



"Use your success to help others who come after you." – John Massey



**Southeastern Oklahoma
State University**

**JMSB Faculty Qualifications and Engagement Criteria
Participating and Supporting Faculty Policy
2018-2023**

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JMSB FACULTY QUALIFICATIONS AND ENGAGEMENT CRITERIA

The Southeastern Oklahoma State University John Massey School of Business (JMSB) deploys and maintains a faculty consistent with the standards established by The Association to Advance Collegiate Schools of Business (AACSB) and prescribed in the “Eligibility Procedures and Accreditation Standards for Business Accreditation.” This document outlines the criteria employed to assure that these standards are met in a manner consistent with the mission of the School and University.

I. Faculty Categories. JMSB faculty members are categorized according to their initial academic preparation and professional experience, and, to their sustained academic and professional engagement activities. As detailed in AACSB Standard 15, the following four categories are used to classify faculty, inclusive of those holding administrative appointments (e.g., chairs, directors, and deans), deployed by the School:

		Sustained Engagement Activities	
		Academic Research/Scholarly	Applied/Practice
Initial Academic Preparation & Professional Experience	Doctoral Degree	Scholarly Academics (SA)	Practice Academics (PA)
	Relevant, Substantial Professional Experience	Scholarly Practitioners (SP)	Instructional Practitioners (IP)

- **Scholarly Academics (SA)** sustains currency and relevance through scholarship and related activities. SA status is granted to faculty members who earned their terminal doctorate degree in a field consistent and appropriate to their teaching assignment.
- **Practice Academics (PA)** sustains currency and relevance through professional engagement, interaction, and relevant activities. PA status is applied to faculty members who augment their initial preparation as academic scholars with development and engagement activities that involve substantive linkages to practice, consulting, and other forms of professional engagement.
- **Scholarly Practitioners (SP)** sustains currency and relevance through continued professional experience, engagement, or interaction and scholarship related to their professional background and experience. SP status is applied to practitioner faculty members who augment their experience with development and engagement activities involving substantive scholarly activities in their fields of teaching.
- **Instructional Practitioners (IP)** sustains currency and relevance through continued professional experience and engagement related to their professional backgrounds and experience. IP status is granted to newly hired faculty members who join the faculty with significant and substantive professional experience.

Faculty members who do not meet the definitions for these four categories, as outlined below, will be classified as **Other Qualified (OQ)** faculty.

II. Scholarly Academics (SA). To be classified as a Scholarly Academic, faculty members must satisfy **both** the initial academic preparation criteria and the sustained engagement criteria over the previous five years.

A. Initial Academic Preparation. The following criteria are used as the basis of judgment for determining if a faculty member meets the initial academic preparation criteria for the Scholarly Academic classification:

- Faculty members holding a research-based doctorate in their primary teaching field, or a Juris Doctorate for faculty members who teach business law, shall be considered to have satisfied the initial academic preparation criteria for SA status.
- Faculty members holding a research-based business doctorate that is *outside of their primary teaching field* shall be considered to have met the initial academic preparation criteria for SA status provided they exhibit evidence of active involvement in the teaching area through activities such as authorship, participation in professional meetings, or related activities devoted to the teaching area.
- Faculty members who hold a doctoral degree *outside of business*, but whose primary teaching responsibilities fall within their area of academic preparation will be considered

to have met the initial academic preparation criteria for SA status if they demonstrate evidence of active involvement in the area of teaching responsibility through activities such as authorship, participation in professional meetings, or related activities. The greater the disparity between the field of academic preparation and the area of teaching, the greater the need for supplemental preparation in the form of professional development linked to the teaching area.

- Faculty members who hold a doctoral degree *outside of business*, but whose primary teaching responsibilities do not fall within their area of academic preparation will be considered to have met the initial academic preparation criteria for SA status if they have completed additional graduate coursework or professional development sufficient enough to provide a basis for participation in the mix of teaching, intellectual contribution, and service required by the School. Recognized professional certifications or licenses may be used to demonstrate training and expertise in a primary teaching field.
- Faculty members who possess a specialized graduate degree in taxation or a combination of graduate degrees in law and accounting will be considered to have met the SA initial academic preparation criteria to teach taxation courses.
- Faculty members who are graduate students in a research-based, business doctoral field who have attained “ABD” status will be considered to have met the SA initial academic preparation criteria for no more than three years beyond the most recently completed graduate comprehensive examination or other milestone that places them into the dissertation stage.
- Faculty members completing a doctoral degree in their primary area of teaching will be considered to have met the initial academic preparation criteria for SA for five years from the date the degree is received.

