2. Evaluation of Scholarship or Creative Activities

This process involves a comprehensive review of the faculty member's scholarly or creative contributions. These contributions are typically evaluated based on the following criteria:

1. Originality and Innovation: The extent to which the faculty member's work introduces new ideas, methodologies, or approaches.
2. Impact: The influence of the work on the field, including citations, media coverage, and adoption by other researchers.
3. Quality: The technical excellence and methodological rigor of the work.
4. Peer Review: Opinions from other experts in the field.

Evaluation panels, consisting of peers and other experts, consider these factors to make a recommendation on the faculty member's scholarly or creative contributions.