

# Promotion Strategies, Hacks, and Updates

Hugh Silk, MD, Tracy Kedian, MD,  
Lisa S. Gussak, MD, Philip Day, PhD



# Objectives

At the conclusion of this presentation participants will be able to:

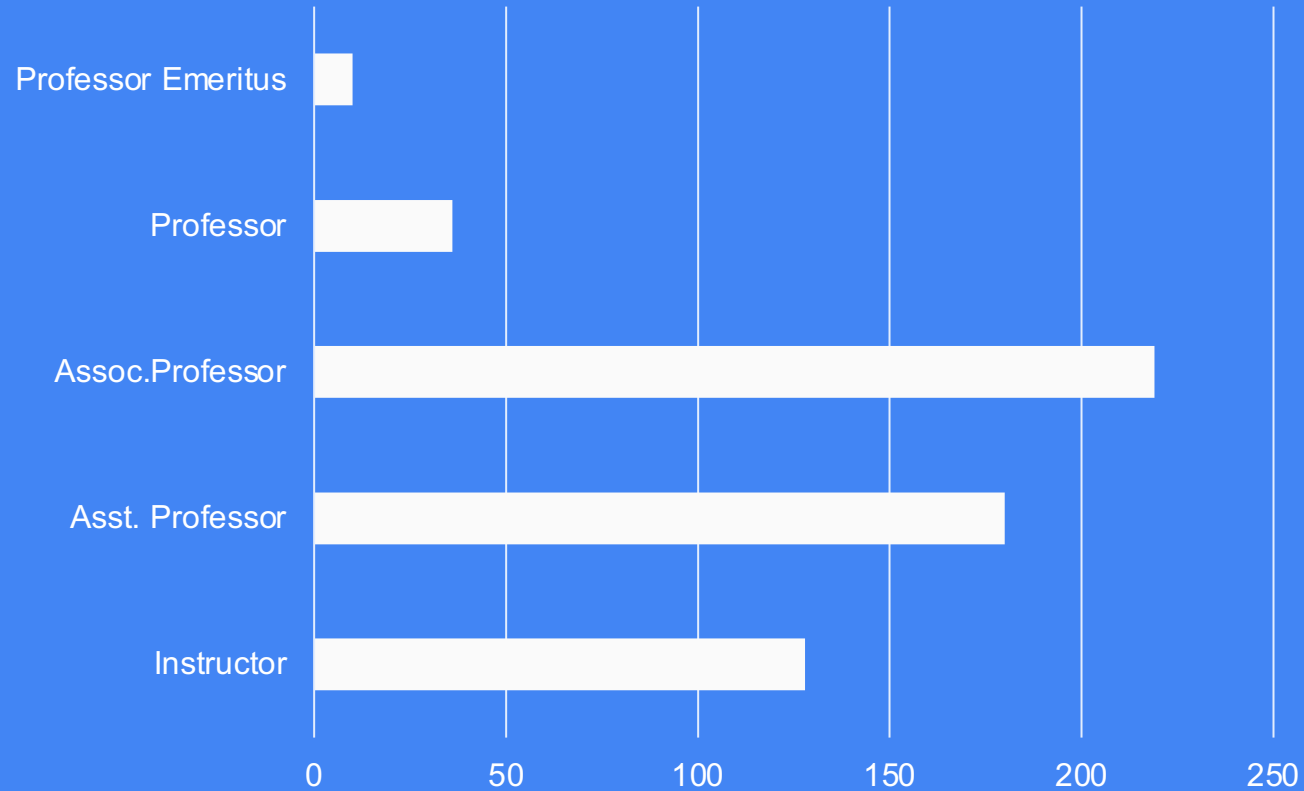
- Identify strategies to track academic activities and evaluations in one's resume, Tuesday Talk, folders, and the annual review document.
- Understand the promotion process at UMass Chan for all levels including what is needed for the process.
- Utilize resources and personnel in the department to prepare a UMass Chan resume, discuss promotion strategies, and help with letter writers.

# Presentation

- Brief overview of promotion process
- Getting specific about promotion
- Tips, hacks, and strategies for tracking your work
- Resources
- Discussion

# Faculty

FMCH Faculty By Appointment



Professor Emeritus/a	10
Professor	36
Assoc. Professor	219
Asst. Professor	180
Instructor	128
<b>TOTAL:</b>	<b>573</b>

