



VALUING INNOVATION & ENTREPRENEURSHIP (I&E) IMPACT FOR FACULTY PROMOTION & TENURE (P&T)

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What is the Promotion & Tenure Innovation & Entrepreneurship (PTIE) effort all about?

- Created through a grant from the National Science Foundation (CNS-1936073).
- Focuses on the inclusive recognition of I&E impact by faculty.
- Coalition-based approach involving over 65 universities.
 - Identify best practices, suggested language, metrics and process reform for evaluation of faculty promotion cases containing I&E impact.
 - Support concurrent efforts for reform in other areas of promotion & advancement and address bias within the process.
 - Created detailed set of PTIE recommendations collaboratively.



Oregon State
University

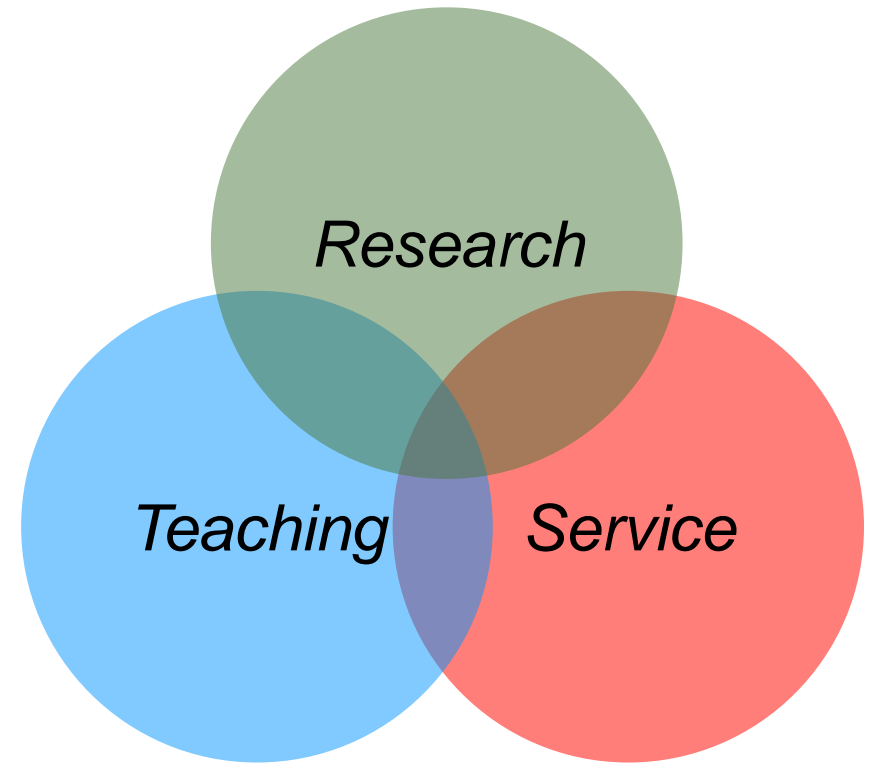


Intent of this Effort

What it is not	Intent
✗ This effort does not seek to make I&E a required component for faculty or dilute (or raise) the requirements for advancement.	✓ The intent is to broaden the bar of promotion and tenure to be more inclusive of faculty not fully valued under the current paradigm.
✗ This effort does not seek to reduce or remove the importance of basic research in any way.	✓ The intent is to provide equal representation for other areas of scholarship not currently valued fully in the current paradigm.
✗ This effort is not seeking to make faculty into business people.	✓ The intent is to support faculty who have desire to seek impacts beyond the publication/grant paradigm.
✗ This effort is not supportive of justifying a focus on I&E as a money-making mechanism.	✓ This intent is to be an essential component of realizing the institution's mission to society .

Breadth of I&E Impact

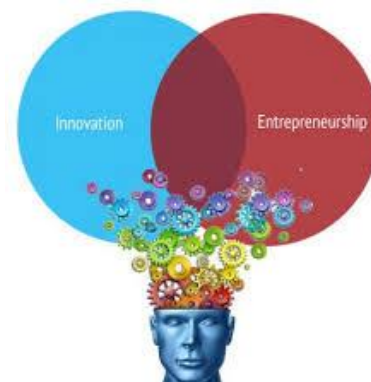
- I&E-impact can occur in **all** areas – not just research
- PTIE recommendations focus in valuing I&E within each all three areas
- PTIE embraces a broad interpretation of I&E to ensure that the effort is inclusive across the institution and academic disciplines, including the arts and humanities.



