

CURRICULUM VITAE OF  
Dr. LUIS CAMILLO ALMEIDA  
**United States Citizen — LATINO**



Center Affiliate @ RUTGERS Center for Minority Serving Institutions. 3-time Hermes Award Winner, Recipient of the 2021 DotCOMM Media, AVA Digital, and Davey Awards  
*Multicultural Educator, Hispanic Producer and Scholar*

***2022 Outstanding HBCU Educator Award Recipient, PRNEWS***

## **Luis C. Almeida, Ph. D.**

*Associate Professor of Mass Communications*

*University: Claflin University*

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### **TEACHING EXPERIENCE**

<b>Claflin University</b> <i>Associate Professor of Mass Communications</i>	<b>2021-present</b>
<b>Talladega College</b> <i>Associate Professor of Mass Media Studies</i>	<b>2020-2021</b>
<b>Lee University</b> Associate Professor of Communication	<b>2017-2020</b>
<b>Jackson State University (Tenured)</b> Associate Professor of Emergent Strategic Communications	<b>2015-2017</b>
<b>Indiana University of Pennsylvania (Tenured)</b> Associate Professor of Communications Media Assistant Professor of Communications Media	<b>2013-2015</b> <b>2010-2013</b>
<b>Waynesburg University</b> Assistant Professor of Communications	<b>2008-2010</b>
<b>Pennsylvania State University</b> Instructor/T.A	<b>2006-2007</b>

### **SAMPLE COLLEGE TEACHING COURSES TAUGHT**

#### *Undergraduate*

**Public Speaking**, Undergraduate Course, MMS 150

**Web Page Design**, Undergraduate Course, COMM 270

**Photojournalism**, Undergraduate Course, COMM 330

**Communication Research Methods**, Undergraduate Course COMM 300

**Innovations and Social Media**, Undergraduate Course, DIGM 365

**Mass Media Theory**, Undergraduate Course, MMS 420

**Advertising and Media Selection**, Undergraduate Course, MC 423

**Applied Social Media**, Undergraduate Course, DIGM 470

**Multimedia I: Theory and Practice**, Undergraduate Course, COM 319

**IMC Campaigns**, Undergraduate Course, MMS 473

#### *Graduate (Masters)*

**International Journalism**, Graduate Course MC 532

**Seminar in Communications Media And Issues In Society**, Graduate Course, MC 550

**Instructional Design for Training and Development**, Graduate Course, COMM 830

**Instructional Media Solutions**, COMM 846

*Graduate (PHD)*

**Culture of Cyberspace**, PHD Course, COMM 900

**Advanced Research Methods in Communications Media**, PHD Course, COMM 910

**Leadership and Problems of Practice in Organizations**, Ed. D course EDU 934

**Intercultural Proficiency and Leadership for Diversity, Equity and Inclusion**, Ed. D Course EDU 952

**Dissertation**, PHD Course, COMM 995

## **PUBLICATIONS**

### **Journal Articles**

Almeida, L. (2021). Experiences of a Latino male media professor working in hbcus. *International Journal of the Arts and Sciences* (4), 64-70.

Almeida, L. (2018). A culture of innovation. *Journal of Instructional technology and Distance Learning* (5), 61-65.

Almeida, L. (2016). Designing a media literacy course: An auto-ethnography. *International Journal of Instructional technology and Distance Learning*, (9), 59-64.

Almeida, L. (2014). The impact of computerized devices on undergraduate students behavior. *International Journal of Instructional Technology and Distance Learning*, (1), 31-47.

Almeida, L. (2013). Speaking personally with Marcio Mugnol. *American Journal of Distance Education* (2), 18-35.

Almeida, L. (2013). Teaching Tips to 1st year junior faculty. *Proceedings at the Laurel Highlands Conference, Indiana, PA.*

Almeida, L. (2012). The effects of educational games on the achievement of factual knowledge. *Educational Research International*, (10),1-5.

Almeida, L. (2012). Implementing corporate gaming initiatives through the lenses of systemic thinking. *Journal of Communications Media*, (1), 47-61.

