

Marketing Department Workload Policy Statement (3/1/07)

It is the right, the responsibility and the privilege of university faculties to participate in the governance of their department. Fundamentally, what is desirable and intended by the department policy statement is to ensure meaningful participation by department faculties and procedural regularity within departments. It is understood that the ultimate power of decision-making resides with the administration. This Workload Policy Statement is one means by which the faculty of this department makes recommendations to Western.

The purpose of this Workload Policy is to ensure

1. Full and effective use of the abilities of each faculty member.
2. Appropriate allocation of time for teaching, research and service activities that help meet the mission of the department, college and university.
3. Equitable distribution of the work of the department.

The following charts specify activities and guidelines for measuring the activities in terms of credit hours. To foster equitable workloads, the faculty recommends that adjustments of classroom teaching loads (24 credit hours per academic year for traditionally-ranked faculty; 30 credit hours per academic year for faculty specialists) be granted on the basis of meeting one (1) of the following teaching, research, and service activities. However, this does not preclude faculty from requesting additional adjustments based on their participation in one or more of these activities. It should be noted that faculty participation in an activity does not automatically make the activity a work assignment.

TEACHING

ACTIVITY	GUIDELINE FOR ADJUSTMENT
Auditorium course*	6 Hours
Double section (175-200% Normal Enrollment)*	3 Hours
Graduate course*	3 Hours
Academic advisor assigned to more than 20 advisees	3 Hours
Capstone course (For example: M4860, M4700, M4810, M4940)	3 Hours
Course with laboratory contact hours (For example: M3600, M4600)	3 Hours

New course preparation for faculty or new departmental course	3 Hours
Three (3) different course preparations in one (1) semester	3 Hours
Significant activity to upgrade a course to include technical or electronic enhancements for the purposes of innovation and/or electronic communication or dissemination.	3 Hours

RESEARCH

ACTIVITY	GUIDELINE FOR ADJUSTMENT
Evident research participation with publication expectations	3 Hours
Evident participation in externally funded grants	3 Hours
Journal Editor, Associate Journal Editor, Conference Proceedings Editor	3 Hours

SERVICE

ACTIVITY	GUIDELINE FOR ADJUSTMENT
Officer in National, Regional, State Professional/Academic Association	3 Hours
Advisor to registered student organization or marketing association**	3 Hours
Supervisor/Participant in Honors College course or thesis	3 Hours

Advisor/coordinator for national student competition	3 Hours
Director of departmental program	3 Hours
College representative to AAUP Executive Committee	3 Hours

*** In accordance with Article 42.4 of the AAUP/WMU agreement: It shall be possible, by mutual agreement, to balance out fewer than twelve (12) credit hours (or equivalent work assignment) in one semester with more than (12) credit hours (or equivalent work assignment) in another semester.**

**** Advisor is defined as the club or association’s primary faculty liaison and an active participant in the organization’s activities.**

Faculty members recognize that the Department Chair is responsible for the equitable distribution of faculty workload. We recommend that the Chair consider a number of issues, including programmatic needs, student demands, faculty expertise, seniority, and faculty preferences, in making workload assignments. We also recommend that faculty be given the opportunity to express their preferences to the Chair in writing on an annual basis regarding the following:

1. Courses they wish to teach
2. Time schedule preferences, such as night courses and days of the week
3. Summer teaching assignments
4. Extended University Program classes
5. Classroom and equipment requests

Office Hours

The Marketing Department policy requires that all full-time (tenured, tenure-track, faculty specialist, or term appointment) faculty members provide 4 hours per week of scheduled, on-site office hours. Because of students’ preferences and propensity for using electronic media to communicate, we also recommend that faculty members dedicate up to 2 hours per week to email and telephone advising. Off site or electronic office hours are completely up to the faculty member’s discretion and monitoring.

Appeals

This workload policy recognizes the right of the faculty to appeal assigned workloads, as discussed in Article 42.10 of the contract.

Policy Amendments

Amendments to the policy shall be approved by at least 2/3 favorable vote of tenured and tenure track Marketing Dept. faculty.