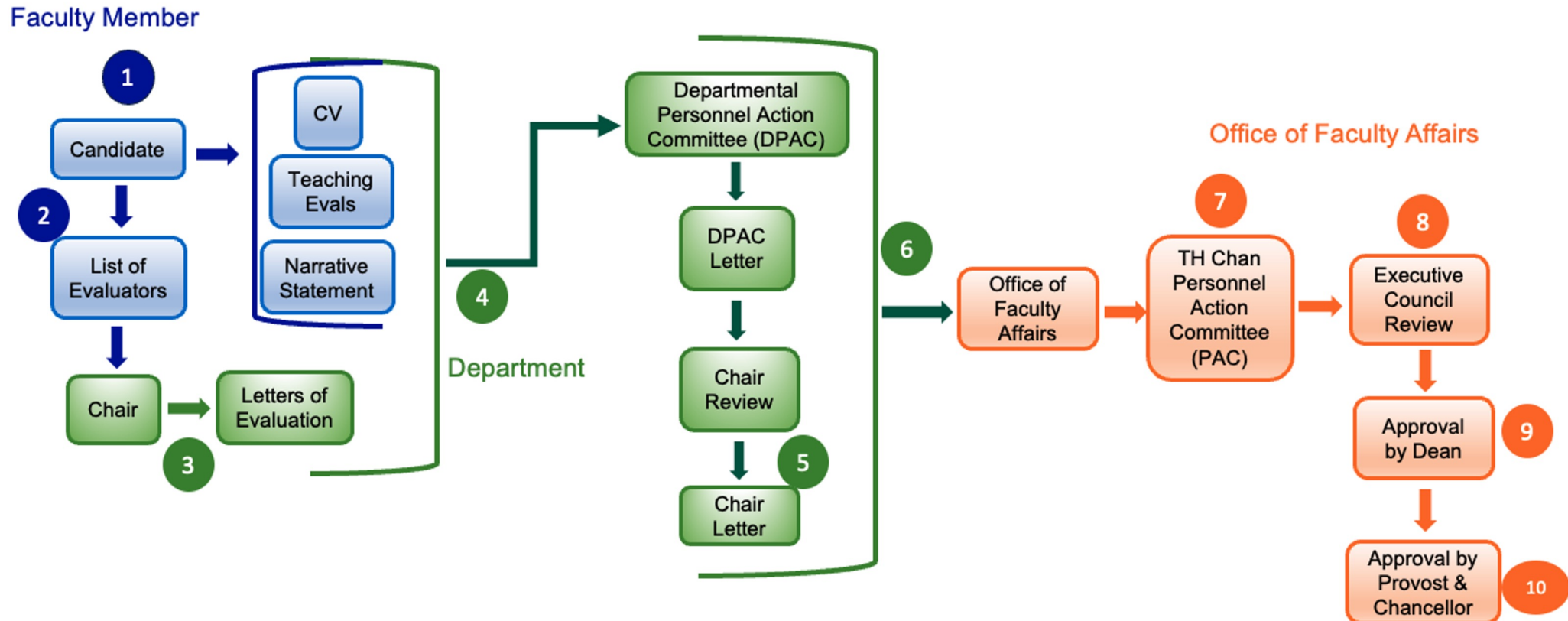
# Recent Promotions

Glaser, MD, MBA	Jay	Assistant Professor	Umass HealthAlliance	4/16/2024
Gracey, MD	Kristina	Associate Professor	Barre FHC	2/21/2024
Mullin, PhD	Daniel	Professor	Barre/CIPC	1/16/2024
Pivovarova, PhD	Ekaterina	Associate Professor	Fam Med Research	3/20/2024
Garcia, MD	Erik	Associate Professor	Benedict Fam Medicine	10/18/2023
Carter-Henry, MD	Stephanie	Associate Professor	HFHC	6/23/2023
Lauer, PhD	Emily	Associate Professor	CDDER	6/23/2023

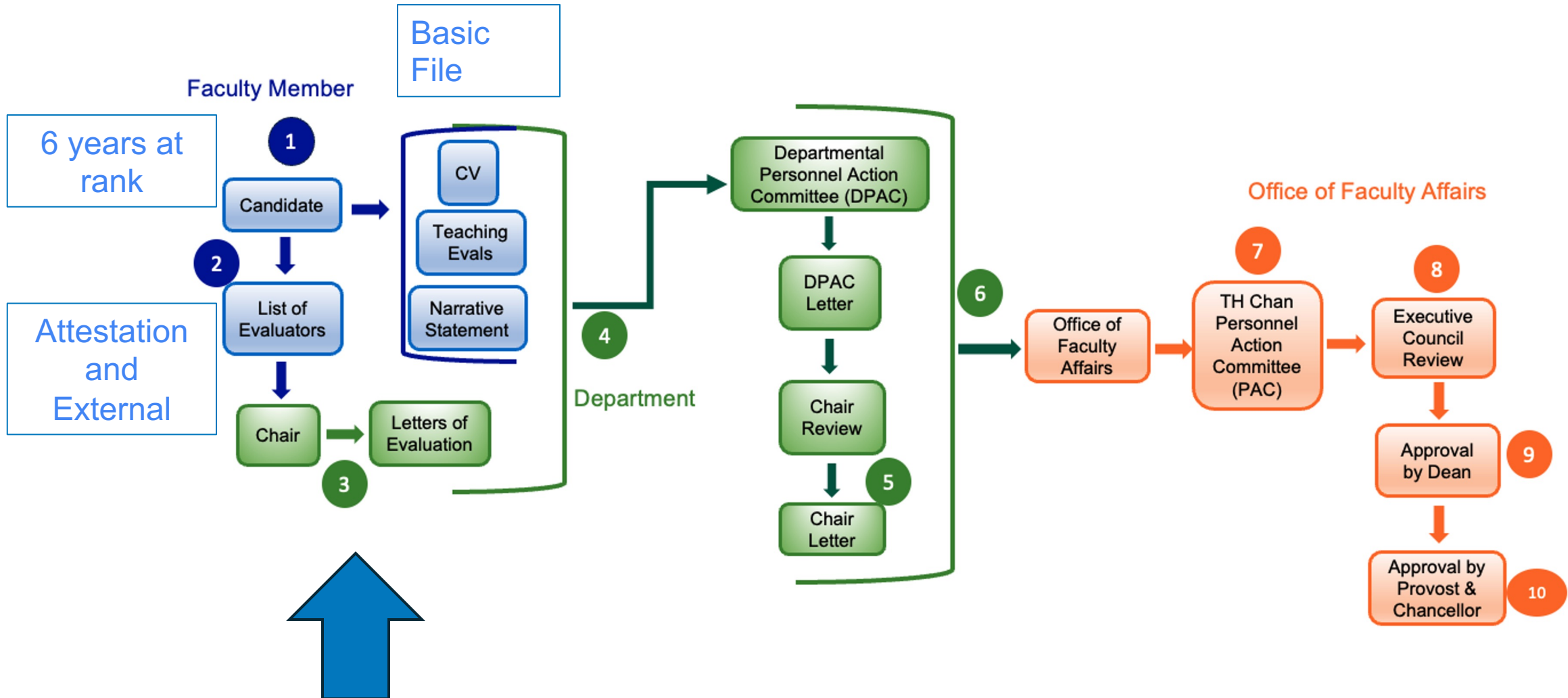
# Overview of Promotion Process

- Different levels and criteria per rank
- Think:
  - Assistant = local presence
  - Associate = regional/state
  - Professor = national presence

