

**Laurie K. McCauley** • Provost and Executive Vice President for Academic Affairs

**Memorandum**

TO: Academic Program Group  
Research Unit Directors

FROM: Laurie K. McCauley 

DATE: June 22, 2026

RE: Faculty Evaluation: Recognition of Entrepreneurial, Creative, and Outreach Activities

One of our most important responsibilities is the evaluation of faculty colleagues for promotion and tenure and as part of annual activity reporting. When carrying out this responsibility, I encourage you to give full recognition 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, including public and private organizations, that have not traditionally been considered in faculty evaluations, or they may include creative activity that does not take the form of traditional scholarship.

Examples include:

- creating service learning and action-based learning opportunities for students
- creating new instructional methods
- conducting community-based or engaged research
- conducting research funded by industrial, nonprofit, 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
- pursuing creative performance
- creating new or enhanced practices, products, or services
- working to patent or license an invention
- advising and instructing students in entrepreneurial and public service activities
- developing collaborative approaches to solving complex world problems
- engaging with policymakers or other external groups to advance policy

Activities like these strengthen the university and should be considered as contributions worthy of consideration, both at times of promotion and tenure and on an annual basis.

LKM/SBB/CRF/daw/alm

cc: Sara Blair, Vice Provost for Academic and Faculty Affairs & Arts and Humanities  
James Burkel, Associate Vice Provost for Academic and Faculty Affairs

Nancy Calvin-Naylor, Assistant Vice Provost for Academic and Faculty Affairs  
Christopher Friese, Vice Provost for Academic and Faculty Affairs  
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