ABSTRACT

The title for this special session comes from a recent memo from a dean of a business school to his faculty concerning the AQ/PQ status of the school’s faculty. He stated, “We must strengthen our definitions and assessment of AQ and PQ, and develop a plan to rehabilitate faculty who are neither AQ nor PQ.” At first glance, the term rehabilitate seemed a little out of place, but the more we thought about it, the more it dawned on us that there are a number of ways to view this issue of getting the faculty to “maintain preparation for current teaching responsibilities.”

First, the panelists introduced the topic and discussed the unique opportunities and challenges AQ/PQ presents for marketing faculty, compared to those faculty members from other departments. The topic was then discussed from a criminal justice point of view where those convicted of crimes are assessed to see if they can be rehabilitated, and if so, what program they should be placed in. Next the panel discussed motivational approaches to encourage faculty members to take responsibility for this requirement. In addition, the PQ qualifications and how faculty members might become professionally qualified with the help of the department and/or college were addressed. The panel then presented new techniques and opportunities to produce intellectual contributions.

The roles that the college administration should or could play to facilitate the appropriate continuous development activities needed by faculty members to become academically or professionally qualified were presented. The issue was then discussed from a faculty resistance-to-change perspective. Finally, the topic was discussed from a restoration perspective, and the panel summarized the session, leaving time for discussion and debate.