GOVERNANCE DOCUMENT OF THE DEPARTMENT OF MARKETING

Ivy College of Business
Iowa State University

Prepared by the Governance Document Committee Task Force

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1. Governance Documents and University Relationships

This Governance Document strives to help the Marketing Department effectively and efficiently further the Iowa State University Ivy College of Business' mission. This Governance Document is not a comprehensive set of regulations but rather a framework of rules for effective administration and operation of the Ivy College of Business Marketing Department. In cases where conflicts exist among Department, College, and University documents, the higher-level governance document prevails. The rules and regulations of higher-level documents are still in effect even if absent from the lower-level document. All content, attachments, and appendices are binding.

2. Organization of the Marketing Department

2.1. Marketing Faculty

The marketing faculty consists of all tenure-eligible professors, tenured professors, and term faculty in the department. All of the marketing faculty take part in the governance of the department and serve as an advisory body to the department chair with respect to department policies and procedures.

2.2. Departmental Organization

The department chair is responsible for the overall administration of the department. The department chair is responsible to the dean of the Ivy College of Business for seeing that policies or allocations made by him or her, or by vice provosts, provost, president, and the Board of Regents, are carried out appropriately within the department. The department chair is responsible to the college administrators for maintaining continuity and stability in the operations of the department.

The department chair's responsibilities include contributing to the enhancement of the professional stature of the department, facilitating the professional development of department personnel, and creating and maintaining services and patterns of communication that will increase productivity and strengthen the morale of the department. The department chair will discuss all major policy and procedure issues with the marketing faculty.

One or more department staff, as well as one or more graduate or undergraduate assistants, also assist in department administration. Staff members are recruited by the department chair.

3. Budget of the Department

The budget of the Marketing Department is made available for inspection by the faculty. The reported budget includes the department's resources and expenditures by categories, as well as funds received and expended in the preceding year and projected for the current year.

4. Appointment Policies and Procedures

4.1. Minimum qualifications

Every position should have minimum qualifications including educational background, professional certificates, and research and teaching records that are appropriate for the position.

4.2. Tenured and Tenure-Eligible Faculty Appointments

4.2.1 Creation of notice of vacancy and formation of the Search Committee

According to the Faculty Handbook (F.H), the chair initiates a proposal for a new appointment after consultation with the members of the department. Upon receipt of approval from the dean, the department follows university search procedures. The Search Committee will consist of a minimum of three members. Faculty may volunteer to serve in such committees.

4.2.2 Creating a job description

The Department Chair formulates a description of the job and type of person desired for the position in consultation with the faculty in the department or individuals in the department who hold a special subject matter interest in the area in which the position is located.

4.2.3. Advertising position

The Department Chair advertises the vacant position in the appropriate professional media in consultation with the University Human Resources. In all matters concerning recruiting and hiring, the department and the Search Committee will adhere to state and federal fair employment regulations and procedures consistent with ISU hiring policies and procedures.

4.2.4. Reviewing candidates

The Search Committee determines whether it is necessary to conduct an initial interview (phone interview or videoconference) to narrow down the candidate pool or to gain additional information. The Search Committee must apply the same interview structure and offer the same interview method to all candidates to ensure an equitable search.

The Search Committee proposes a short list that consists of candidates who will move forward to the interview stage. The Search Committee will then solicit input during the department meetings and a vote from the tenured or tenure-eligible marketing faculty before finalizing the short list. Term faculty shall not vote on the decisions to hire tenure-eligible or tenured faculty, who are mainly evaluated on their quality of research.

4.2.5. Interviewing candidates

Marketing faculty will have access to all application materials of the short-listed job candidates. Limited to the short list, the faculty will vote to rank-order the candidates for invitations for a formal on-campus visit. Visits will typically be in-person, but may be virtual when an in-person visit is not possible. The Search Committee will arrange the

visits with the assistance of department staff. Upon visiting the department, each candidate will typically meet with the faculty and give a research presentation. Before the visit, all marketing faculty will be invited to make an appointment to interview the candidate.

Following the visit, the faculty will be invited to comment on the candidate and to express their preferences among candidates. An anonymous vote of the tenured and tenure-eligible faculty will be held to rank-order the candidates according to their fit for the advertised position. The ballot will be advisory to the Department Chair and the Dean.

4.3 Term Faculty Appointments

As teaching needs arise, term Faculty may be hired on either a full-time basis or part-time basis. Term Faculty will be hired at the discretion of the Department Chair and the Dean, pursuant to §3.3.2 of the Faculty Handbook.

4.3 Department Chair Appointment

See Ivy College of Business Governance Document (Ivy G.D.) §8.3

5.   Evaluation and Review

5.1.   Evaluation of the Department Chair

Evaluation of the Department Chair is performed annually in accordance with the Ivy College Governance Document.

5.2.   Evaluation of the Faculty

Evaluation of term, tenured, and tenure-eligible faculty is conducted annually in accordance with the Ivy College Governance Document.

5.3.   Term Faculty Advancement & Renewal

Advancement & renewal of term faculty is conducted in accordance with the Ivy College of Business Governance Document.
In the case of advancement, a three-person term faculty advancement committee is formed from among the marketing faculty. The committee shall include at least one term faculty of higher rank than the candidate under consideration; if such a faculty member is not available within the department, one shall be selected from another department.
In the case of renewal, an ad-hoc review committee is formed to review the renewal application and report to the department chair. The review committee may be the same or different from the advancement committee. The review committee may defer the renewal decision to the department chair.

5.4. Promotion and Tenure Reviews

Promotion and tenure reviews are conducted in accordance with the Ivy College Governance Document (See Ivy G.D. §7.8).

5.4.1. Department Promotion and Tenure Committee

The primary responsibility of this committee is to review and evaluate faculty members being considered for tenure and/or promotion. The committee provides a written report evaluating the candidate's performance in the areas identified in his/her PRS and makes a recommendation to the Chair of the department. A minority report may be written, if desired. Committee members will disclose any potential conflicts of interest. Co-authorship is generally not considered a conflict of interest. The committee will recuse such members if potential conflicts arise to a significant bias in the tenure/promotion case. All recusals must be documented by the Committee. The committee also reviews and evaluates probationary faculty performance under the three-year review process.

The committee is composed of all tenured associate and full professors in the department. The department will set up another committee composed of only full professors for the case of promotion to full professor. The chairperson of the department P&T Committee is elected by the members of the committee. The Department Chair, Associate Deans, Dean, and faculty holding administrative appointments in the Provost's Office cannot serve on this committee.

5.4.2. Standards

Promotion to Associate Professor with tenure is based on an assessment of the faculty member's achievements in research and teaching scholarship. He or she should clearly demonstrate excellence in research scholarship, consistent with the PRS. In either of these scholarship areas, significant contributions as judged by external peers are necessary. The university Promotion and Tenure document also suggests that the faculty member show satisfactory institutional service. Normally, candidates for promotion to Associate Professor with tenure are expected to demonstrate excellence in research scholarship, consistent with typical initial hiring and PRS expectations. The faculty member should have both a strong academic record and demonstrate promise of further development and productivity in his or her academic career. The criteria listed in the Ivy College of Business Governance Document and the candidate's individual PRS form the basis for evaluating performance in these areas.

Promotion to Professor is granted to a faculty member who has an established and well-regarded national/international reputation for scholarship in either research or teaching. While national reputation in one of the areas is necessary, a faculty member seeking promotion to professor is also expected to demonstrate effectiveness in all areas of position responsibilities and significant institutional service is expected.

5.4.3. Procedure

All members of the department committee participate in the discussions of the candidates and vote on the candidates. Members must participate in the discussions on the candidate in order to vote on a candidate. Faculty members who are on leave, on Professional Development Assignment or away from campus during the time period of the committee's discussions, may participate via electronic means. If they are unable to participate, members may provide an assessment of the candidate, but cannot vote. The departmental representative to the college committee votes with the faculty at the department level but does not vote on candidates from the home department at the college level.

Promotion and tenure reviews are initiated by the department and consist of two separate evaluations resulting in two independent reports – one carried out by the department Promotion and Tenure Committee and the other by the Chair. The department Promotion and Tenure Committee report becomes a part of the candidate's dossier which goes to the Chair. The Chair's report is added to the dossier which is submitted to the dean.

Each dossier submitted to the Chair shall include the following materials: (1) the Departmental P&T Committee Report, (2) letters of reference from four to six external reviewers, (3) the candidate's curriculum vitae and personal statement, and (4) a Faculty Portfolio providing important and supplemental materials describing the candidate's activities and achievements in each of the four PRS areas (research, teaching, professional service, and institutional service). The College Governance Document describes the content of these materials.

Candidates in promotion and tenure cases may withdraw from consideration at any stage in the process, prior to the packet being sent to the Office of the Senior Vice President and Provost. In a mandatory tenure case, a candidate who withdraws may still serve their terminal year. In non-mandatory promotion and tenure cases, a candidate who withdraws can start the process again in a future year.

5.4.4. External Reviewers

See Ivy G.D. §7.5.

5.5. Post-Tenure Reviews

Evaluation of term, tenured, and tenure-eligible faculty is conducted in accordance with the Ivy College Governance Document.

5.6. Preliminary Reviews of Tenure-Eligible Faculty

Preliminary reviews of tenure-eligible faculty are conducted in accordance with the Ivy College Governance Document (see Ivy G.D. §7.7). Preliminary reviews are conducted by the entire department P&T committee.

6. The Department Journal List

The department will maintain a list of highly regarded outlets for scholarly research in marketing. This list shall be maintained in accordance with the Ivy College of Business Governance Document and the Marketing Journal List Document (see Appendix A). The Marketing Journal List Document is used as a guide within the College in Promotion and Tenure decisions.

7. The Department Meeting

7.1. Purpose of Meetings

The purpose of department meetings is to conduct the necessary business required of an academic department of the Ivy College of Business.

7.1.1. Chairperson

The Department Chair or a faculty member designated by the Chair shall serve as the chairperson of departmental meetings, and all meetings shall be conducted in accordance with the most recent edition of Robert's Rules of Order.

7.2. Voting Eligibility

Voting Faculty Members shall possess the right to vote, or abstain from voting, on all matters subject to rules set forth in other provisions of this governance document or related governance documents. Term Faculty shall not have voting rights regarding matters solely related to tenure-eligible faculty, e.g., journal list, research, conference travel, etc.

7.2.1. Voting Faculty Defined.

The voting faculty consists of all faculty with at least half-time appointment.

7.2.2. Non-Voting Faculty Member Defined

The term Non-Voting Faculty Member is defined as including visiting faculty members and faculty members employed on less than a half-time basis. The term Non-Voting Faculty Members would also include any visiting faculty or faculty members who do not have an expectation of reappointment.

7.3. Rights of Members on Leave

Members on leave enjoy full voting rights but must be present either in person or virtually to both hear the debate of an issue for a vote and to cast their vote regarding such issue. Voting by proxy will be allowed with advance notice to the Chair. Absent Voting Faculty Members may request in writing to the chair that an electronic vote be implemented, but it shall only be implemented at the chair's discretion.

7.4. Quorum

On matters requiring a vote, a quorum of 50% of the Voting Faculty Members shall be required as present at the faculty department meeting. When a quorum is not present at a faculty meeting, motions may be made subject to the rules of this governance document and referred to the electronic ballot where a quorum is defined as 50% or greater participation of Voting Faculty Members (responding yes, no, or abstain) for all motions.

7.5. Scheduling of Meetings & Retreats

The Department Chair shall schedule meetings by providing written notice at least two weeks in advance through email unless matters of urgency require meetings to be scheduled on shorter notice. The Department Chair shall be responsible for deciding whether the matter requiring a meeting is of an urgent nature. A faculty meeting may be scheduled upon written demand by a faculty member. The meeting shall be scheduled no later than within two weeks of such demand.

7.5.1. Meeting Frequency

Meetings shall be regularly scheduled in the frequency of no less than twice per semester and no more than twice per month, unless extenuating circumstances arise.

7.5.2. Meeting Agenda

The meeting agenda shall be sent to all faculty members two business days in advance of a meeting. Faculty members may request an addition to the agenda, but such request will be subject to the Department Chair's approval. If the Department Chair declines to add the item to the agenda, the Faculty member who proposed it can make a motion at the current meeting to have the item added to a subsequent meeting agenda.

7.5.3. Meeting Administration.

7.5.3.1. Rules of Order.

Meetings shall generally follow Roberts Rules of Procedures, unless specified otherwise in this document.

7.5.3.2.   Items Requiring a Faculty Vote

Items that *require* voting faculty *review and action* include, but are not limited to, the following: degree programs; curriculum requirements and content; department objectives, academic standards and procedures; departmental mission, planning and governance statements; departmental policies and procedures of faculty appointment, re-appointment, advancement, promotion and tenure. A faculty vote shall also be required when a motion is made to require such a vote and a second is registered.

7.5.3.3.   Items Presented for Vote

Items that *require* voting faculty action shall be presented and put on the floor for discussion and vote at the same meeting unless at least two voting faculty members object and request voting to be postponed until the next meeting to allow ample time for review. At the discretion of the Chair or by a request of any voting faculty during the meeting, an anonymous vote may be conducted electronically following the meeting.

7.5.3.4.   Items Not Requiring a Vote

The departmental faculty meeting shall also serve as the forum for faculty members to initiate discussion on any subject deemed to be in the interest of the department.

7.5.3.5.   Process for Motions

Motions to be brought before the voting faculty may be made by the Chair, committees/task force of the department, or any member of the voting faculty. Motions are required to be seconded for further consideration unless brought forth by the respective committee/task force chair.

7.5.4. Annual Retreat

The Department Chair shall schedule an annual retreat prior to the start of the new academic year by providing written notice at least two weeks in advance through email unless matters of urgency require the retreat to be scheduled on shorter notice or at a different time.

7.6. Majority Rule

A simple majority of non-abstaining voters is needed to pass a measure.

7.7. Procedure If Chair Cannot Attend a Meeting

If the Department Chair cannot attend a meeting, the Department Chair may assign someone to chair the meeting in his/her absence.

7.8. Voting by the Chair

The duty of the Chair to chair Department meetings shall not be construed as a bar to participation in the discussion or voting as the chair enjoys the right to engage in both. In addition, the Chair shall count as one person in determining whether there is a quorum.

7.9. Record-keeping

There shall be notes taken at each meeting by the administrative assistant or a faculty member. The notes shall include major items of discussion as well as a roll call of who was present. Minutes taken at a meeting must be circulated with the agenda for the next meeting. Once approved, notes or recordings will be placed in CyBox.

8. Department Committees

8.1. Formation and Disbandment of Standing Committees

Part of the Department's work is carried out by the committees. Unless otherwise noted, standing committees will be appointed by the Department Chair in connection with a number of continuing or recurrent activities in which faculty consultation and cooperation are important. The Department Chair will make a reasonable effort to maintain an equitable assignment of committee work to faculty members. The Department Chair will announce the departmental committee appointments before the start of each academic year.

Disbandment of a standing committee requires voting faculty approval.

8.2. Ad Hoc Committees (Task Forces)

Ad Hoc Committees (Task Forces) may be formed to address pressing or short-term issues. Members of the Ad hoc Committee may volunteer or they will be appointed by the Department Chair. The Ad Hoc Committee is disbanded after its charge is complete.

8.3. Meeting Frequency

Meeting frequency will be at the discretion of the chair of the respective committee or task force.

8.4. Committee and Task Force Record-Keeping

Committees and Task Forces are encouraged to maintain notes of each meeting. The notes should be saved on CyBox at the end of each academic semester. When the committee's task is completed, the committee will present the report of their work to the department chair and the marketing faculty for further evaluation.

8.5. Voting in Committees

All members of committees are voting members of those committees.

8.6. Standing Committees

The marketing department has the following standing committees:

8.6.1. Speaker Series Committee

The composition and responsibilities of this committee are outlined in the Governing Document for the Committee of the Ivy Marketing Colloquium Distinguished Speaker Series (see Appendix B).

8.6.2. Promotion and Tenure Committee

The roles and responsibilities of the members of the Promotion and Tenure Committee are outlined in the Ivy College of Business Governance Document. Section 5.4 contains further details on the composition and responsibilities of the department Promotion and Tenure Committee.

9. Curriculum and Courses

9.1. Changes to the Curriculum

9.1.1. Proposal for New Courses

Any faculty member may propose a new course. The faculty may review proposed courses and state their opinion of the proposal to the Chair. After considering faculty input, the Chair will assign faculty responsible for the delivery of a newly created course.

9.1.2. Assessment of Existing Courses

Course coordinators or individual faculty, whether volunteered or assigned by the Department Chair, will be responsible for gathering learning outcomes assessment data in their courses and reporting it.

9.2. Course Assignment and Scheduling

The Department Chair will assign courses to the faculty and manage course scheduling to best accommodate individual faculty requests while operating within the constraints of the Department (such as the number of sections allowed, or the number of individuals able to teach a particular course).

10. Professional Development and Other Faculty Support

10.1. Funding

Department Chair announces guidelines for professional development expenditures at the start of each academic year. Associated professional development funds can be used for covering submission fees and/or professional organization dues, attending research, teaching and/or professional conferences, purchasing of specialized software, data, copy-editing services, etc. The professional development funds are allocated at the discretion of the Chair.

10.2. Research and Teaching Assistants

In order to best match faculty needs with teaching and research assistants' skills and experiences, faculty wishing to request teaching or research assistants must notify the Chair no later than one week before the start of each academic semester. The Department Chair will consider requests made after this date, but cannot guarantee accommodation. The department chair shall assign teaching and research assistants to the faculty within the constraints of the budget available for teaching and research assistantships. The faculty are encouraged to utilize the University Undergraduate Research Assistant (URA) program to supplement their research needs.

10.3. Grants

The faculty are encouraged to apply for college, university, and external grants to cover the costs of international travel, data, software, and/or copy-editing services.

10.4. Subjects Pool

Faculty may recruit undergraduate students for IRB-approved research projects using the Marketing Subjects Pool. A tenured or tenure-eligible faculty member serves as the Subjects Pool Coordinator and coordinates with the instructors of the classes in which students participate in research for credit. The Coordinator will be provided with an undergraduate student assistant to aid in administering the Subjects Pool.
Faculty intending to collect data via the subjects pool in a given semester should contact the Coordinator before the start of that semester, by the date specified for that semester, with all of the information requested by the Coordinator. Requests submitted at a later date will be considered pending availability of subjects. Additional details may be found in the MKT 340 Research Guide provided each semester by the Subjects Pool Coordinator.

10.5. Speaker Series

The Ivy Marketing Colloquium Speaker Series provides faculty an opportunity to learn about cutting-edge research and engage with distinguished faculty from world-renowned universities. These opportunities will be planned by the Committee for the Ivy Marketing

Colloquium Distinguished Speaker Series, in accordance with the Governing Document of that committee. PhD students are expected to attend the speaker series colloquium and other department events related to research.

11.   Appeals and Grievance Procedures

The marketing faculty follows the Faculty Handbook policies on Appeals and Grievances Procedures.

12.   Amendment to the Governance Document

This document, "Governance Document of the Department of Marketing, Iowa State University," may only be amended if both of the following conditions are met:

a. The proposed amendment is approved by a majority vote at a duly called regular or special meeting of marketing faculty during the fall or spring semester of the academic year. Faculty can vote on items remotely during the summer.
b. The text of the proposed amendment is distributed to the marketing faculty at least seven days before such meeting.