B. Sustained Engagement Activities. The following criteria are used as the basis of judgment for determining if a faculty member meets the sustained engagement activities criteria for the Scholarly Academic classification. **Faculty must meet both the Research Proficiency and Academic Engagement Proficiency.**

Research Proficiency. Over the previous five years, Scholastic Academics must publish a minimum of two (2) peer-reviewed research articles in widely recognized academic journals relevant to the mission of the JMSB. (Acceptable academic journals include those indexed by leading bibliographic sources, are frequently cited, and are readily available to researchers through major academic libraries and the internet. Normally, conference proceedings, non-peer-reviewed journals, and vanity press titles are not acceptable for this criterion.) One textbook, published by a leading academic press with significant national or international distribution, may substitute for one journal article. All subsequent editions of the textbook must contain *substantial* changes to qualify for substitution. *In 2017, this document was revised to reflect a 50% acceptance rate in Cabells when the Tenure and Promotion policy was updated.

Academic Engagement Proficiency. Over the previous five years, Scholastic Academics must maintain active academic engagement as evidenced by the production of a minimum of two (2) intellectual contributions such as:

1. Peer-reviewed or invited conference presentation and/or publication of a conference proceedings paper.
2. Publication of an original article in a non-peer-reviewed journal or periodical
3. Publication of an original article in an edited volume published by an academic press
4. Publication or revision of a textbook
5. Publication of an authored or edited volume published by an academic press
6. Publication of original research in an open source, non-peer-reviewed, electronic journal
7. Publication of a business case study by an academic press
8. Service as an editor, associate editor or editorial board member of an established academic journal or periodical
9. Publication of a book review in an academic or practitioners' journal
10. Receipt of a peer-reviewed funded grant that supports the JMSB
11. Receipt or renewal of a professional certification that enhances the classroom and research
12. Service as an officer for an academic association or scholarly organization
13. Production of other scholastic or creative works that further the mission of the School and are validated by the Executive Dean for Academic Affairs.

III. Practice Academics (PA). To be classified as a Practice Academic, faculty members must satisfy *both* the initial academic preparation criteria and the sustained engagement criteria over the previous five years.

A. Initial Academic Preparation. Normally, the doctoral degree requirements for Practice Academics are the same as those outlined in Section II - A. for Scholarly Academics. Exceptions to these criteria may be made on a case-by-case basis as evaluated by the Executive Dean for Academic Affairs relative to the School mission and overall University needs.

B. Sustained Professional Engagement Activities. Evidence of sustained professional engagement for Practice Academics should include *significant* activities in a *minimum of three (3) different* engagement categories during the most recent five year period. Acceptable categories of activities include:

1. Substantial consulting projects and activity
2. Service on corporate or non-profit boards
3. Production and delivery of substantial professional development activities
4. Consultation or research for economic development agencies
5. Regular maintenance or acquisition of professional certifications and/or licenses
6. Invited professional public speaking
7. Other appropriate professional activities

Engagement activities must be documented and readily verifiable by the Executive Dean for Academic Affairs. To be considered as part of a Practice Academic portfolio, engagement activities must be reported on the faculty members' annual performance documents and included on their curriculum vitae. To be considered *significant*, an engagement activity must result in lasting impact on the client, the public, or the faculty member.

IV. Scholarly Practitioners (SP). To be classified as a Scholarly Practitioner, faculty members must satisfy *both* the initial academic and professional preparation criteria and the sustained engagement criteria over the previous five years.

A. Initial Academic and Professional Preparation. Faculty members classified as Scholarly Practitioners must meet minimum standards in both academic and professional preparation prior to employment.

Academic Preparation. Faculty members holding Scholarly Practitioner status will have obtained a non-terminal graduate degree in business or their primary field of teaching. This advanced academic preparation is defined as an earned MBA, appropriate master's degree or another appropriate professional graduate degree relevant to the mission of the JMSB.

In limited cases, faculty members without an earned master's degree may serve as Scholarly Practitioners if the depth, duration, sophistication, and complexity of their professional experience at the time of hire outweigh their lack of a graduate degree. Such cases must further the mission of the School and be validated by the Executive Dean for Academic Affairs.

