UW-Parkside
Department of Business
Definitions of Faculty
Qualifications

Adopted 10-27-2016

The definitions of Scholarly Academics (SA), Practice Academics (PA), Scholarly Practitioners (SP), Instructional Practitioners (IP) faculty are determined by the Department of Business Executive Committee in line with the mission of the business program. The vision, mission and core values of the business program are reproduced below for easy reference:

Vision

The Department of Business at UW-Parkside will be the leading source for business education, knowledge, collaboration, and advice in Southeast Wisconsin.

Mission

Dedicated to preparing successful business graduates, our AACSB-accredited Department of Business is committed to providing student-centered education with a purposeful emphasis on community engaged learning . Located in the economically vibrant Chicago-Milwaukee corridor, our engaged and diverse business faculty, staff, and students work closely with many organizations in the region to advance economic development and best business practices. We also strive to develop global business leaders through our international partnerships and educational programs.

Core Values and Beliefs

- The department strives to bring the community to the classroom and the classroom to the community. The department is a leader in community based learning as a means to contribute to the community and a way to teach theory and practice.
- The department values its location in SE Wisconsin and works with local business leaders to determine relevant programs, learning objectives, and curriculum. Graduating undergraduate and MBA students are well-prepared to work in local businesses and global organizations worldwide.
- The department values innovation and develops new programs in attempt to meet the evolving needs of the economy and its students.

- The department believes that scholarly research and professional practice are essential to qualified faculty. The department values multiple forms of research but particularly values research that addresses learning relevant for UWP students and scholarship that is relevant to local business.
- The department strives to prepare students for the global economy by creating international partnerships, providing opportunities for students to study abroad, cultivating a global classroom, and infusing globalization into the curriculum.
- The department values the diverse backgrounds of UW-Parkside students, faculty, and staff. Diversity includes race, ethnicity, nationality, gender, sexual preference, financial status, family obligations, work status, and academic preparation. The department strives to offer multiple forms of learning to address the needs of UW-Parkside's diverse learning community.
- The department values diverse perspectives and an inclusive form of decision making.

The mission, values, and strategies of the business program and the mission, values, and strategies of UW-Parkside, indicate three important characteristics that are relevant to the activities of the business program's faculty.

- UW-Parkside is primarily a teaching university. The university teaching load is 24 credit hours for faculty and 30 credit hours for lecturers. Faculty and lecturers are required to devote the largest share of their time to teaching. Consistent with this requirement and the values of the business program, pedagogical research and publication is valued.
- UW-Parkside and the business program strive to be connected to the community through projects and other types of business partnerships. Activities that inform faculty of business practices and activities that benefit the community are encouraged. These activities include working with business partners and nonprofit organizations. The activities may include projects through the Solutions for Economic Growth (SEG) Center. The outcomes of these projects include business plans, marketing plans, personnel procedures, business improvement plans, and software/hardware designs. Some of these activities may be published in practitioner journals or journals related to community engaged teaching, e.g., service learning.
- UW-Parkside and the business program encourage a variety of research including traditional academic/discovery research. The department desires to achieve a balance between discipline oriented research, applied research and pedagogical research.

Activities

Research, community engagement, and professional development help faculty and lecturers stay current in their discipline and contribute to the mission of the business program. The department aims for a portfolio of activities that emphasize pedagogy and

practice that are relevant to the curriculum and region. The department also aims to contribute to the academic disciplines that are included in its array of majors. As specified in the business program's strategic plan, the department's portfolio of research activities should approximate 40% in practice, 35% in pedagogy and 25% in academic discipline. All faculty and teaching staff should engage in activities that maintain their qualifications in the SA, PA, IP, or SP categories. The type, amount, and quality of activities are used to determine a faculty member's qualification. Most of the Ph.D. qualified faculty are currently categorized as SA and lecturers categorized as IP. However, over time, the program will seek a balance between all four categories, within the guidelines of AACSB's faculty portfolio ratios. Scholarly Practitioners (SP) and Instructional Practitioners (IP) are important given the department's emphasis on practice.

Qualification Classifications

The current definitions of Scholarly Academic (SA), Practice Academics (PA), Instructional Practitioners (IP), and Scholarly Practitioners (SP) faculty are described below. Periodically, the Executive Committee will revise these definitions to keep up with changes in AACSB International standards, the department's mission, and the environment. The following table, taken from the AACSB standards (p. 39), highlights the distinction between the various forms of faculty preparation and engagement.