Almeida, L., & Juengel, C. (2012). Healing through motion and instructional design. *Proceedings at the Laurel Highlands Conference, Indiana, PA.*

Almeida, L. (2012). Conditions of Employment for PHD Candidates: A Closer Look. *Proceedings at the Laurel Highlands Conference, Indiana, PA.*

Almeida, L.(2012). Cracking Creativity book review. [Review of the book *The cracking creativity book* review, by De Bono]. *Journal of Communications Media*.

Almeida, L.(2012). The essentials of instructional design. [Review of the book *The essentials of instructional design*, by Brown & Green]. *Journal of Communications Media*.

Almeida, L.(2012). The red little book of sales. [Review of the book *the red little book of sales*] by Gitomer. *Journal of Communications Media*.

Quiu, A., Dudt, K., Almeida, L., Li, Chunjui. (2011). Pragmatic perspective on robert gagne's nine events of instruction. *Journal of Liaoning Normal University*, 34(1), 34-35.

- Almeida, L. (2011). The effects of games between gender for the acquisition of factual knowledge. *Midwestern Journal of Education Communications and Technology*, 5(1) 2-6.
- Almeida, L. (2011). Graduate, be aware. *Journal of Communications Media*, (1), 83-94.
- Almeida, L. (2010). 優れた生徒の力を引き出すためのゲームデザインを通じた学習 (Empowering gifted students to learn through game design). *Journal of Digital Games Research*, 4(2), 33-38.
- Almeida L. (2010). My qualitative data analysis tool survey. *The Midwestern Journal of Education Communications and Technology*, 4(1), 17-20.
- Carr-Chellman, A. A., Almeida, L. C., Beabout, B., & Gursoy, H. (2009). Idealized visions from behind prison bars: Prisoners' perspectives on school change. *International Journal of Educational Reform*, 3, 64-76.
- Almeida, L. (2008). The effects of different learning strategies to facilitate achievement of different educational objectives. *Tech Trends* (52), 3, 32-36.
- Carr-Chellman, A. A., Beabout, B. R., Almeida, L. C., Gursoy, H. T., Ma, Z., Pastore, R. S. (2008). Change in chaos: Seven lessons learned from Katrina. *Educational Horizons*, 87, 26-39.
- Beabout, B. R., Carr-Chellman, A. A., Alkandari, K. A., Almeida, L. C., Gursoy, H. T., Ma, Z., Pastore, R. (2008). The perceptions of New Orleans educators on the process of rebuilding the New Orleans school system after Katrina. *Journal of Education for Students Placed at Risk*, 13, 212, 237.
- Carr-Chellman, A., Zyian, M., Almeida, L., Pastore, R., Modak, R., & Gursoy, H. (2008). Citations as a key to identity in the field of instructional design technology. *Tech Trends*. (52), 3, 64-69.
- Carr-Chellman, A., Gursoy, H., Almeida, L., & Beabout, B. (2007). Research apprenticeships: A report on a model graduate programme in instructional systems. *British Journal of Educational Technology*, 38(4), 637-655.
- Carr-Chellman, A., & Almeida, L. (2006). User-design in systemic change. *Tech Trends* (50), 2, 14-16.

## **SAMPLE PERIODICALS AND BLOGS**

- Almeida, L. (2021, January 4). Lifehack [6 Strategic Ways to Aim High and Achieve your Goals]. Retrieved from <https://www.lifehack.org/891955/aim-high>
- Almeida, L. (2020, June 12). Lifehack [What Leaders Can Learn from Amazon's 14 Leadership Principles]. Retrieved from <https://www.lifehack.org/875452/leadership-principles>
- Almeida, L. (2020, May 3). Lifehack [6 Distinct Characteristics of an Authentic Leadership]. Retrieved from <https://www.lifehack.org/872363/authentic-leadership>
- Almeida, L. (2018, May 3). Lifehack [3 ways to reprogram your subconscious mind to reach your goals]. Retrieved from <https://www.lifehack.org/817171/reprogramming-the-subconscious-mind>

