

**College of Business and Economics, CSU East Bay**  
**Faculty Standards for Professional Qualification**

**Preamble:** We the faculty of the College of Business and Economics (CBE) at California State University, East Bay (CSUEB) agree that AACSB accreditation is important to the success of our College. The AACSB accreditation standards state the need for schools to demonstrate that faculty are current in their field of teaching. The AACSB standards place significant importance on the responsibility of ALL faculty members to maintain their intellectual capital to support the mission of the college:

“All faculty members are expected to demonstrate activities that maintain the currency and relevance of their instruction.”

The AACSB emphasis on the need for currency in the teaching field is consistent with the CSU Collective Bargaining Agreement (CBA) Article 20.1, which provides in pertinent part that:

“[r]esearch, scholarship, and creative activity in the faculty member’s field of expertise are essential to effective teaching....The professional responsibilities of faculty members includes research, scholarship and creative activity...which contribute to their currency.”

The importance of currency in the teaching field is also consistent with the CSU East Bay University Policy on Periodic Evaluation of Temporary Faculty (AS-2550-01/FA (Rev.)), which provides in part that:

“The evaluation of instructional performance shall include an evaluation of the temporary faculty member’s currency in the field. Evidence of currency includes, but is not limited to professional activities, instructional material, or incorporation of technology.”

In light of these policies, the CBE faculty have adopted the following standards, consistent with CSUEB policies for non-tenure track faculty, to meet their professional responsibilities in maintaining currency in their teaching.

As a faculty body within CBE, we acknowledge that having a Professionally Qualified (PQ) faculty is our collective responsibility. We expect that non-tenure track faculty in CBE who are not otherwise academically qualified (AQ), will contribute to the accomplishment of the College’s AACSB accreditation by being professionally qualified (PQ). Furthermore, we expect that Deans and Associate Deans will contribute to the accomplishment of the College’s AACSB accreditation by being AQ or PQ.

**I. Background.** “The central tenet of the [AACSB] standards remains that all faculty, AQ, PQ and other, are critical in supporting high quality academic programs, continuous improvement, and high quality graduates.” AACSB Standard 10 describes the PQ faculty member as follows:

“Both relevant academic preparation and relevant professional experience will be required to establish a faculty member as professionally qualified. Normally, the academic preparation should consist of a master’s degree in a field related to the area of

the teaching assignment. Normally, the professional experience should be relevant to the faculty member's teaching assignment, significant in duration and level of responsibility, and current at the time of hiring."

Standard 10 also requires that schools provide "information on academic and professional qualifications for each faculty member". In all cases, programs need clear criteria and additional guidelines for: (1) determining PQ status at the time of hiring; and (2) developing performance expectations adequate to maintain PQ status. This document satisfies the AACSB mandate to establish PQ criteria and guidelines for CSU East Bay CBE.

## **II. CBE Criteria and Guidelines for PQ Status**

### **A. In order to be PQ, a CBE faculty member must meet *each* of the following three conditions:**

- 1. Degree.** Unless otherwise expressly approved by the Dean of CBE, possess at least a masters degree (or equivalent qualification) in a discipline or field related to the area of teaching responsibilities.
- 2. Professional Experience.** Have professional experience at the time of hiring that is significant in duration and level of responsibility and consistent with the area of teaching responsibilities as explained in Article II, Part B.
- 3. Currency and Relevance.** Engage in continuous development activities that demonstrate the maintenance of intellectual capital (or currency in the teaching field) consistent with the teaching responsibilities as explained in Article II, Parts C and D.

### **B. Level of Professional Experience Required at the Time of Hiring**

- 1.** Professional experience at the time of hiring must be significant in duration and level of responsibility and consistent with the area of teaching responsibilities. A faculty candidate with a master's degree in accounting and 1-2 years of experience in a CPA firm as a junior accountant, for example, would not have sufficient experience to be classified as PQ in any circumstance.
- 2.** As the expectations in terms of teaching assignments and other contributions increase, the quality, complexity and length of the professional experience of the PQ faculty must also increase. The amount of experience required for someone who will teach at the introductory level is less than the experience that would be expected of a faculty member who is to teach an advanced class for senior students or a graduate course.
- 3.** As a general guide, the professional experience should be significant enough to provide the PQ faculty member the intellectual capital that is reasonably equivalent to that of an AQ faculty who would be assigned to teach the same course(s).

### **C. Types of Development Activities That Are Sufficient to Sustain Status as PQ**

1. To sustain PQ status, a variety of development activities are appropriate to enable the individual faculty member to maintain his or her intellectual capital. These include, but are not limited to:
  - a. conducting an active consulting practice of significance and duration;
  - b. creating and/or delivering highly successful executive education programs;
  - c. serving on one or more board of directors;
  - d. undertaking appropriate significant professional development activities, including obtaining or renewing the appropriate professional certification;
  - e. continuing in an active role of significance in a business enterprise;
  - f. publication in high quality journals or books.
2. All activities should be consistent with the business school mission and the teaching field.
3. The level and amount of development required depends on the level of teaching responsibilities. **Again, the concept of maintaining sufficient intellectual capital that is reasonable comparable to that expected of AQ faculty members applies.**

- D. CBE Minimum Quantity and Frequency Standards For Maintenance of Intellectual Capital To Be PQ.** Assuming satisfaction of the original degree and professional experience components in Article II, Part A, 1 and 2, a faculty member in the CSU East Bay College of Business and Economics will be considered professionally qualified (PQ) provided that every year over the past 5 years, the faculty member engages in at least 1 development activity listed in Article II, Part C, 1 a - f above or a development activity comparable to those specified activities.
- E. Process.** The CBE Committee on Faculty Affairs will develop a single page sheet that faculty will use to document their PQ status. Each year, by February 1, the Department will forward to the CBE Committee on Faculty Affairs each faculty member's PQ sheet for the prior calendar year. It will be the responsibility of the CBE Committee on Faculty Affairs to ensure uniform application of the CBE PQ standards across departments and disciplines and to resolve disputes between faculty and Department decisions.

### **III. Procedure For Changing PQ Standards**

Amendments to this PQ document must be accomplished by following the same procedure and voting required for a CBE Bylaws amendment under CBE Bylaws Article XIII (Sections 1 through 3).