




## MEMORANDUM

CALIFORNIA  
STATE  
UNIVERSITY,  
FRESNO

**DATE:** November 21, 2011

**TO:** Faculty  
Department of Communication  
M/S SA 46

**FROM:** William A. Covino   
Provost and Vice President for Academic Affairs

**SUBJECT:** Approval of your Department Policy on Peer Evaluations  
and Student Course Evaluations (RE: APM 322)

---

I have received and reviewed your departmental documents, and they are tentatively approved for implementation during the remainder of AY11-12.

I am, however, concerned about your department's use of a relatively low statistical standard for student ratings—a standard that may render data used to support AY12-13 RTP recommendations less than persuasive. Thus, it is my hope that, once AY11-12 data becomes widely available, you may wish to adjust the departmental standard upward to a more meaningful measure of relative teaching performance.

In the meantime, I want to reiterate my commitment to our Academic Senate's stated beliefs that student feedback is best viewed from a multi-year perspective, and considered within the larger context of all evidence presented in support of a colleague's teaching effectiveness.

WAC:kyp

cc: Jose Diaz, Acting Dean, College of Arts & Humanities  
Ted Wendt, AVP for Academic Personnel

Office of the Provost  
and Vice President  
for Academic Affairs  
Harold H. Haak  
Administrative Center  
Henry Madden Library  
5200 N. Barton Ave. M/S ML54  
Fresno, CA 93740-8014  
559.278.2636  
Fax 559.278.7987



**DEPARTMENT OF COMMUNICATION  
POLICY ON ASSESSMENT OF TEACHING EFFECTIVENESS**

APM 322 is the official policy on the Assessment of Teaching Effectiveness. This Departmental policy is designed to further define requirements at the Department level as specified in APM 322.

**STUDENT RATINGS OF INSTRUCTION**

Each faculty member shall have a minimum of two sections per year rated by students annually, although individual faculty may request additional courses to be evaluated.

While the IDEA Short Form will be the standard paper instrument for the campus, faculty may elect to use either the Diagnostic Form or Online version.

Student ratings of instruction shall be assessed to identify patterns and trends of teaching performance and effectiveness. It is expected that the faculty member shall meet or exceed the department standard (3.0 out of 5.0) using adjusted or unadjusted scores, whichever are higher. Because the department recognizes that anomalous course evaluations can occur, quantitative student ratings of instruction will be interpreted longitudinally across all available teaching data.

**PEER EVALUATIONS**

1. Frequency

- a. For part-time temporary faculty, the first time a course is taught by the instructor and, thereafter, at least one section per year.
- b. For full time temporary faculty, two sections each semester for the first year and two sections for each academic year thereafter.
- c. For probationary faculty, two sections (to include as many different courses as possible) each semester.
- d. For tenured faculty, one section each academic year on a rotating basis such that during a five year period, the maximum number of different courses is evaluated.

2. Faculty will use the attached department-approved form to evaluate Course Content, Instructional Design, Instructional Delivery, and Assessment Methods. The Department expects that qualitative peer evaluations will yield consistently positive remarks and constructive commentary to assist the faculty member's teaching performance.

**OVERALL**

The Department will follow the guidelines in APM 325, 327, and 328 when electing committees selected to prepare the overall evaluation of teaching.

**APPROVAL PROCESS**

Departmental policies will be submitted to the appropriate School/College Dean and to the Provost for review and approval.

Last Updated: September 7, 2011

DEPARTMENT OF COMMUNICATION PEER EVALUATION FORM

Professor Evaluated \_\_\_\_\_ Rank \_\_\_\_\_

Course \_\_\_\_\_ Term/Year \_\_\_\_\_ Date of Visitation \_\_\_\_\_

Evaluator \_\_\_\_\_ Signature \_\_\_\_\_

**Category**

**A. Course Content.** The assessment of course content shall include a review of the currency of the content of the course, the appropriateness of the level of the content, and the appropriateness of the sequencing of the content to best achieve the learning objectives of the course.

COMMENTS:

**B. Instructional Design.** The assessment of the instructional design of the course shall include a review of the learning objectives, syllabi, instructional support materials, organization of lecturers, and the use of technology appropriate to the class.

COMMENTS:

**C. Instructional Delivery.** The assessment of delivery shall include a review of oral presentation skills, written communication skills, skills using various forms of informational technology, and the ability to create an overall environment conducive to student learning.

COMMENTS:

**D. Assessment Methods.** The evaluation of assessment methods shall consist of a review of the tools, procedures, and strategies used for measuring student learning, and providing timely and meaningful feedback to students.

COMMENTS: