2.6.   Must show commitment to the department, College, and University by continued participation in unit activities

2.7.   Must participate in extension activities

3   Associate Professor

3.1.   Must have a PhD or equivalent terminal degree[11]

3.2.   Must maintain excellent teaching record

3.3.   Must sustain intellectual productivity by continued publication in reputable refereed academic or literary venues or the equivalent creative work in the visual and performing arts

3.4.   Must be actively involved in thesis/dissertation advising

3.5.   Must mentor younger faculty in both teaching and research

3.6.   Must develop a culture of research not only by advising graduate students and mentoring younger faculty, but also by bringing them into research projects and helping them publish

3.7.   Must demonstrate commitment to the University by membership and participation in department/College/University committees when and where possible

3.8.   Must actively engage in extension work

4   Professor

4.1.   Must have a PhD or equivalent terminal degree

4.2.   Must maintain excellent teaching record, as evidenced by innovative approaches to teaching the discipline and a generally accepted reputation for stimulating student interest in learning

4.3.   Must maintain an active publishing career or the equivalent measure of creative output in the arts; must strive for peak research or creative output

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[11]   In exceptional cases, the expectation of a PhD for the ranks of Associate and full Professor may be substituted by a superior record of publicly available scholarly or creative work.

4.4.   Must develop a culture of excellence in teaching, research, and service by being a role model and mentor, and by prodding the unit to continuously strive for higher levels of achievement

4.5.   Must exercise leadership in the profession and bring honor to the University

4.6.   Must maintain active involvement in department/College/University committees and activities

4.7.   Must take active part in extension work or perform well as an administrator