# Flowchart from SOM Site

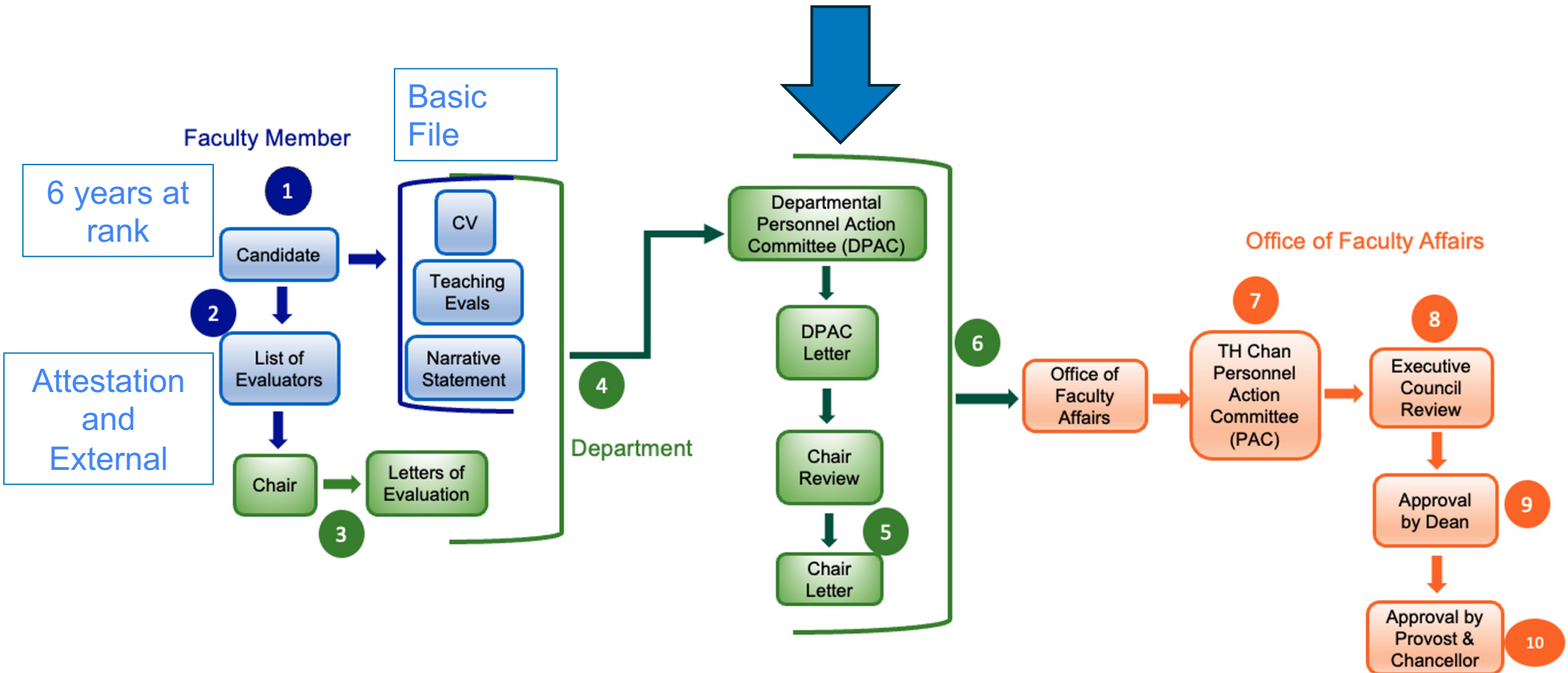


# Flowchart from SOM Site

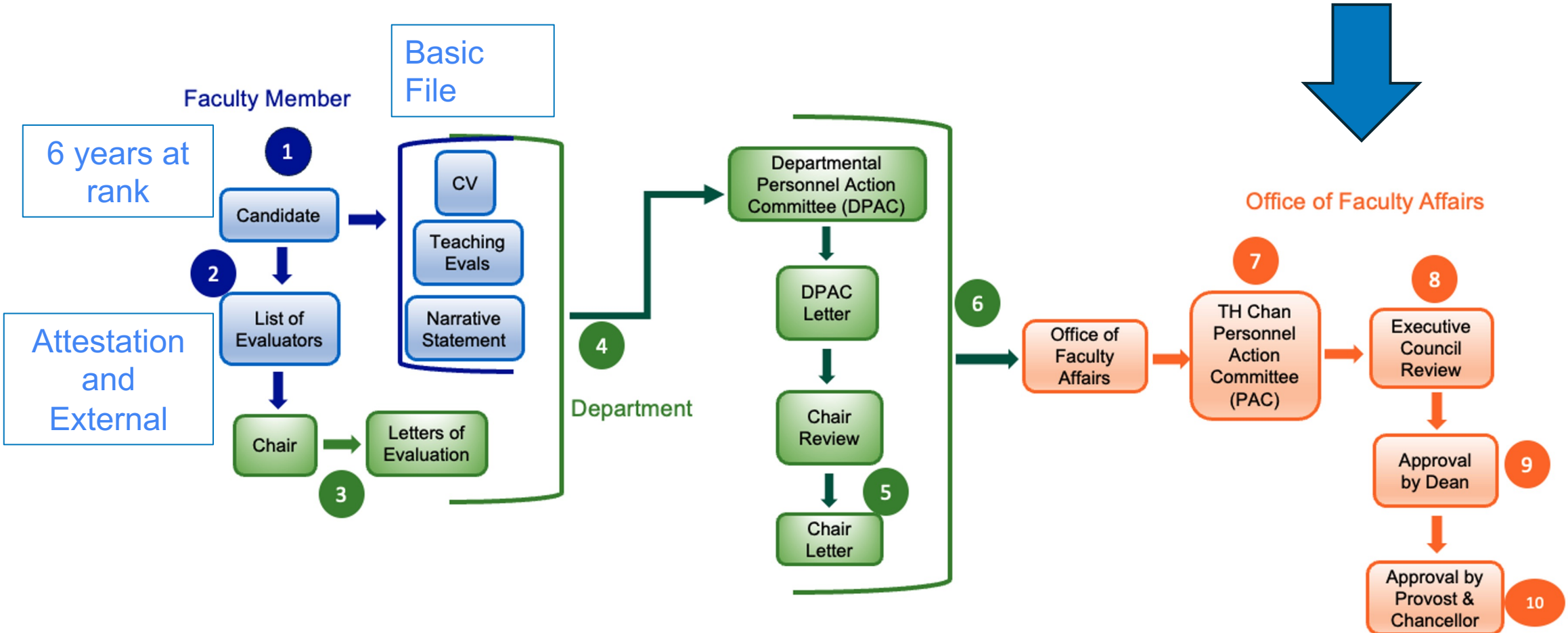




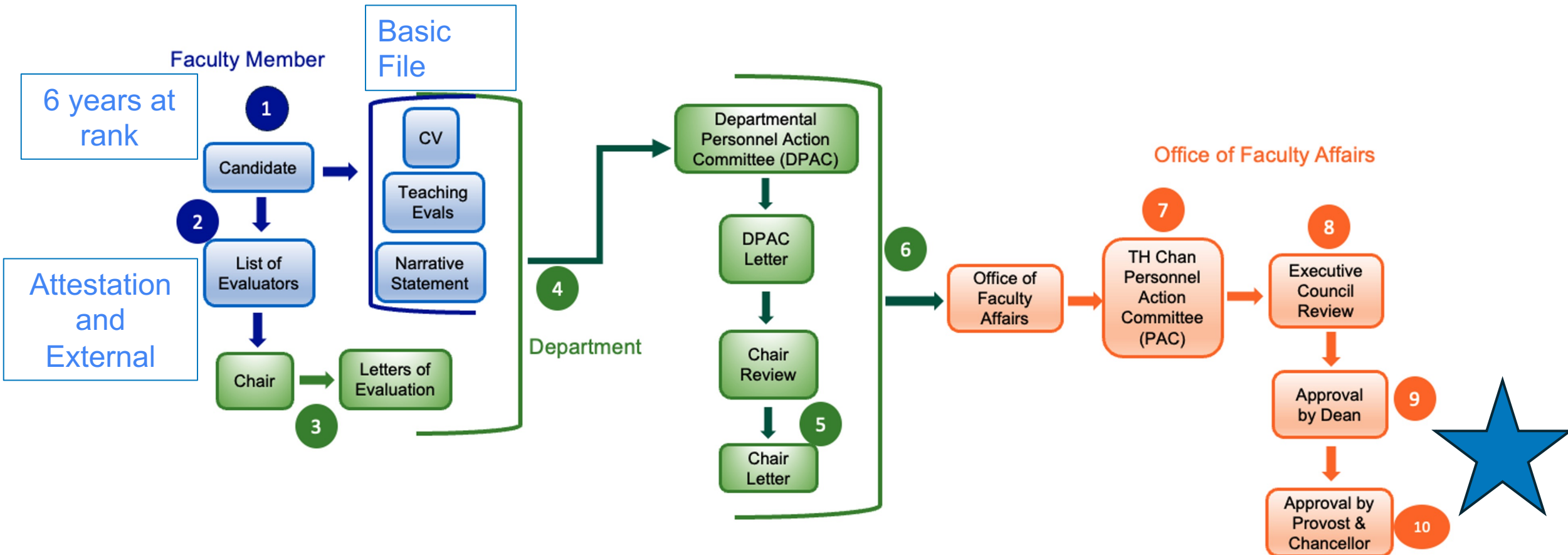
# Flowchart from SOM Site



# Flowchart from SOM Site



# Flowchart from SOM Site



# Areas of Distinction

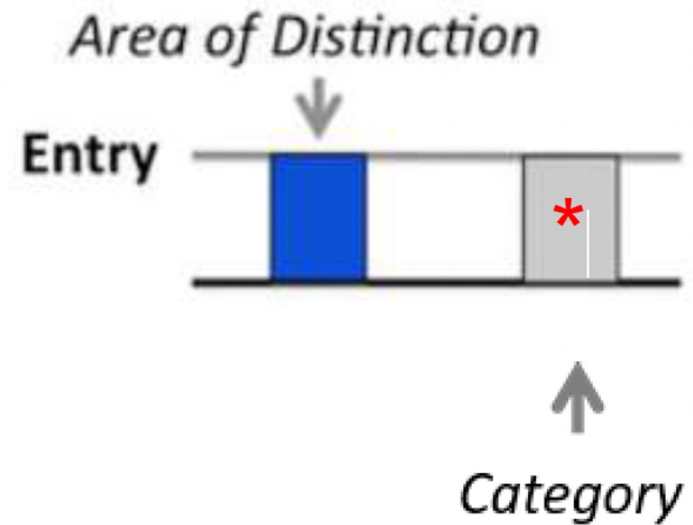
Faculty must pick two – a MAJOR and minor (plus Service)  
Must have @ 10% FTE in academic work

- **Health Care Delivery**
- **Education**
- **Population Health and Public Policy**
- **Investigation**
  
- *Academic Service*