Professional Preparation. Scholarly Practitioners will demonstrate significant professional achievements relevant to their primary teaching area prior to their date of hire. Significant professional achievements are defined as professional full-time employment at a level of responsibility and duration appropriate for the course(s) that the faculty members are assigned to teach. This employment may include working in industry, business, government or education for a period of three years for introductory undergraduate courses, four years for upper level undergraduate courses, and five years for master's courses. Normally, Scholarly Practitioners will have managerial and executive level experiences that enhance their teaching and other contributions to the School.

B. Academic Engagement. Over the previous five years, Scholarly Practitioners must maintain active academic engagement as evidenced by the production of a minimum of two (2) academic contributions such as:

1. Publication of a research article in a peer-reviewed academic journal. *In 2017, this document was revised to reflect a 50% acceptance rate in Cabells when the Tenure and Promotion policy was updated.
2. Peer-reviewed or invited conference presentation and/or publication of a conference proceedings paper
3. Publication of an original article in a non-peer-reviewed journal or periodical
4. Publication of an original article in an edited volume published by an academic press
5. Publication or revision of a textbook
6. Publication of an authored or edited volume published by an academic press
7. Publication of original research in an open source, non-peer-reviewed, electronic journal
8. Publication of a business case study by an academic press
9. Service as an editor, associate editor, or editorial board member of an established academic journal or periodical
10. Publication of a book review in an academic or practitioners' journal
11. Receipt of a peer-reviewed funded grant that supports the JMSB
12. Receipt or renewal of a professional certification that enhances the classroom and research
13. Service as an officer for an academic association or scholarly organization
14. Production of other scholastic or creative works that further the mission of the School and are validated by the Executive Dean for Academic Affairs

V. Instructional Practitioners (IP). To be classified as an Instructional Practitioner, faculty members must satisfy **both** the initial academic and professional preparation criteria and the sustained engagement criteria over the previous five years.

A. Initial Academic and Professional Preparation. Faculty members classified as Instructional Practitioners must meet minimum standards in both academic and professional preparation prior to

employment.

Academic Preparation. Faculty members holding Instructional Practitioner status will have obtained a non-terminal graduate degree in business or their primary field of teaching. This advanced academic preparation is defined as an earned MBA, appropriate master's degree or another appropriate professional graduate degree relevant to the mission of the JMSB.

In limited cases, faculty members without an earned master's degree may serve as Instructional Practitioners if the depth, duration, sophistication, and complexity of their professional experience at the time of hire outweigh their lack of a graduate degree. Such cases must further the mission of the School and be validated by the Executive Dean for Academic Affairs.

Professional Preparation. Instructional Practitioners will demonstrate significant professional achievements *and/or* publicly recognized professional expertise relevant to their primary teaching area prior to their date of hire.

Significant professional achievements are defined as professional full-time employment at a level of responsibility and duration appropriate for the course(s) that the faculty members are assigned to teach. This employment may include working in industry, business, government or education for a period of three years for introductory undergraduate courses, four years for upper level undergraduate courses, and five years for master's courses.

Publicly recognized professional expertise is defined as the attainment of significant professional certifications and/or licenses awarded by industry-specific organizations or governmental agencies. Acceptable credentials must include demonstration of acquired knowledge and skills and continuing education. Faculty members with professionally recognized expertise but without significant professional achievements as defined above are limited to teaching undergraduate courses in their area of expertise.

B. Academic Engagement. Evidence of sustained professional engagement for Instructional Practitioners should include *significant* activities in a *minimum of two (2) different* engagement categories during the most recent five year period. Acceptable categories of activities include:

1. Continued professional employment in the primary teaching area
2. Substantial consulting projects and activity
3. Service on corporate or non-profit boards
4. Production and delivery of substantial professional development activities
5. Consultation or research for economic development agencies
6. Regular maintenance or acquisition of professional certifications and/or licenses
7. Invited professional public speaking

8. Other appropriate professional activities

Engagement activities must be documented and readily verifiable by the Executive Dean for Academic Affairs. To be considered as part of an Instructional Practitioner portfolio, engagement activities must be reported on the faculty members' annual performance documents and included on their curriculum vitae. To be considered *significant*, an engagement activity must result in lasting impact on the client, the public, or the faculty member.

VI. Other Qualifications (OQ). Faculty members who do not meet the criteria for Scholastic Academic, Practice Academic, Scholarly Practitioner, or Instructional Practitioner are categorized as holding Other Qualifications. As per AACSB requirements, OQ faculty will be limited to 10% of the total School's faculty. To further the School mission, OQ faculty members are encouraged to acquire additional academic preparation and/or conduct additional professional engagement activity in order to be reclassified.