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

Since the school has a relatively small number of faculty members, no distinction has been made regarding faculty who teach graduate courses and those who teach only undergraduate courses. Such distinction may be considered in the future.

Scholarly Academics (SA)

Scholarly Academic Faculty hold a doctoral degree and keep up-to-date in their field of specialization by publishing in peer reviewed journals (PRJ), publishing or presenting in other outlets (conferences, books) and participating in academic societies. The article and journals should be consistent with the mission of the department. The Executive Committee is ultimately responsible for determining publications and journals relevant to the school's mission.

The Executive Committee will use the following categories and rules to analyze whether a faculty member is academically qualified and then make their recommendations to administration who are charged with ultimate approval.

Category I: Faculty members who have a terminal degree in their area of teaching and received their terminal degree five or more years ago.

A faculty member in this category is SA if he/she has at least *two* PRJs and a sufficient number of Other Scholarly Activities (OSAs) during the last five years so that the total weighted score computed using the weights below is at least *2.6* (see documentation requirements at the end of this section).

	Weight
Peer Reviewed Journal publication	1.0
Textbook (first edition)	1.0
Textbook (later editions)	0.3
Peer Reviewed Book Chapter	0.3*
Peer Reviewed Proceeding	0.3
Peer Reviewed Encyclopedia Article	0.3
Paper Presentation at Professional Conf.	0.2
Publicly available consulting or grant supported research report	0.3
Serving as a journal editor	0.3
Receiving a research award	0.3
Activities listed in the PA category	0.2
Other**	0.1-0.3

*A faculty member may ask the Executive Committee to count a book chapter as a PRJ. In the case of a book chapter, the nature of the book and the review process with respect to other journals will be considered before determining whether the book chapter can be counted as a PRJ.

** A faculty member may ask the Executive Committee to consider other activities to support SA status. Other activities includes scholarly activities such as supervision of doctoral candidates, applied research utilized or commissioned by organizations, and one time editorship of special edition journals. Upon petition of the Executive Committee, other activities could also include items listed in Category A (Professional Engagement) of the Practicing Academic category as long as the item does not double count an item already listed in SA.

Category II: Faculty members who have a terminal degree in an area other than the one in which they teach

A faculty member in this category is SA if he/she has at least *three* PRJ and a sufficient number of OIC during the last five years in the area he/she teaches so that the total weighted score will be at least *3.4*. Once a faculty member in this category has achieved SA status using this criteria in a five year period, the faculty member is subject to Category I rules for subsequent periods.

Category III: Faculty members who received their terminal degree less than five years ago and teach in an area that is consistent with their academic preparation

A faculty member in this category is SA if they show promise of future publications. As a special case, their dissertation will count as a PRJ.

Category IV: Faculty members who are in all-but-dissertation stage in their doctoral program
Faculty members in this category will be considered SA up to *three* years from the date of employment in the college.

Category V: Academic Administrators (e.g., Dean, Associate Dean, Department Chair)

An academic administrator without teaching responsibilities is SA if they were SA prior to assuming an administrative position and have participated in activities that help maintain currency in their academic profession, business practices and issues, management principles, business education best practices, and/or university administrative practices. The Executive Committee will evaluate these activities to determine whether the amount and scope of activities is sufficient to maintain SA status. The following is a non-exhaustive list of activities that can be considered:

- Relevant, active service on boards of directors
- Significant participation in professional and/or academic conferences
- Attendance at professional and/or academic conferences including AACSB conferences/workshops
- Participation on AACSB initial accreditation or maintenance review teams, or serving as an AACSB mentor to a university
- Leadership position in professional/academic societies
- Consulting activities that are material in terms of time and substance
- Relevant journal and/or other business publication editorships and/or editorial board/committee service
- Significant participation in the development of plans, programs or policies on behalf of the business program, school or university (e.g., strategic plans, assessment plans, academic program plans, international exchanges)

An academic administrator with teaching responsibilities is SA if they were SA prior to assuming an administrative position, achieve a weighted score of at least 1.0 from Category I above and participate in some of the activities listed above. The Executive Committee will evaluate the activities to determine whether the combination of scholarship and administrative activities is sufficient to maintain SA status.