# Assistant Professor

**Criteria.** Candidates for appointment or promotion to Assistant Professor in the Non-Tenure Track must demonstrate:

- **Entry** level of achievement in at least one Area of Distinction
- **Entry** level of achievement in one other category

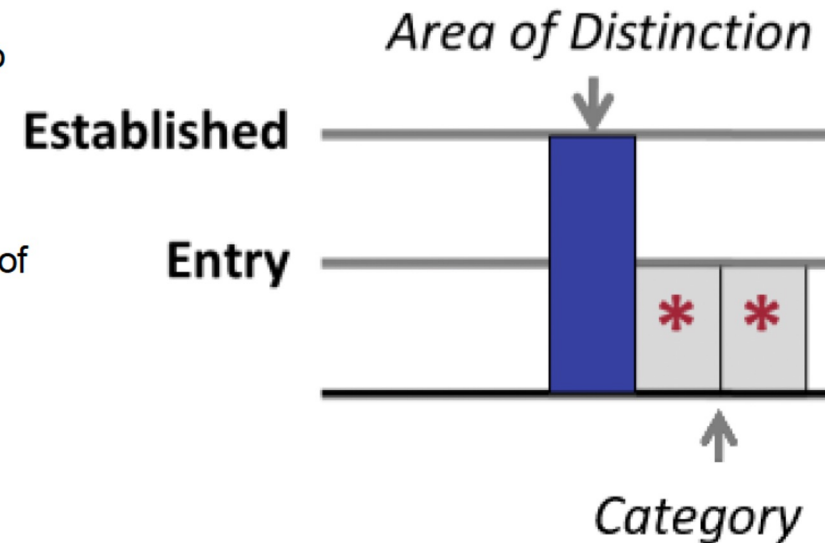


**\* Category must be Academic Service or Education**  
(unless the Area of Distinction is Education)

# Associate Professor

**Criteria.** Candidates for appointment or promotion to Associate Professor in the Non-Tenure Track must demonstrate all of the following:

- **Established** level of achievement in an Area of Distinction; and
- at least **Entry** level of achievement in at least **two** other categories.