- Almeida, L. (2018). Pandoras Box of Automation. Evangel Magazine, (1), 16-19.
- Almeida, L. (2018). Revealing yourself using social media. Published:  
<http://clevelandbanner.com/stories/revealing-yourself-using-social-media.77598?>
- Almeida, L. (2018). Defense against the privacy crisis . Published:  
<http://clevelandbanner.com/stories/defense-against-the-privacy-crisis.77581?>
- Almeida, L. (2018). Social media is 'steel mill of 21st century'. Published:  
<http://clevelandbanner.com/stories/social-media-is-steel-mill-of-21st-century.76675?>
- Almeida, L. (2018). Offering some love for the world of print. Published:  
<http://clevelandbanner.com/stories/offering-some-love-for-the-world-of-print.76209?>
- Almeida, L. (2018). Smartphone addiction real, and dangerous. Published:  
<http://clevelandbanner.com/stories/smartphone-addiction-real-and-dangerous.74785?>
- Almeida, L. (2018). The huge expense of using social media. Published:  
<http://clevelandbanner.com/stories/the-huge-expense-of-using-social-media.72252?>
- Almeida, L. (2018). The smartphone is the vice of our time. Published:  
<http://clevelandbanner.com/stories/the-smartphone-is-the-vice-of-our-time.72055?>
- Almeida, L. (2018). Power of influence is best built offline. Published:  
<http://clevelandbanner.com/stories/power-of-influence-is-best-built-offline.71920?>
- Almeida, L. (2017). Questions about net neutrality. Published:  
<http://clevelandbanner.com/stories/questions-about-net-neutrality.71773?>
- Almeida, L. (2017). Banning classroom laptop is a major mistake! Published:  
<http://clevelandbanner.com/stories/banning-classroom-laptop-is-a-major-mistake.71235?>
- Almeida, L. (2017). Understanding the value of public speaking. Published  
<http://clevelandbanner.com/stories/understanding-the-value-of-public-speaking.68687?>
- Almeida, L. (2017). Internet algorithms and brand allegiance. Published  
<http://clevelandbanner.com/stories/internet-algorithms-and-brand-allegiance.67779?>
- Almeida, L. (2017). Understanding dark side of smartphones. Cleveland Daily banner. Published:  
<http://clevelandbanner.com/stories/understanding-darkside-of-smartphones.64549>
- Almeida, L. (2014). Prosperity through print. The Indiana Gazette. Published:  
<https://www.indianagazette.com/news/indiana-news/luis-almeida-prosperity-through-print.20775696/>
- Almeida, L. (2014). Social Media's Dark Side. The Indiana Gazette. Published:  
<http://www.indianagazette.com/news/indiana-news/luis-almeida-social-medias-dark-side.20586810/#comments>
- Almeida, L. (2010). Social networking across the world. The observer reporter on-line. Published:  
<http://www.observer-reporter.com/or/almeidastory/07-26-2010-almeida-social-networking>

## **BOOKS, BOOK CHAPTERS & BOOK ENTRIES**

- Almeida, L. (2017). Devotional. Praynox, NA (Eds), 365 days of unified prayer (pp.34-35). Knoxville, TN.
- Almeida, L. (2015). How I flip my classrooms. Blythe, H. (Eds), It worked for me creatively (pp.17-18). Stillwater, OK.
- Almeida, L. (2013). Digital Instructional Technology Step-by-Step. Boston, MA. Pearson.
- Almeida, L. (2012). Scriptwriting Step-by-step. Pearson, Boston, MA. Pearson.
- Almeida, L. (2012). Writing the phenomenological qualitative dissertation step-by-step. Boston, Pearson.
- Lever-Duffy, B., McDonald, J., Almeida, L. (2011). Teaching and learning with technology with Materials by Dr. Luis C Almeida. Boston, MA. Pearson.
- Almeida, L. (2011). It worked for me creatively: SCAMPER. Blythe, H. (Eds), Flipping your classrooms creatively (pp.44-45). Stillwater, OK.
- Carr-Chellman, A., & Almeida, L. (2007). Latinos and educational technology. In Soto, L.D. (Ed.) (Ed.), *The Praeger Handbook of Latino Education in The U.S.* (136-138). Westport, CT: Praeger.

