

BYLAWS OF THE SCHOOL OF ADVERTISING AND PUBLIC RELATIONS

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I. Name

These bylaws are created for the School of Advertising and Public Relations [hereinafter referred to as the “School”].

II. Introduction

The School is one of four administrative units in the College of Communication and Information [hereinafter referred to as the “College”]. The School offers courses that lead to the B.S., M.S., and Ph.D. degrees.

The Accrediting Council for Education in Journalism and Mass Communications accredits the School’s undergraduate programs. Undergraduates may choose advertising or public relations as their major when applying to UT. Current students should contact the School for current admission procedures. The graduate office of the College coordinates all graduate admissions.

Administrative offices are in 476 Communications Building.

III. Precedence of Bylaws

School bylaws, particularly when dealing with the responsibilities and authority of administrators and faculty, and with annual evaluations, tenure, and promotion, shall reflect the policies and procedures found in the current Faculty Handbook, Manual for Faculty Evaluation, and other official documents stating University of Tennessee policies.

IV. Faculty Membership

Section 1: The School faculty consists of all professors, associate professors, assistant professors, instructors and lecturers who hold an appointment in the School of Advertising and Public Relations.

Section 2: The voting faculty includes all full-time members. Those who are retired, those who are visiting members, and those who are part-time lecturers are not voting faculty.

Section 3: At the discretion of the Director of the School, and with the consent of the voting members, non-voting members may be granted the floor to address a matter about which they have particular knowledge or experience. The decision of the Director to allow a non-voting member to speak may be appealed by a voting member and overturned by a majority of voting members.

V. Criteria for Rank

The School follows the criteria outlined in the Faculty Handbook (section 3.2) for criteria of rank.

VI. Faculty Responsibilities

Section 1: TEACHING. As detailed in the School Workload Policy, the School recognizes teaching as a key faculty responsibility. In general, the teaching role focuses on employing useful methods to facilitate student learning:

- a. In formal class settings
- b. Through independent study tutorials
- c. Through distant learning
- d. Through advising and mentoring of both graduate and undergraduate students

Section 2: RESEARCH/CREATIVE ACTIVITY. As detailed in the School Workload Policy, the School recognizes research/creative activity as a key faculty responsibility. In general, the research/creative activity role focuses on:

- a. Activities that try to transmit a cultural/artistic heritage and/or expand or deepen the audience's horizons
- b. Activities that try to expand disciplinary frontiers of knowledge
- c. Activities that try to transcend disciplinary boundaries by relationships with other disciplines
- d. Activities that try to provide practical applications for research-generated knowledge
- e. Activities that try to synthesize or reiterate research findings for newly identified audiences

Section 3: SERVICE. As detailed in the School Workload Policy, the School recognizes service as a key faculty responsibility. In general, faculty members will:

- a. Participate in college, departmental, and university governance
- b. Serve their disciplines
- c. Benefit the community beyond the institution

VII. Director of the School

Section 1: The chief administrator of the School is the Director, hereafter referred to as the "Director." The Dean of the College of Communication and Information appoints him or her with consultation from the faculty.

Section 2: The Director is appointed to a five-year term, serving at the

will of the Dean, and can be reappointed by the College Dean.

- Section 3: Initiating a search for a new Director will follow the procedures outlined in the University of Tennessee Faculty Handbook.
- Section 4: The Dean of the College shall conduct an annual review of the Director's performance. All faculty members will have the opportunity to formally evaluate the Director in the spring of each year using the forms provided by the university.
- Section 5: The Director is obligated to consult with faculty regularly on matters concerning the School. Such matters include, but are not limited to, governance of the School, budgeting priorities, and salary adjustments.
- Section 6: The Director works with the faculty to appoint part-time instructors, lecturers, and distinguished lecturers as detailed in Section XII of these bylaws.
- Section 7: The Director appoints graduate teaching associates, graduate teaching assistants, and graduate assistants with input from the faculty.
- Section 8: The Director appoints the clerical staff for the School.

VIII. Faculty Meetings

- Section 1: Faculty meetings are to be held at least twice each semester. Additional meetings will be called as School business requires.
- Section 2: The Director presides at all faculty meetings and either the Director or her/his designee serves as recording secretary. The recording secretary will record discussion and action taken at the meeting. These minutes shall be distributed to members in a timely manner.
- Section 3: Any faculty member may request a School meeting for any reason.
- Section 4: Informal procedures will be used at School meetings.
- Section 5: The Director is responsible for scheduling meetings, notifying faculty members of the dates and times of such meetings, and, where appropriate, preparing an agenda.
- Section 6: Part-time faculty, graduate teaching associates, and graduate teaching assistants can attend faculty meetings to express their views on matters that concern the School.

Section 7: The Director shall distribute to all members an agenda in

advance of a scheduled School meeting.

IX. Committees

Section 1: School's standing committees include:

The assessment committee will implement assessment of course outcomes and draft reports.

The diversity committee will work on diversity initiatives.

Section 2: The Director as deemed necessary, may appoint ad hoc committees.

X. Curriculum Changes

Section 1: The requirements of the curriculum are described in the University undergraduate and graduate catalogues.

Section 2: Changes in course requirements, degree requirements, and rules and regulations for admission and graduation are the responsibility of the faculty.

Section 3: Proposals for changes in curriculum must be presented in writing to the faculty at a scheduled meeting. Undergraduate curriculum change proposals follow the Curricular Submission Guidelines for the Undergraduate Council and graduate curriculum change proposals follow the Curriculum Submission Guidelines for the Graduate Council. Proposals must be submitted to members in advance of the scheduled meeting.

Section 4: Each instructor of record is expected to follow the Teaching Guidelines for Advertising and Public Relations Courses in implementing the curriculum.

XI. Faculty Searches

All faculty positions must be filled in accordance with the guidelines "Steps for Conducting a Standard Search" on the Office of Equity and Diversity website (<http://oed.utk.edu/searches/steps/>).

XII. Appointment, Retention, Tenure, Promotion, Evaluation and Appeals

Section 1: All actions of the School concerning appointment, retention, tenure, promotion, evaluation and appeals of the faculty are governed by the language of the University of Tennessee Faculty Handbook and the University of Tennessee Manual

for Faculty Evaluation.

Section 2: All actions of the School concerning appointment, retention, promotion, evaluation, and appeals of non-tenure track faculty are governed by the language of the University of Tennessee Faculty Handbook and the University of Tennessee Manual for Faculty Evaluation

XIII. Amendments

Section 1. Amendments to these bylaws may be proposed either by the Director, by any faculty member, by a standing committee, or by an ad hoc committee.

Section 2. Amendments will be presented to the faculty and voted upon at a scheduled meeting. Prior to the scheduled meeting, all School members must receive notice of an intention to amend, proposed amendments, and an agenda that provides opportunity for discussion and voting on proposed amendments. A two-thirds majority vote of the faculty shall be necessary for adoption.

XIV. Implementation

Section 1. These bylaws will become effective immediately upon approval by two-thirds majority vote of the faculty.

Section 2. Copies of the bylaws will be distributed to all faculty members and to the Dean of the College.

Section 3: Should any member of the School believe that his or her rights established in these bylaws have not been upheld, he or she may pursue an appeal through channels as described in the University of Tennessee Faculty Handbook and the University of Tennessee Manual for Faculty Evaluation.

These bylaws were adopted by a vote of 5-0 on Feb. 6, 1986 and revised by a vote of 5-0 on April 13, 1999. These bylaws were revised by a vote of 11-0 on March 29, 2005. These bylaws were revised by a vote of 15-0 in September 2015. The fourth version was passed by a vote of 9-0 in April 2018.