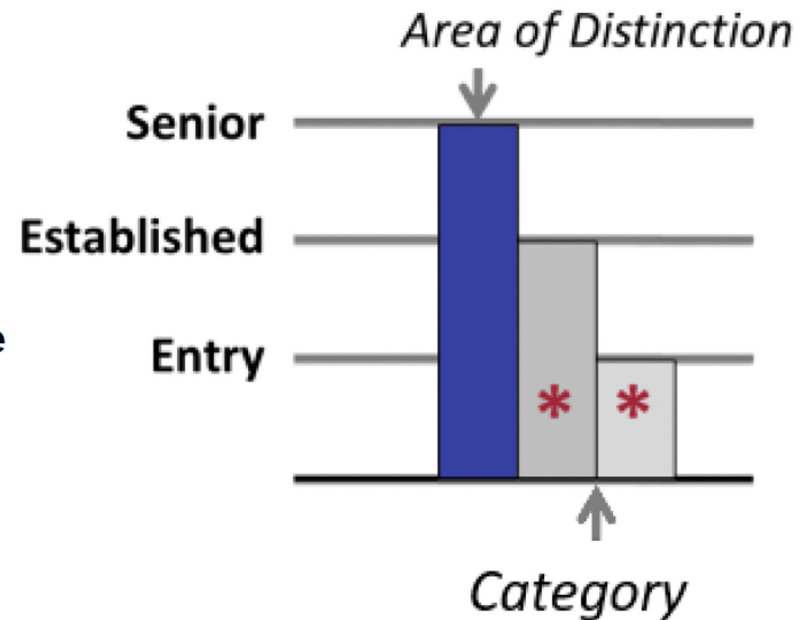


- \* one category must be Academic Service
- \* the other category must be Education (unless the Area of Distinction is Education)

# Professor

**Criteria.** Candidates for appointment or promotion to Professor in the Non-Tenure Track must demonstrate all of the following:

- **Senior** level of achievement in an Area of Distinction;
- **Established** level of achievement in at least **one** other category;
- **Entry** level of achievement in at least **one** other category.



- \* **one category must be Academic Service**
- \* **the other category must be Education**  
(unless the Area of Distinction is Education)

Getting Specific



# Your “Concentration”

Your “Concentration”





**MEET DR DANIEL**

FAMILY MEDICINE HOSPITALIST

GLOBAL HEALTH ADVOCATE



QUEEN RESIDENT

LEVEL SEUR



# Areas of Concentration - IMPACT

## Health Care Delivery

Team Leader -> Medical Director

Committee member -> Committee Chair

## Clinical Research

Become the “Go-To” person for a clinical service

## Education

Do a lecture -> Write and assess a curriculum

Committee member -> Committee Chair

Faculty -> Site Director -> Program Director

Teach Your Residents -> Whole Program



# Work Must Be Assessed and Disseminated

How effective is your program?

How do you know?

What is your next step?

Collaborate - Grow - Gather more data

Get it out there



MedEdPORTAL



Tips, hacks, and strategies for  
tracking your work

# Taking Names and Numbers...

Look for potential future letter writers, **always...**

- Conferences - co-presenting
- Committees
- Co-authors
- Articles/conferences – people in your area of expertise
  
- Department leadership can help find external writers

# Update CV to UMass Format NOW



ABOUT OFA

FACULTY

## Curriculum Vitae

Your **curriculum vitae (CV)** is your professional life story. It is provided to reviewers, both internal and external, to help them understand that you communicate your activities and accomplishments. Make sure that your CV is updated regularly and presents your most recent accomplishments.

## The UMass Chan Format for the Curriculum Vitae

The UMass Chan CV Format is strongly recommended. The standard format is to promote consistent and fair reporting. It comprehensively reports activities and accomplishments.

The UMass Chan CV Format is organized into sections. You may delete any sections that do not apply to you. If you have activities that you wish to highlight, you may add them in any order. Each activity should only be listed once in the CV.

Click the video below to learn more.

### First Name Last Name, M.D., Ph.D.

Department  
University/Institution  
Street Address  
City, State zip code  
(Area code) phone number  
email@address.com

#### Education

List actual degrees (e.g., M.B.B.S.) not US equivalent (e.g., M.D.). Use institution names in effect at time of graduation.

Ph.D., (Field), University, City, State/Country MM/YYYY  
Thesis Title:  
Advisor:

M.D., University, City, State/Country MM/YYYY

B.S./B.A., Major (include Honors), University, City, State/Country MM/YYYY

#### Postdoctoral Training

List postdoctoral training and education programs. Include any Chief Resident role under Residency.

Fellowship, University/Institution, City, State MM/YYYY- MM/YYYY

Residency, University/Institution, City, State MM/YYYY- MM/YYYY

Internship, University/Institution, City, State MM/YYYY- MM/YYYY

Postdoctoral Fellow/Scholar MM/YYYY- MM/YYYY

Supervisor:  
Department, University/Institution, City, State

#### Academic Appointments

List academic appointments. For UMass appointments prior to 2021, please use "University of Massachusetts Medical School." For UMass appointments after 2021, please use "UMass Chan Medical School."

Associate Professor MM/YYYY- MM/YYYY  
Department, University, City, State

Tenure MM/YYYY

Assistant Professor MM/YYYY- MM/YYYY  
Department, University, City, State

Rank, Service, City, State

MM/YYYY- MM/YYYY

#### Major Leadership Positions

List Major Leadership Positions (e.g., chair, associate dean, center director, division chief) under this heading. Leadership positions within the different missions should be listed in the appropriate section: Educational Activities (e.g., Residency Director), Investigation (e.g., Core Director), or Health Care Delivery (e.g., Clinic Director). List leadership positions for professional organizations under Academic Service.

Assistant Dean Years  
University/Institution, City, State

Division Chief Years  
University/Institution, City, State

#### Honors and Awards

Include honors, awards and research fellowship programs, to which you were accepted on the basis of a competitive, as opposed to first-come first-served, application process.