VII. Implementation. The appropriate qualification and engagement category for all JMSB faculty members will be determined **annually** during the fall semester in conjunction with the University's Faculty Development and Evaluation System as per the University's Academic Policies and Procedure manual –Section 4.4. Faculty members will convey to their department chair the category they wish to be assigned. Final determination of the appropriate category will be made by the Executive Dean for Academic Affairs. Annual performance reviews, current curriculum vitae, and other appropriate documentation provided by faculty members may be used in making a classification determination.

Newly hired faculty members will be classified at the time of employment. Faculty qualification status will be valid for the forthcoming academic year or until such time as a new qualification status is determined.

Updated with quality indicator in 2017 when the Tenure and Promotion Policy was revised to include this.

Unanimously approved by vote of the JMSB General Faculty and Dean Scoufos, Executive Dean for Academic Affairs – February 12, 2014

2018-2023 Faculty Participating and Supporting Criteria Policy



JMSB Participating and Supporting Faculty Policy

A **participating faculty member** has an ongoing relationship with the School and has regularly assigned duties that help the School achieve its mission beyond assigned teaching duties and include instructional, research and/or service activities. A **supporting faculty member** only engages in direct teaching activities: preparing, teaching, grading and holding office hours.

Instructional activities of a participating faculty member may include faculty development, publishing books and developing other pedagogical materials in the field, and program development. Examples of research activities of a participating faculty member include conducting and presenting academic research and participating in academic associations and meetings. A participating faculty member may perform service activities that include advising students and student organizations, participating in academic or professional associations, participating in the governance and curriculum development in the department, School or University, and providing service to the community as a representative of the School in the discipline. Additional, specific examples appear below.

Examples of Participating Faculty Activities

Instructional activities

1. Undertake faculty development

- Attend School of Business teaching workshops (Pedagogy)
- Attend other workshops (Pedagogy)
- Integrate what Faculty know (academic knowledge and relevant work experience) into a framework for teaching
- Continuing development through sabbaticals
- Attend other development activities

2. Publish books and other pedagogical materials in the field

- Write and publish a textbook
- Write and publish a scholarly book
- Write and publish a book for use by practitioners
- Write a chapter in a scholarly book
- Publish a review of a scholarly book
- Write and publish articles in practitioner publications or the popular press
- Publish a pedagogical case with instructional materials
- Publish other publicly available pedagogical items
- Develop and publish instructional software

3. Undertake program development

- Design and develop curriculum and programs

- Create learning goals for courses and programs
- Assess learning outcomes
- Participate in course coordination meetings
- Collaborate with other faculty in related governance
- Attend discipline specific workshops (not pedagogy)
- Develop course content

Research activities

1. Conduct academic research

- Engage in academic research
- Coordinate through collaboration with peers/colleagues in research
- Publish in peer-reviewed quality academic journals and other research publications
- Develop publicly available research working papers in field
- Write research monographs in the field
- Conduct research directly tied to the needs of the local and regional economy
- Publish papers in proceedings from scholarly meetings in the field

2. Participate in academic/professional meetings

- Make presentations or be session chair at professional/academic meetings in the field
 - Attend discipline-specific academic conferences
 - Present papers at internal (University, School, department) faculty research seminars/workshops in the field

3. Conduct research that results in obtaining patents in related field

Service activities

1. Provide student advising

- Provide support to academic advising
- Advise Student Business Fraternity
- Advise Student Professional Clubs

2. Provide academic service

- Hold office in a regional, national, or international professional or academic organizations in the field
- Participate in committee/task group service in a regional, national, or international professional or academic organizations in the field
- Faculty must have regular attendance and active involvement in departmental meetings and activities
- Be an Editor, member of the editorial board, or act as reviewer for one or more academic journals and academic conferences
- Serve on Committees that set academic policy

3. Provide service to the University

- Involvement in faculty governance
- Serve in an administrative role within the School such as department chair
- Work on University, School and Department committees and other advisory groups

- Participate in Department and School meetings
- Provide input for program delivery

4. Provide community service as a representative of the School

- Work on Federal Government funded projects
- Participate in State of Oklahoma or Texas initiatives
- Contribute to Local Government efforts
- Involved with the local business and professional community