Faculty members are responsible for documenting their academic development activities. Summary information is documented through a faculty member's annual report. Evidence for academic activities includes publication acceptance letters and/or copies of publications.

Practice Academics (PA)

Practice Academic faculty members are those who sustain currency through interaction with the business community. Normally, PA faculty members were once SA. PA faculty members hold a terminal degree in the area in which they teach. Faculty members who hold a terminal degree that is unrelated to their teaching area must first obtain SA status or must possess at least three years of upper management or consulting experience in the area that they teach in order to obtain initial PA status. Because the strategic plan emphasizes community engagement, the department seeks to employ faculty with PA or Instructional Practitioner status.

The business program manages the Small Business Development Center (SBDC), and the Solutions for Economic Growth (SEG) Center. In addition, UW-Parkside manages the Center for Community Partnerships. PA faculty may work with these centers, or other organizations, to establish and maintain professional qualifications.

Current faculty members may become PA through activities that provide relevant professional experience. These activities include a faculty internship in a business or nonprofit organization; significant work on campus projects in their area of expertise (e.g. improving campus operations or chairing campus budget committee); significant work with the SBDC, SEG Center, or CCP; and, significant consulting work for businesses, nonprofits, or governmental agencies. The faculty member should consult with the Executive Committee to determine whether a desired set of activities will likely lead to professional qualification. The Executive Committee will use the following categories and rules to analyze whether a faculty member is professionally qualified and then make their recommendations to administration who are charged with ultimate approval. The faculty member is responsible for documenting this evidence to support his/her PA status and making it available to the executive committee. A PA faculty member will have terminal degree and will have completed at least 6 activity points from the following list within a rolling 5 year period. Points must be distributed across the two categories with a minimum of 4 points coming from Category A: Professional Engagement.

Category A: Professional Engagement

Activities	Points per individual activity	Maximum total points per activity
Consulting for a client. Faculty can earn partial points. Factors considered are the deliverables, hours worked, and contract amount. Normally 40 hours or a $5000	2	6

contract will earn two points.		
A faculty internship (e.g., full time professional summer employment for an organization- excluding teaching)	3	6
Owner or manager/executive of a business with significant revenue (annual)	3	6
Presentation at an executive or continuing education program (minimum of 10 hours preparation and presentation time)	1	3
Board membership on business or not-for-profit organization	1	1
Current professional certification in teaching field	1	1
Actively involved in service or leadership of a professional organization	1	1
Holding a dean or department chair position (full academic year)	1	2
Contributing to campus projects in the candidate's discipline with a minimum of 40 hours annually towards campus projects	1	2
Significant work with the SBDC or CCP with a minimum of 40 hours annually	1	6
Significant work with the SEG Center, with a minimum of 40 hours annually	1	2
Creation of an online or competency based course	1	1

Category B: Scholarship

Activities	Points per individual activity	Maximum total points per activity
Publication of a peer-reviewed applied, practice-based or professional journal article	2	2
Publication of a professional journal article	1	2
Presentation at a professional (not academic) conference	1	2
Editorial board member for a professional journal (annual)+	1	1
Publication of a textbook (new or revised)	2	2
Publication of a chapter in a professional book	1	1
Publication of an instructional case	1	1

The number of activities required to sustain PA depends upon the nature and duration of the activities. In general, the faculty member must have at least two of the above activities in the past five years to maintain PA status. The faculty member is

responsible for documenting this evidence (see IP documentation for additional information related to documentation).

Instructional Practitioners (IP)

Instructional Practitioners are those faculty members who have developed and maintain expertise in their area by working in a business profession. Because the strategic plan emphasizes community partnerships, the department seeks to employ some faculty members with IP or PA status. These qualifications establish credibility in the business community. Like PA faculty, IP faculty may work with the SBDC, SEG Center, CCP, or other organizations, to sustain IP qualifications.

At time of hiring, the candidate must have a minimum of 3 years of managerial-level business experience as well as a completed Master's Degree. If the candidate does not have a Master's Degree <u>in field</u>, he/she must have substantial additional professional experience in the area in which he/she will be teaching in order to be considered as IP qualified.

The Executive Committee will use the following categories and rules to analyze whether a faculty member is qualified and then make their recommendations to administration who are charged with ultimate approval.