Name of Award (Organization) Year

Fellow, American College of Year

#### Educational Activities

Group the activities if repeated over multiple years. List institution for all non-UMass Chan educational activities.

#### Educational Leadership, Administration and Service

List educational leadership positions and service on educational committees.

Director, Program Years

Member, Committee Years

#### Teaching Activities in Programs and Courses

List formal teaching activities in programs and courses, noting your role (course director, lecturer), number of learners, session title(s), session length in hours, and frequency (e.g., "annual" or "weekly"). If appropriate, divide into separate sections by type of learner (medical student, resident, etc.).

Course Name, Role, Number of Students, Session Titles, Session Length, Frequency Years

#### Clinical Education

Describe teaching responsibilities in the clinical setting for students, residents, fellows.

Responsibility, Location, Level of Effort Years

<https://www.umassmed.edu/ofa/academic/basic-file/cv/>



# Record Everything!

- Honors and Awards
- Leadership Positions
- Teaching – a course, a lecture, leadership role
- Curricular development
- Presentations – grand rounds, in the community; \*\*invited vs other\*\*
- Advising and mentoring – track learners, faculty
- Academic Service – committees, leadership
- Publications – chapters, online materials
- Clinical – leadership, guidelines, QI projects

# Record your work in real time

## CV

### Abstracts and Presentations

#### National/International Meetings - Oral Presentations

- Silk H.** 100 Million Mouths Campaign – Updates, Lessons Learned and Champion Stories. National Oral Health Conference, St Louis, MO Apr 2024
- Silk H.**, Reilly JM. Nurturing Resilience and Self-Reflection: Letter Writing for Wellness. Collaborative Family Healthcare Association meeting Phoenix AZ Oct 2023
- Reilly JM, **Silk H.** 2nd Annual Poetry and Prose Reading event. Collaborative Family Healthcare Association meeting Phoenix AZ Oct 2023
- Panda A, **Silk H.**, Savageau JA. The Current Climate of Oral Health Training and Practice in Obstetrical Care in Massachusetts STFM Annual Meeting Orlando FL May 2023
- Yang C, Huang S, **Silk H.**, Moore Simas T, Russell S. The MOHIP-4<sup>P</sup>: a Concise QoL Measure for Routine Use in Prenatal Care. The 2023 National Oral Health Conference (NOHC), Orlando, FL. Apr 2023
- Yang C, Huang S, **Silk H.**, Moore Simas T, Russell S. The MOHIP-4<sup>P</sup>: a Concise QoL Measure for Routine Use in Prenatal Care. American Association for Dental, Oral, and Cranial Facial Research Annual Meeting, Portland OR. March 2023
- Silk H.**, Savageau JA. 100 Million Mouths: Creating Family Medicine State Champions to Address Oral Health and Overall Health. STFM Annual Meeting, Indianapolis IN May 2022
- Eskander J, Savageau J, **Silk H.** Assessing the Oral Health of Worcester's Homeless Population. STFM Annual Meeting, Indianapolis IN May 2022

## Tuesday Talk

Send From: Hugh.Silk@umassmemorial.org

To: FMCH Tuesday Talk <FMCHTuesdayTalk@umassmed.edu>

Cc:

For next Tuesday Draft saved at 6:42 PM

Hugh Silk presented at the National Oral Health Conference in St Louis, MO on April 15<sup>th</sup> on the topic of 100 Million Mouths Campaign – Updates, Lessons Learned and Champion Stories.

Hugh Silk, MD, MPH, FAAFP (he/him)  
Vice Chair of Community Health and Professor  
University of Massachusetts Chan Medical School, Department of Family Medicine and Community Health

## Annual Review



### UMass Chan Medical School UMass Memorial Health, UMass Memorial Medical Center & Group

#### FACULTY ANNUAL PERFORMANCE REVIEW FORM

A Guide to the APR is available online: <https://www.umassmed.edu/ofa/academic/faculty-reviews/apr>

#### I. General Information

Dates of Evaluation: From: 9/1/2023 To: 9/1/2024  
Name: Hugh Silk, MD Date: 3/12/24  
Department: Family Medicine and Community Health Division: Community HealthLink/VC for Comm Servi  
Rank: Professor Years in Present Rank: 8.8

#### IV. Scholarship

- Scholarly works, including work submitted for publication (indicate status: under revision, accepted)

Annual Faculty Report

Page 1

- Invited presentations and presentations at professional meetings

Silk H. 100 Million Mouths Campaign – Updates, Lessons Learned and Champion Stories. National Oral Health Conference, St Louis, MO. April 2024

# Evaluations – Keep in real time

## Solicit Evaluations

Annual Conference - October 2023  
Phoenix, AZ – Sheraton Downtown



D06 - Nurturing Resilience and Self-Reflection: Letter Writing for Wellness

Speaker(s): Jo Marie Reilly, Hugh Silk

Attendee Count: 29

Evals Received: 17

Ratings:  
5 - Strongly Agree  
4 - Agree  
3 - Neither Disagree or Agree  
2 - Disagree  
1 - Strongly Disagree

### Average Scores

The presentation content met my expectations	The presenter and the presentation style met my expectations	The presentation was well organized	I am likely to apply, in some way, what I learned from the session in my workplace	The presentation satisfied the objectives stated in the program	Average
4.8	4.9	4.8	5.0	4.8	4.9

## Save in Eval Email

Conferences 70  
Correctional Health  
EPIC  
**evaluations 3**  
Faculty Opportunities 1  
FMM 13  
FSH  
HOAP 2  
FHCW  
homeless health 1  
Memorial  
oral health project

DP Doherty, Rose P  
Evaluation Report-Grand ... 1/18/2024  
Hi Dr. Silk, Here is the evaluation rep...

