<table>
<thead>
<tr>
<th>SUPERIOR</th>
<th>OUTSTANDING</th>
<th>SATISFACTORY</th>
<th>UNSATISFACTORY</th>
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</thead>
</table>
| 1. Editorial Activities  
-Edits national professional journal or media  
-Edits book or media | -Serves on editorial board of professional journal or media  
-Edits regional/state journal or media | -Reviews occasionally for journals  
-Serves on editorial board of regional/state journal | -Shows little or no involvement in editorial activities |
| 2. Writing and Publishing  
-Publishes in national refereed journal or media  
-Writes a book or creates media  
-Receives national/regional writing or production award  
-Author technical report of national scope | -Receives state/local award for writing or production  
-Publishes in a regional/state journal or media  
-Writes a chapter in a book or produces a media segment  
-Edits professional newsletter  
-Author technical report of regional/state scope  
-Contracts to write a book or produce media | -Writes book or media reviews  
-Writes for local publication such as newspaper, editorials  
-Meets standards for graduate faculty | -Is inactive in writing and publishing |
| 3. Presentations at professional meetings  
-Presents papers or media at national conference (refereed)  
-Invited as speaker at national professional conference | -Presents paper or media at regional/state conference (refereed)  
-Presents keynote at regional/state professional conferences | -Presents professional speech or media seminar locally or within region (non-refereed) | -Is inactive in presenting |
| 4. Grants or contracts  
-Receives large external grant or contract (approximately $50,000 or more) | -Receives moderate grant or contract (approximately $5,000 to $50,000) | -Receives grant or contract (under $5,000) or grant submitted but not funded | -Is inactive in grant writing |
| 5. Mentoring  
-Publishes collaborative projects in refereed national journals (co-authored)  
-Makes collaborative presentations at national level  
-Supervises student publications for national journal  
-Supervises student presentations at national level | -Mentors colleagues in teaching  
-Publishes collaborative presentations at state and regional meetings  
-Supervises student publications in state or non-refereed journals  
-Supervises student presentations at state or regional level | -Encourages students and colleagues to submit projects for publication  
-Encourages students and colleagues to present work | -Inactive |
| 6. Integration  
-Integrates research in innovative ways | | | |