Supporting the Pursuit of Knowledge



Pursuit of knowledge is a core value of universities.



I&E-informed research should be valued the same as other areas.



This freedom enables discovery.



Current paradigm for I&E **retards** (not protects) the pursuit of knowledge.

Publications on PTIE Work

- PTIE Recommendations: “Expanding Promotion and Tenure Guidelines to Inclusively Recognize Innovation and Entrepreneurial Impact.” (<https://ir.library.oregonstate.edu/concern/defaults/jw827k251>)
- Carter, R. G.; Mundorff, K.; Risien, J.; Bouwma-Gearhart, J.; Bratsch-Prince, D.; Brown, S. A.; Campbell, A. L.; Hartman, J. C.; Hasemann, C. A.; Hollenbeck, P. J.; Lupiani, B.; McCarty, O. J. T.; McClure, I. D.; Mealey, K.; Mimura, C.; Romero, A. J.; Sztajn, P.; Van Egeren, L. "Innovation, entrepreneurship, promotion, and tenure." *Science* **2021**, 373, 1312-1314 (**DOI:** 10.1126/science.abj2098).
- Bouwma-Gearhart, J.; Lenhart, C.; Carter, R.; Mundorff, K.; Cho, H.; Knoch, J. Inclusively Recognizing Faculty Innovation and Entrepreneurship Impact within Promotion and Tenure Considerations. *J. Open Innov. Technol. Mark. Complex.* **2021**, 7, 182 (**DOI:** 10.3390/joitmc7030182)
- Bouwma-Gearhart, J.; Carter, R. Mundorff, K. "A Call For Promoting Faculty Innovation and Entrepreneurship." *Change* **2021**, 53 (2), 18-24 (**DOI:** 10.1080/00091383.2021.1883973)

Significant additional content is available on the ptie.org website

1. University-Wide Language



*Institution-specific language
that cites the mission
statement and/or stated
university priority*