Jacqueline Hahn  
[EXTERNAL] CFHA Octob... 1/11/2024  
While email attachments are a popul...

2023

CJ Coghlin-Strom, Jackie  
Seminar evaluation sum... 2/23/2023  
Enjoy 😊

AM Adams, Maryanne  
Thank you and evaluatio... 2/8/2023  
Typo on your first name the first go ...

SE Shames, Eric  
[EXTERNAL] AY23 POM Or... 2/6/2023  
While email attachments are a popul...

## Keep in a Folder

Hugh's Work Stuff

Start backup > ... Hugh's Work Stuff >

Downloads  
Documents  
Pictures  
Music  
Videos  
med student  
Writings  
conferences  
Carequest gr.

clinical care guidelines  
Community Health Month  
Correctional Health  
credentialing  
Education Director  
EOL  
**Evaluations**  
Family Medicine Moments  
Family Systems and Health  
GBLTQ+

Evaluations

Start backup > ... Evaluations > Search Evaluations

Name	Date modified	Type	Size
CFHA Annual Conf Letter Writing Eval 2023	4/15/2024 6:59 PM	Adobe Acrobat Docu...	



# OFA Resources



## Promotion

Advancement in rank is an important milestone in the academic career of a faculty member and a measure of their success. The resources on this website are intended to help faculty members understand the criteria and process for promotion in rank as well as provide resources to help prepare for promotion.

**Promotion Process:** Click [here](#) for further information on the promotion process for faculty.

**Preparing for Promotion Series:** Click [here](#) for further information regarding the ongoing workshops offered to faculty as they prepare for promotion.

**Eligibility and Criteria for Promotion:** Click [here](#) for an overview of eligibility and criteria for promotion. Click on one of the following links for the eligibility and criteria for promotion to an academic rank in the **Non-Tenure Track** or **Tenure Track** (including tenured faculty).

### Tenure Track (including Tenured Faculty):

- Assistant Professor
- Associate Professor
- Professor

### Non-Tenure Track:

- Instructor
- Assistant Professor
- Associate Professor
- Professor

## Appointment & Promotion Quick

- Faculty Positions
- Academic Evaluation
- Basic File
- Eligibility & Criteria
- Appointment Process
- Promotion Process
- Steps to Promotion
- Tenure Process
- Emeritus
- Faculty Reviews

## Resources

- Academic Personnel Policy
- UMass Chan CV Format
- Selecting Areas of Distribution
- Educational Effectiveness
- Letters of Evaluation
- Measuring Impact of Scientific Research
- Narrative Statements
- Narrative Statements—Faculty
- Forms & Guidelines
- Guide for DPAC/PAC Meetings

## Peers for Promotion

### Overview

The Peers for Promotion program is a longitudinal cohort program designed to support, motivate, and prepare faculty for the promotions process. By the end of the program, faculty will have 1) an increased understanding of the promotions process, 2) identified tasks to strengthen their promotion materials, and 3) a detailed timeline for submission of those materials. The cohort model allows each participant to give and receive feedback on each of the elements of a promotions package.

Peers for Promotion is designed specifically for faculty members of the UMass Chan Medical School (TH Chan School of Medicine, Morningside Graduate School of Biomedical Sciences, and Tan Chingfen Graduate School of Nursing) who are seeking academic advancement from the Assistant to Associate Professor level. Specific criteria for eligibility include **5-10 years at the rank of Assistant Professor in the non-tenure track**, and **support from their Chair or Division Chief**. The program is *most appropriate* for faculty who have the potential to meet criteria for promotion pending several additional years (1-3) of achievement.

### PFP 2024

The 2024 program will be offered **in person** and will consist of six interactive 90-minute sessions.

The program is offered free of charge and there are no tuition fees associated with it.

Selected participants agree to attend all sessions and complete between-session assignments. Total time commitment for program participation is approximately four hours per month. Women and faculty from underrepresented groups are encouraged to apply.

### Application

A Peers for Promotion program application includes:

- Completed application ([https://umassmed.co1.qualtrics.com/jfe/form/SV\\_cPbBZxfvBVlgW](https://umassmed.co1.qualtrics.com/jfe/form/SV_cPbBZxfvBVlgW))

# School-based support



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<https://www.umassmed.edu/ofa/development/peers-for-promotion/>

# Department DPAC Members

Lisa Gussak – Chair

Frank Domino

Jackie Coughlin-Strom

Linda Long

Suzanne Mitchell

Ekaterina Pivovarova

Ron Adler

Liz Dykehouse

Eric Rosenthal

# Discussion