## **CONFERENCE PRESENTATIONS**

- Almeida, L. (2022). An investigation of social media strategies and authenticity as they relate to engagement rate increase. The 7th word conference on Media and Mass Communication. Sri Lanka.
- Almeida, L. (2020). Helping Faculty and Students Cope with Pandemic Anxiety. Florida Communication Association Web Event. Orlando, FL.
- Almeida, L. (2020). Tools and Tips for Adapting ALL Communication Courses to an Online Environment. Florida Communication Association Web Event. Orlando, FL.
- Almeida, L. (2019). The effects of audio and video game to facilitate the achievement of conceptual knowledge. Presented at the Florida Communication Association, Orlando, FL.
- Almeida, L. (2019). User-Design In Christian Higher Education. Presented at the ACA Summit Conference, Pigeon Forge, TN.
- Ruiz, J., Almeida L., Acevedo R., & Muhammad Jalil (2019). The Impact on Students' Learning & Competencies for Music Production When Participating in Student/Faculty Collaborative Album-Recording Projects: An Inside Look in the Ideation, Creation, and Publication Processes. Center for Music Education Research, Tampa, FL.
- Almeida, L. (2018). Constructing An Effective Social Media Campaign With Undergraduate Students. Lilly Conference on College Teaching, Miami, OH.
- Almeida, L. (2017). Constructing An Ethical Advertising Campaign With Minority Students. Lilly Conference on College Teaching, Miami, OH.
- Almeida, L, Spann, D., McNair, J. (2017). Innovations in the field of journalism. Presented at the e-center of Mississippi, Jackson, MS.

- Almeida, L. (2017). The Side Effects of Mass Media. Presented at the Mississippi Communications Association Conference, Jackson, MS.
- Almeida, L. (2016). The Homosapiens Immodicus. Interview aired at the Digital Citizenship Summit, San Francisco, CA.
- Deane, M., & Almeida, L. (2016). Fostering Cultural Change in Systems. Contributed to presentation at the Association for Education Communications and Technology, Las Vegas, NV.
- Almeida, L. (2016). The Rise of the Homo Sapiens Immodicus. Presented at the Inaugural Communication and Media Studies Conference, Chicago, IL.
- Almeida, L. (2016). Constructing An Ethical Advertising Campaign With Minority Students. Presented at the Tennessee Communication Association, Nashville, TN.
- Almeida, L., & Alharthu, M. (2015). Social media and learning in Saudi Arabia: Spread and impact. Presented at the AECT Conference, Indianapolis, IN.
- Perkins, R., Almeida L., Reigeluth, C., Reigeluth, D. (2015). Taking a systems look at teacher education for 21st century needs. Presented at the AECT Conference, Indianapolis, IN.
- Almeida., L. (2014). Technostress in college teaching. An investigation of technology in society. Presented at the AECT Conference, Jacksonville, FL.
- Stricker, J., Sabo, K., Omale. N., Almeida., L. (2014). TED: Methods and materials share panel. Presented at the AECT Conference, Jacksonville, FL.
- Murthy, R., & Almeida, L. (2014). The effects of Narration and Acronym Mnemonics within a gaming environment for the advancement of conceptual and procedural knowledge. Presented at AECT Conference, Jacksonville, FL.
- Sprenger, K. Almeida, L. (2014). What do teachers need to know about technology? Presented at the PETE&C Conference, Hershey, PA.
- Almeida, L. (2013). Technostress in College teaching. The Almeida Computer Behavior Hypothesis. Presented at the International Lilly Conference on College Teaching, Oxford, OH.
- Almeida, L. (2013). An Instructional Exploration of constructionism through game design. Presented at ECA, Pittsburgh, PA.
- Almeida, L. (2013). Chromebook uses in education. Presented at the College Technology Day, Indiana, PA.
- Almeida, L. (2013). Woordle: Understanding your student evaluations in the cloud. Presented at the College Technology Day, Indiana, PA.
- Almeida, L., & McHenry, J. (2013).Rapid serious game making through scratch. Presented at the PETE&C, Hershey, PA.
- Almeida, L. (2012). Predictions and insights for next year and beyond. Presented at the Pittsburgh Advertising Federation, Pittsburgh, PA.
- Almeida, L. (2012). teaching Tips for first year college students. Presented at the Laurel Highlands Conference, Indiana, PA.
- Almeida, L. (2012). Creating Instructional Tutorials with CamStudio. Presented at the College Technology Day, Indiana, PA.

