. The Committee shall be created and operate pursuant to the School's Policy Statement on Appointment, Evaluation, Tenure and Promotion (referenced as a separate document) and CAS guidelines and policies.

The Faculty Evaluation Committee shall name the members for each Committee on Tenure and Promotion for a particular tenure or promotion review and decision, with input from the candidate, Director and Dean.

Each Committee named for a particular tenure or promotion review and decision shall

Minutes shall be kept and made available for all faculty meetings, select, standing and ad hoc committee meetings by a designee of each committee