To be qualified as an instructional practitioner, faculty must attain at least 4 points from categories A, B, C, and D, with no more than 1 point from category D.

Category A: Management/Executive Position

Activities	Points per individual activity	Maximum total points per activity
Currently (or within 5 years) hold/held a management or executive position for a minimum of two years	4	4
At least one year as a manager and owner of an ongoing business (in the last five years)	4	4

Category B: *Work Experience, Licensure and Certification*

Activities	Points per individual activity	Maximum total points per activity
Currently hold and maintain CPA	4	4
Obtain a recognized professional certification or licensure relevant to the subjects taught (examples include but not limited to PMP, MCSE, MCP)	2	2
Held full time summer employment related to teaching field.	2	4
One year of relevant work experience as an employee of a business or nonprofit organization. The evidence should	2	4

indicate the type of work performed (e.g., professional, managerial, executive).		
University administrative position – partial time (e.g., Associate Dean, Assistant Dean, Department Chair). Each year counts as one point.	1	2
University administrative position – full time (e.g., Dean)	1	4

Category C: Consulting, Community Projects, Publications

Activities	Points per individual activity	Maximum total points per activity
Completed professional consulting or contracts in academic field – To receive two points, normally 40 hours per client is required	2	4
Conducting community projects of significant duration addressing business community needs. This can be done via ITPC, SEG Center, CCP and as part of classes. Counted once per year per project (1 point per year)	1	3
Published a professional journal article in the last five years (1 point each)	2	2
Published a professional book chapter in the last five years (1 point each)	1	2
Presented a paper or session at a professional conference (1 point each)	1	2
Officer of a discipline-related professional organization (with substantial time commitment) (1 point each)	1	1
Conducting seminars or workshops for business organizations	1	2
Creation of an online or competency based course	1	1

Category D: Conference Attendance or Involvement in a Professional Organization

Activities	Points per individual activity	Maximum total points per activity
Attended a discipline-related conference, seminar, or workshop of at least 4 hours duration (1 point each)	1	1
Actively involved in a discipline-related professional organization, beyond simple membership (1 point each)	1	1
Serving on an advisory board	1	1

Faculty members are responsible for documenting their professional development activities. Summary information is documented through a faculty member's annual report. Services associated with business and community projects should include the following documentation: the name of the organization served, a description of the

project, the function performed by the faculty member (e.g., project manager, programmer, and facilitator), time period, and estimate of hours worked. Evidence for professional activities should also include acknowledgment for services performed and project documentation (such as project charters and project plans). The following table can be used to summarize project activities.

Name:		Year:		
Organization Served	Title/Role	Description of Project/Activity	Time Period	Estimate of Hours Worked

Scholarly Practitioners (SP)

A Scholarly Practitioner sustains currency through continued professional engagement and through scholarship that is related to their professional experience and area of teaching. Normally, a SP faculty was once classified as IP and now primarily engages in scholarly activities. The Executive Committee will use the following categories and rules to analyze whether a faculty member is qualified as a scholarly practitioners and then make their recommendations to administration who are charged with ultimate approval. The Executive Committee is guided by the following principles to classify someone as SP:

1. The faculty member must have at least a master's degree in an area relevant to the area he/she teaches
2. The faculty member must have established a record of relevant professional experience. Examples of relevant experience include:
   - At least *three* years of relevant work experience as an employee of a business or nonprofit organization. The evidence should indicate the type of work performed (e.g., professional, managerial, executive)
   - At least one year as a manager and owner of an ongoing business
   - Substantial full time consulting experience in the field
   - Certification as a professional (e.g., Project Management Professional, Certified Public Accountant)
   - University administrative position (e.g., Dean, Associate Dean, Assistant Dean, Department Chair)
3. The faculty member sustains currency primarily through scholarship. See the description of SA scholarly activity for the required number and type of publications. The total score of 2.6 and the number of journal publications are reduced if the faculty member also engages in some IP activities.

Evaluation Process

The Executive Committee, in conjunction with the CBEC administration, determines SA, PA, IP, SP status for each faculty/staff member in the Spring semester of each academic year. Because the Fall teaching schedule must be prepared in the Spring, the status determined applies for the following academic year. A faculty member may appeal their classification to the Executive Committee at any time if they feel an activity has changed their qualification.