- Almeida, L. (2012). The real work of a college professor: Why it isn't 17 Hours a week. Presented at the Laurel Highlands Conference, Indiana, PA.
- Almeida, L. (2012). The effects of an educational computer game on simple acquisition of concepts. Presented at the Eastern Communication Association (ECA), Cambridge, MA.
- Almeida, L. (2011). Implementing corporate gaming initiatives through the lenses of systemic thinking. Presented at the AISA Conference On-line, Jacksonville, FL.
- Bolton, J., Almeida, L., & Parmigiani, R. (2011). Professional learning: Teacher education. Presented at the ISTE Conference, Philadelphia, PA.
- Almeida, L. (2011). Database solution for kids. Presented at the PETE&C Conference, Hershey, PA.
- Almeida, L. (2011). Virtual Worlds in the Classroom. Presented at the College Technology Day, Indiana, PA.
- Almeida, L. (2011). Creating Instructional Tutorials with CamStudio. Presented at the College Technology Day, Indiana, PA.
- Almeida, L. (2011). Training Pre-Service Teachers through SimSchool. Presented at the College Technology Day, Indiana, PA.
- Almeida, L. (2011). Who Said Database Development Was Tough? Use Zoho. Presented at the College Technology Day, Indiana, PA.
- Almeida, L., & Juengel, C. (2011). Healing through motion and instructional design. Presented at the Laurel Highlands Conference, Indiana, PA.
- Almeida, L. (2011). Conditions of Employment for PHD Candidates: A Closer Look. Presented at the Laurel Highlands Conference, Indiana, PA.
- Almeida, L. (2010). An Empirical Account of Instructional Strategies Within a Gaming Environment. Presented at the Lilly Conference on College Teaching, Miami, OH.
- Almeida, L. (2010). CFF Coaches comments from the 2009 CFF Surveys. Presented at the PETE&C Conference, Hershey, PA.
- Almeida, L. (2009). Empowering rural gifted students to learn through design. Presented at the Association for Education Communications and technology (AECT), Louisville, KY.
- Magolis, D., Carr-Chellman, A., & Almeida, L. (2009). Seeing education reform from a different perspective: The Unheard Voices Project. Presented at the Association for Education Communications and Technology (AECT), Louisville, KY.
- Almeida, L. (2009). 1-2-1 computing: Yes, you can do it. Presented at the Pennsylvania Education Technology Conference, Hershey, PA.
- Clausen, R., Almeida, L., & Vilberg, J. (2009). CFF Teachers voices: comments from the 2008 CFF surveys. Presented at the Pennsylvania Education Technology Conference, Hershey, PA.
- Almeida, L. (2009). IshowU math 24/7. Presented at the One-To-One Computing Conference, State College, PA.
- Almeida, L. (2009). Logo "design" not art. Presented at the Southwestern Computing Fair. Waynesburg, PA.



