

## Dr. Luis C. Almeida Narrative CV

After reading the faculty position announcement for the Assistant/Associate Dean of Research and Strategic Initiatives, I'm delighted to submit this application for your consideration. In this document, I will do my best to explain to the committee why my candidacy is worth being reviewed carefully.

I am a multi-hyphenate, polyglot, cultural architect, change-maker, member of the Latino diaspora, artist, enabler, empirical scholar, photopreneur, music and audio producer, and grant writer. My name is Luis Camillo Machado Osorio de Almeida, but you call me Luis. Thank you for taking a brief moment to read my unorthodox journey that has led and prepared me to join forces with you for such an unprecedented season of opportunity that we are living today.

I bring a diverse set of experiences ranging from managing the operation and facilities for the transdisciplinary innovation center as the Director of the Center of Applied Media & Game/Simulations, where I oversaw the workflow for dozens of college-level projects and an external interdisciplinary project that received international recognition incorporating members of the humanities and the arts along with computer scientists in a Primarily White Institution (PWI). I obtained and managed external funds in order to sustain the research productivity of the center as an APSCUF union member and served as Data Analyst/Quantitative Researcher for the \$1 Billion education technology grant (i.e., *Classrooms for the Future*) in Pennsylvania; a study that had a sample size of  $N = 500,000$  subjects and thousands of school districts. Successfully completing this endeavor resulted in a national feature on was featured in USA Today and also in the Pittsburgh Tribune Review granting me the title, 2009 Newsmaker in The Steel City.

Now, let's change the script. In Historical Black College and University (HBCU) systems (i.e., Jackson State University & Talladega College), I have (1) exuded my passion in blossoming academic departments substantially, (2) acquired grant funds through Title III and private sources, (3) chaired a SACS accreditation subcommittee, and (4) supervised a social media communication team, in addition to representing the college *internally* in high-profile university committees (i.e., Promotion and Tenure Committee and Faculty Personnel Committee) and *externally* in fundraising and celebratory/professional events.

In my current position as Department Chair of Mass Media Studies, I actively contribute to our division as a strategic planner and have the charge to oversee our facilities and global arts technology. It is important to note, that as an administrator, my unquestionable passion for supporting faculty's research initiatives also extends towards students, for I am of the belief that students — aspiring creative professionals — should mutually be engaged in scholarship, content development, and entrepreneurial engagement in partnership with faculty to ensure gargantuan fruition at all levels of the college and beyond.

Other experiential evidence of my readiness for this position include:

1. Program review experience for a medium size department with 20 faculty members.
2. Grant management and delivery of external funds for a center.
3. Experience writing SLO and PLO reports.
4. Service in master's and doctoral dissertations (i.e., quantitative, qualitative, and mixed methods) as Chair in multiple universities.
5. National dialogues regarding Systemic Change in higher education for 15 years.
6. Technological moderation media messages delivered as a spoken word/hip-hop album with award winning music producers ("*Let's Do Better*" by Dr. Luis Almeida), which functions as a public health awareness tool aimed towards millennials and Generation Z.
7. Incremental Budget understanding and familiarity with the Responsibility Center Budgeting model.
8. Elaborating reasons and proving tangible and empirical evidence for why external funding is required for the sustainability of university colleges due to decreases in state appropriation nationwide. The arts are not a commodity. They are *essential!* And I will defend them.
9. Galvanizing faculty from different departments in interdisciplinary research and creative activity that mutually-represents faculty missions and scales ground-breaking artistic content to local, state, re-

gional, national and global communities, high-profile professional organizations, and communication outlets. In essence, I want the ‘artist’s voices’ of faculty members and students to be heard, respectively and collectively.

10. Strong operational experience in academic affairs in American higher education including two years of experience in a Research 1 university (i.e., Jackson State University).
11. Deep commitment to faculty development, brand building, and seeking the pursuit of wonder.
12. Excellent interpersonal/intercultural communication skills with the ability to communicate to mathematical engineers and world-class artists, alike.
13. Undeniable passion to empower local creatives, designers, performers, and arts entrepreneurs through alternative education modules. Under my guidance, such initiative could be developed successfully over Summer 2021 and launched by Fall 2021.
14. Authored five books that have been published by a national publisher with Pearson and independently (i.e., CEO of Break Free Publishing) that have been reviewed and appreciated in regard to following subjects: (1) Landscape photography from an immigrant’s perspective, (2) How to write qualitative researching dissertations, (3) Scriptwriting, (4) Education technology for teacher training, (5) Technomoderation. Furthermore, I contributed to the Handbook of Latino Education in America — the leading publication for Latino Education in the United States.

