

COMMUNICATION DEPARTMENT POLICY ON EQUIVALENCY

The following policy on equivalency is established by the Communication Department in the belief that it would result in benefits to students, faculty members in the department, the university and the community. The statement of policy which follows is not inconsistent with the Department's recognition that the doctorate, which is available in various areas of our academic field, normally provides the necessary preparation for a teaching assignment in the department. Nor does the policy on equivalency as stated below in any way guarantee that the candidate would receive the Personnel Committee's recommendation on reappointment, tenure or promotion. These recommendations result from the evaluation of teaching effectiveness, professional contributions and growth and service to the university and community.

There are two areas in which exceptions to the normal insistence upon the doctorate need to be established in the interests of students, the department, and the university: (1) Affirmative Action, and (2) Areas in which the Ph.D. is not normally available.

Affirmative Action

Persons who are Affirmative Action candidates need not be required to meet the existing requirement of the Ph.D. In these cases the Affirmative Action candidate would be evaluated on a departmental criteria which could include the following:

1. M.A. in Speech Communication and training beyond the M.A.
2. Demonstrated teaching capabilities.
3. Breadth of teaching competencies in courses by the department.
4. Areas of special competence.
5. Professional experience (other than teaching).
6. Writing or publication of articles, books, etc.

The rationale for such a policy is to be found in the following:

- A. The selection of the "best candidate in matters of appointment should not be based solely in terms of academic qualifications (experience, training, and education). An Affirmative Action candidate may be equally desirable and hence the "best" candidate.
- B. In some cases of Affirmative Action candidates there is a lack of candidates with the appropriate education, training and experience (the Ph.D.) for the selection of the candidates from minority groups or among women.
- C. In those cases where there is available qualified Affirmative Action candidates they exist in academic areas in which the numbers are so small that the department could not reasonably expect to recruit them, or the candidates have qualifications in areas in which the department does not hire in or we cannot

compete successfully in hiring these individuals because existing appointment policies determine rank and step in terms of professional standing rather than in terms of supply and demand.

- D. Our present policy in respect to tenure (and hence to promotion) is inflexible and requiring the Ph.D. may result in discouraging potential Affirmative Action candidates from applying.
- E. The following factors cannot be removed by a new equivalency policy; however, these factors tend to cause additional blocks (when combined with the inflexible policy of requiring the Ph.D.) in attempts to draw and retain Affirmative Action candidates. The Eureka-Arcata area is not in an urban setting and provides few, if any, opportunities for employment of other members of the family. The area does not provide the availability of a congenial social setting. This results in discouraging potential applications from Affirmative Action candidates and may result in non-acceptance of appointments or resignations.

Areas in which the Ph.D. is not normally available

The candidate who has developed an academic area of specialization which is unique (undeveloped and hitherto ignored by the Ph.D. granting Departments or profession and valuable to the department and discipline) and which area of specialization constitutes a substantial portion (directly or indirectly, such as an individual course or courses, or portion of courses) of the candidate's assignment need not possess the Ph.D.; nor need the candidate possess the doctorate in those cases where the Ph.D. is not normally required or offered, or where adequate candidates are not available with the Ph.D. In these cases the candidate would be evaluated on a departmental criteria which could include the following:

1. M.A. in Speech Communication and training beyond the M.A.
2. Professional experience (other than teaching).
3. Demonstrated teaching capabilities.
4. Breadth of teaching competencies in courses offered by the department.
5. Writing or publication of articles or books, etc.
6. Areas of special competence.