- Almeida, L. (2008). User-Design as a framework for education reform. Presented at the Holmes Conference, Orlando, FL.
- Almeida, L. (2008). An Empirical account of instructional strategies within a gaming environment. Presented at the Holmes Conference, Orlando, FL.
- Almeida, L. (2008). A free mobile database solution for educators. Presented at the PETE&C conference, Hershey, PA.
- Almeida, L. (2008). Moving beyond the spreadsheet paradigm: 21st century skills, technology and the curriculum. Presented at the one-to-one conference, State College, PA.
- Ma. Z., Carr-Chellman, A., Almeida, A., Gursoy, H., Partore, R. (2008). Research Apprenticeships": a new model of education in Instructional Systems. Presented at the AERA Conference, New York, NY.
- Almeida, L. (2008). Job Search in Academia: Tips. Presented at the L&PS Poster Session, University Park, PA.
- Almeida, L. (2007). The effects of different learning strategies in gaming environment to complement different educational objectives. Presented at the Harvard University's Graduate Student Research Conference, Cambridge, MA.
- Beabout, B., Almeida, L., Gursoy, H., & Carr-Chellman, A. (2007). The perceptions of New Orleans educator on the process of rebuilding the New Orleans school System after Katrina. Presented at the Annual Conference of American Educational Research Association, Chicago, IL.
- Gursoy, H., Carr-Chellman, A., Almeida, L., & Beabout, B. (2007, April). Apprenticeships as a model graduate program. Presented at Annual Conference of American Educational Research Association, Chicago, IL.
- Carr-Chellman, A., Almeida, L., Beabout, B., & Gursoy, H. (2007, April). Prisoners' perspective on school change. Presented at Annual Conference of American Education Research Association, Chicago, IL.
- Almeida, L. (2007). I got a Mac and free software for desert. Presented at Pennsylvania Education Technology Exposition and Conference, Hershey, PA.
- Almeida, L. (2006). New technologies for educators. Presented at the Future Educators of Pennsylvania Conference, State College, PA.
- Almeida, L. (2006). The phenomenology of user-design in 12th grade Latino students when designing their own trivia educational game interface. Presented as a brown bag at Penn State University, State College, PA.
- Almeida, L. (2006). RFID in schools: really? Presented as a Brown bag at the Pennsylvania State University. State College, PA.
- Almeida, L. (2006). Understanding User-Design: An application. Presented at the Achievement Conference, State College, PA.
- Almeida, L. (2006). Understanding a gaming initiative through the lenses of systemic thinking. Presented at Pennsylvania Education Technology Exposition and Conference, Hershey, PA.

- Almeida, L. (2006). Multimedia tools for educators. Presented at Pennsylvania Education Technology Exposition and Conference, Hershey, PA.
- Almeida, L. (2005). Communities of Practices: Education of the future. Presented at the Association of Education Communications and Technology, Orlando, FL.
- Almeida, L., Beabout, B., Carr-Chellman, A., & Gursoy, H. (2005, October). Seeing education reform from another perspective: The prison project. Presented at Association of Educational Communications and Technology, Orlando, FL.
- Almeida, L. (2005). Emerging technologies of the 21st century. Presented at the Pennsylvania Education Technology Exposition and Conference, Hershey, PA.
- Almeida, L. (February 2005). CAI & learning. Presented at Pennsylvania Education Technology Exposition and Conference, Hershey, PA.
- Almeida, L. (2005). Gagne 9 events of Instruction: An Application. Presented at the Fall semester Learning and Performance Systems Poster Session, University Park, PA.
- Almeida, L. (2005). Cross Cultural issues in Web Based Instruction. Presented at the Fall semester Learning and Performance Systems Poster Session, University Park, PA.
- Almeida, L. (2005). The effects of prior knowledge and different scaffolding strategies in a gaming environment to facilitate student achievement of different learning objectives. Presented at the Spring semester Learning and Performance Systems Poster Session, University Park, PA.
- Almeida, L. (2005). What is NOT research? Presented at the Spring semester Learning and Performance Systems Poster Session, University Park, PA.
- Almeida, L. (2005). Hispanic education technology. Brown bag presented at the Pennsylvania State University, State College, PA.
- Almeida, L. (January 2005). Education reform from a different perspective. Presented at the Annual Conference of Holmes Conference. Philadelphia, PA.
- Almeida, L. (2005). The power of one-to-one computing. Presented at the One-to-One Computing Conference, State College, PA.
- Almeida, L. (2004). CAI and learning: The cyber TV experiment. Presented at the Annual Conference of Eastern Communication Association. Boston, MA.

## **TV APPEARANCES**

- Ettaro, S. (Writer). (2020). The Kinetic Faith In Motion. [Television Show]. Ettaro, S. (Executive producer), TechnoModeration & Your faith Walk, Washington, DC: Kinetic TV.
- Miles, T. (Writer), & Fisher, A. (Director). (2019). Hidden Gems Of The Ocoee Region [Television Show]. Trellis, J. (Executive Producer), Positive and negative sides of technology Part #2, Cleveland, TN: WTBN-TV.
- Miles, T. (Writer), & Fisher, A. (Director). (2019). Hidden Gems Of The Ocoee Region [Television Show]. Trellis, J. (Executive Producer), Positive and negative sides of technology Part #1, Cleveland, TN: WTBN-TV.

