February 16, 2012

TO: Deans, Directors, and Department Chairs

FROM: Phil Hanlon  
Provost and Executive Vice President for Academic Affairs

SUBJECT: Recognition of entrepreneurial, creative, and outreach activities

I encourage you to give full recognition, both in evaluating tenure and promotion cases and in considering faculty annual activities reports, to the broad range of entrepreneurial, outreach, and creative activities in which faculty engage. These activities may enhance any of the criteria on which faculty are measured – teaching, research, and service. They may include involvement with other sectors of a sort that has not traditionally been considered in faculty evaluations, or they may include creative activity that does not take the form of traditional scholarship. Examples are:

- creating service learning and action-based learning opportunities for students,
- creating new instructional methods,
- engaging in community-based research,
- engaging in research funded by industrial, non-profit, or other non-federal or foundation sources,
- creating a start-up company that enhances the broader scholarly, public service, or health care missions of the University,
- engaging in creative performance,
- creating new or enhanced practices, products, or services,
- working with the Office of Technology Transfer to patent or license an invention,
- encouraging and instructing students in entrepreneurial and public service activities,
- developing collaborative approaches to solving complex world problems.

Such activities strengthen the University and should be considered as contributions worthy of consideration, both at times of tenure and promotion and on an annual basis.

Thank you.

PJH/CBW/lpb

cc: Steve Forrest  
    Lori Pierce  
    Chris Whitman