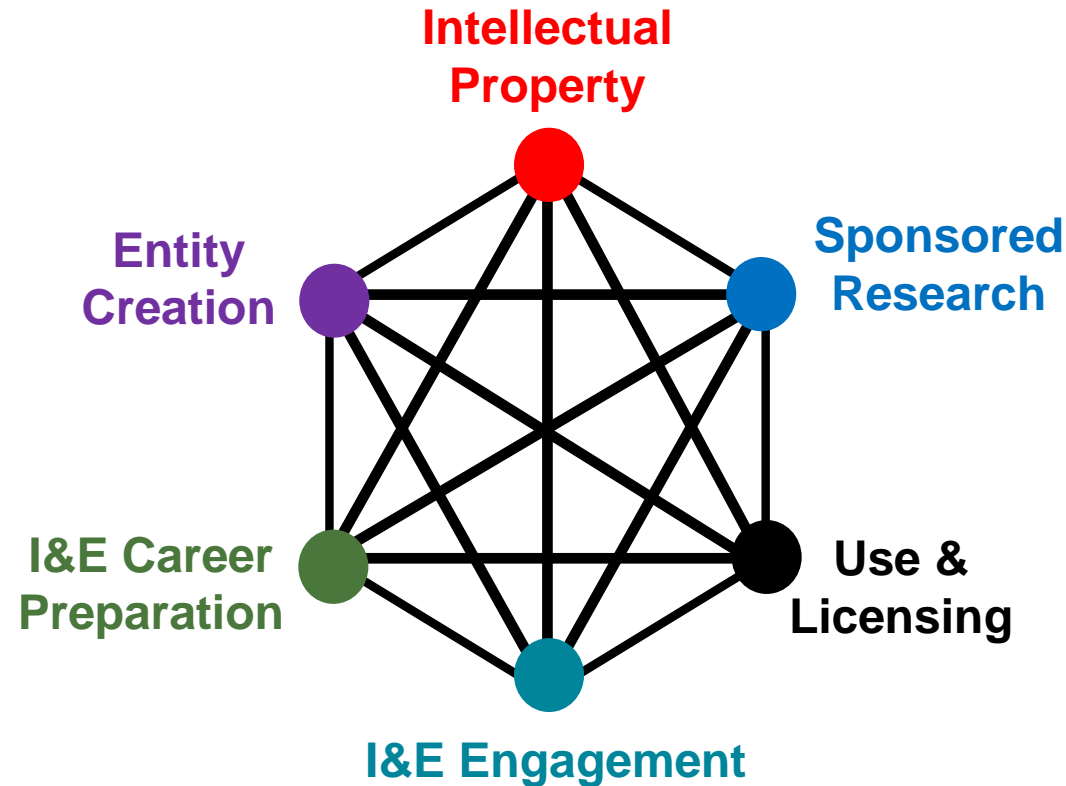


*Link those priorities to the
evaluation process*



*Connect faculty member
contributions to broader
societal impacts*

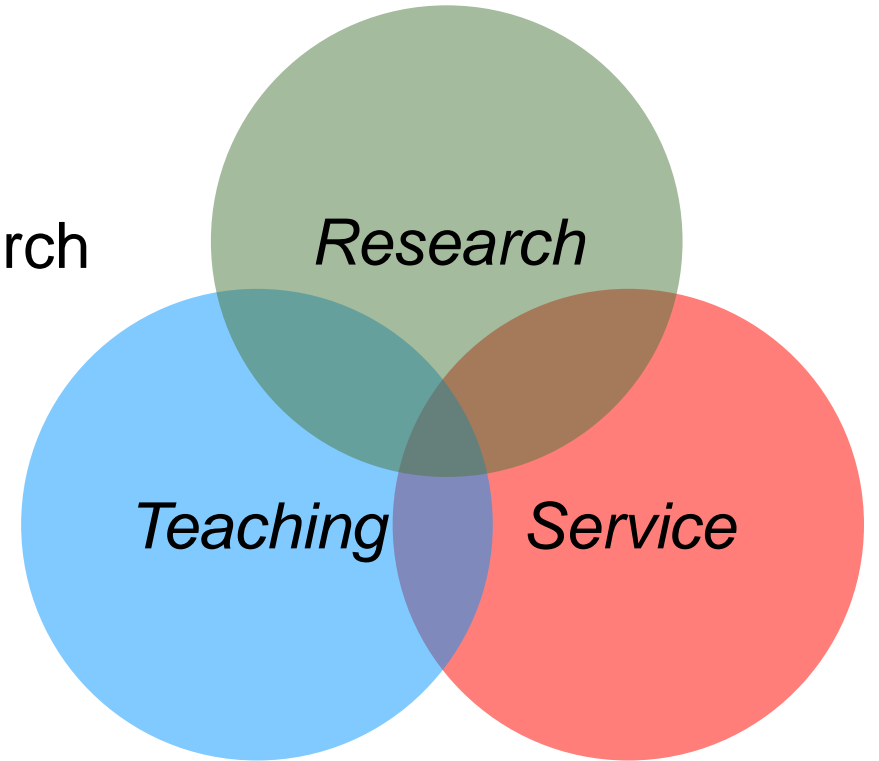
2. I&E Metrics in Teaching, Research & Service



*Collection of metrics
should be used as
indicator data for
narrative thesis of
impact*

3. I&E Text for Evaluation Criterion

- I&E-impact can occur in **all** areas – not just research
- PTIE recommended providing category-specific language and structure that can be utilized as appropriate within P&T guidelines



4. Process Reforms



Changing P&T guidelines
alone will **not** change
university culture



Also address
P&T practices



Align with other efforts
to advance change in
promotion &
advancement

Core Recommendations

URL: <https://ptie.org/ptie-recommendations/>

1. **University-Wide Language** directly linking the evaluation of faculty to institutional mission, values & goals in the university P&T guidelines and additional levels at the institution (e.g., college, school, department).
2. **I&E Metrics** to serve as indicator data to be used in a narrative thesis of impact. Metrics are grouped into six sub-categories: (a) intellectual property, (b) sponsored research, (c) use & licensing, (d) entity creation, (e) I&E career preparation and (f) I&E engagement.
3. **I&E Text for Evaluation Criterion** to be incorporated into the (a) research (scholarship & creative activity), (b) teaching & advising and (c) service categories found in university P&T guidelines.
4. **Process Changes** for supporting systemic culture change, improving transparency and addressing bias (e.g., directions for personal statement, external reviewer resource and guidance, involvement of P&T process consultants, expanded training, reframing & importance of DEI).

These core elements are also intended to provide a framework for concurrent efforts to reimagine other areas of scholarship in promotion and advancement.

Questions?

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