I innovate. As Interim Chair of Integrated Marketing Communication, Multimedia Journalism and New Media at Jackson State University (2015—2017), I wrote a grant and received \$240,000 in funds for faculty research in virtual reality simulations for the retail industry. Also at Jackson State University, I was featured at WAPT, a leading television station in Jackson, Mississippi to share my research findings on the ‘essentiality of art engagements to combat social engineering conducted by big tech organizations.’ Furthermore, on many occasions, I have written and advocated publicly about my passion and skill sets in the arts as provoking mediums for social justice with the context of *cultural* inclusivity, diversity, access, and leadership.

At Lee University, as an Associate Professor of Communication Arts, I created an external partnership with an agency funded by the Governor of Tennessee to promote healthy eating habits in the state through the use of visual arts media. The Cleveland Media Association and Rotary Club International extended invitations through board member votes for me to serve as President and Secretary (emeritus). I abide by a saying — “*Service above self.*” As the leader of a students & professor research initiative for an immersive social media campaign aiding a non-profit organization sponsored by the state, students designed and developed meaningful artifacts including an event logo, an event T-Shirt, brochures, increased the company’s social media engagement rate by 1000%, and presented their research at the Chamber of Commerce. What I am saying is that throughout the semester-long artistic/creative endeavor, we (together) made history and our research was publicized in multiple media outlets as a result of the learner-centered pragmatic teaching in communication arts I facilitated. During my time in Cleveland, Tennessee, I successfully wrote 96 columns in the Cleveland Daily Banner resulting in 28.8 million media impressions including an article about how hip-hop can be used for political provocation. Hence, these testimonies serve to support my passion for communicating the *verified power* and *importance* of arts engagement to influence social issues in more inclusive angles.

Committee, I am ready to meet the needs of faculty by obtaining viable resources to help them (a) execute their ‘dream project’ and facilitate proper exposure of their work, and (b) maintain the continuation of their craft providing return on their investment. I come enthusiastically ready to engage in meaningful conversations with the various departments in each school in the College of The Arts to better understand faculty needs, ultimately, to focus my efforts in acquiring the necessary resources to help them succeed. Upon hire, you will have obtained a true partner who will work *for* the faculty and students.

As a value added to this application, I bring a strong record of public speaking engagements, recruiting minority faculty members in PWI’s, and advancing the important and necessary agenda of advancing equity, inclusion, and access in higher education. I have and continue to mentor dozens of African-American

youth as well as minority and non-minority faculty members on tenure acquiring positions. I earned two letters of tenure in my career — The first one at Indiana University of Pennsylvania (IUP), which is a teaching-focused PWI, and the second one at Jackson State University, a Tier 1 research-driven HBCU.

Friends, I have established a trajectory of great success in helping students, faculty, and administrators with their entrepreneurial endeavors and applying marketing strategies for acquiring viable resources that will enable the colleges mission to exude meaningful impact in a society that needs to be disrupted. I am confident in my abilities to establish cross-college collaborations to support and fortify the offering of each school, center, and various institutes.

As a member of the Dean's cabinet, I will achieve what has been written in this letter of intent and more. As a Lifetime Holmes Scholar, it is in my blood to assist, train and retain future minority creative leaders and develop strategies for providing access and hope to facilitate meaningful representation of cultural diversity in the workplace and in the classroom. As an artist, migrant, and entrepreneur myself, I will collaborate with the Director for the Center for Arts, Migration and Entrepreneurship to facilitate access and provide funding for student and affiliate professors. I will fortify synergetic relationships and conversations about contemporary creativity topics leading to the extension of offerings delivered by the institution.

Finally, I'm happy to relay that my work in photography, creative writing, and music/audio production have received international peer-reviewed awards. In December 2020, I was ranked #1 among landscape photographers in the USA and #8 among all photographers in the USA according to the photo-sharing site YouPic, a community of 3.4 million photographers that rank photos based on technical and artistic merits. My passion for creative writing has led me to become a LifeHack staff author where I write articles about practical leadership for the general public. As a caveat, I'm a certified "Class A" Master Teaching College Professional at PGTAA.

Within the past several years, I've garnered 5 DOWNBEAT® music awards as a producer, co-audio engineer, post-production album marketing leader and faculty advisor to students who have won in the categories of Best Jazz Group, Best Blues/Pop/Rock Group, Best Studio Engineered Recording, and Best Live Recording (x2). I continue to co-produce and market albums for GRAMMY® award winning and nominated artists, and I have also placed on the GRAMMY® nomination ballet (i.e., 2017 and 2018). Hence, this information support the notion of my ability to engage and facilitate in transdisciplinary research in the arts.

Thank for you taking the time to read my heart. At any point, please feel free to communicate with me via email at [lca120@gmail.com](mailto:lca120@gmail.com) or via phone call at (601) 791-0658 to discuss more about what we will be accomplishing together in the near future if it is deemed fitting.

Respectfully and attentively,

A handwritten signature in black ink, appearing to read 'Luis C. Almeida'. The signature is fluid and cursive, with a large loop at the end.

Luis C. Almeida, Ph. D.