Promotion is based upon evidence of the candidate's distinction in performance of assigned duties, documentable impact of educational programs and/or applied research findings; and exemplary service in the activity areas defined in their position description (local, regional, university, professional, etc.).

Ideally, four or more external letters of evaluation related to the candidate’s performance and impact should be part of the dossier evaluated by the primary and area committees. In general, the letters must be from individuals who hold a rank at or above the level for which the candidate is being considered, or an experience level equivalent to such a rank. Ability to objectively evaluate is the driver in selecting evaluators. The candidate must submit a list of evaluators to the department head who meet the criteria stated above. The other evaluators are to be selected by the head and PDC. The head will request the letters of evaluation, clarifying the nature of the appointment and its expectations for the letter writers.