- Sherman, D. (Writer). (2018). Channel 12 Evening News [Television Show]. Hull, C. (Executive Producer). Technology Dangers, Chattanooga, TN: WDEF-TV.
- Sherman, D. (Writer). (2018). Channel 12 Evening News [Television Show]. Hull, C. (Executive Producer). Professor Helps Produce rap Encouraging Technology Moderation, Chattanooga, TN: WDEF-TV.
- Casson, N. (Writer), & Trellis, J. (Director). (2017). Nancy's Neighborhood [Television Show]. Trellis, J. (Executive Producer), Are We Turning Into Robots? Part #2, Cleveland, TN: WTBN-TV.
- Casson, N. (Writer), & Trellis, J. (Director). (2017). Nancy's Neighborhood [Television Show]. Trellis, J. (Executive Producer), Are We Turning Into Robots? Part #1, Cleveland, TN: WTBN-TV.
- Jessuit, R. (Writer), & Collins, K. (Director). (2016). Metro Morning Live [Television News Show]. J, Rob. (Executive Producer), Visual Mississippi, Jackson, MS: JSU-TV.
- Eastwick, T. (Writer). Hart, B. (Director). (2016). WAPT News [Television Newscast]. Eastwick, T. (Executive Producer), Caught on Camera: Record It or Call for Help?, Jackson, MS: WAPT.
- Eastwick, T. (Writer). Hart, B. (Director). (2016). WAPT News [Television Newscast]. Eastwick, T. (Executive Producer), Is Technology Making Us Dumb, Jackson, MS: WAPT.
- Saint Pe, E. (Writer), Saint Pe, E. (Director). (2016). Nightique [Television Show]. Saint Pe, E. (Executive Producer), Homo Sapiens Immodicus, Jackson, MS: AMG-TV.
- Jessuit, R. (Writer), & Collins, K. (Director). (2016). Metro Morning Live [Television News Show]. J, Rob. (Executive Producer), On Educating Students, Jackson, MS: JSU-TV.
- Saint Pe, E. (Writer), Saint Pe, E. (Director). (2016). Nightique [Television Show]. Saint Pe, E. (Executive Producer), Side Effects of Technology, Jackson, MS: JSU-TV.
- Jessuit, R. (Writer), & Collins, K. (Director). (2015). Metro Morning Live [Television News Show]. J, Rob. (Executive Producer), Dr. Luis Almeida Interview, Jackson, MS: JSU-TV.
- Saint Pe, E. (Writer), Saint Pe, E. (Director). (2015). Nightique [Television Show]. Saint Pe, E. (Executive Producer), @escthemachine, Jackson, MS: JSU-TV.
- Lind, D. (Writer), & Leidman, M. (Director). (2012). Que tal Indiana? [Television Interview Show]. Rodrigues, L. (Executive Producer), Technology discussion, Indiana, PA: WIUP TV.

## **RADIO APPEARANCES**

- Gault, J. (Host), Gault, J. (Director). (2018). A Word with Dr. A [Radio Show Appearance]. Gault, J. (Executive Producer), Cleveland, Tennessee: Mix 104.1 WCLE-FM.
- Dotty, D. (Writer), Dotty, D. (Director). (2017). From The Mind of Dr. A [Radio Show]. Dotty D. (Executive Producer), Jackson, Mississippi: WJSU-FM.
- Dotty, D. (Writer), Dotty, D. (Director). (2016). A Talk about Visual Mississippi [Radio Show]. Dotty D. (Executive Producer), Jackson, Mississippi: WJSU-FM.
- Dotty, D. (Writer), Dotty, D. (Director). (2016). A conversation about technology [Radio Show]. Dotty D. (Executive Producer), Jackson, Mississippi: WJSU-FM.
- Steci, D. (Writer), Steci, D. (Director). (February 14, 2016). O avanço da tecnologia e as consequências na economia [Radio Show]. Stenci D. (Executive Producer), Washington, DC: Voice of America.
- Steci, D. (Writer), Steci, D. (Director). (2015). Entrevista com Luis Camillo Almeida [Radio Show]. Stenci D. (Executive Producer), Washington, DC: Voice of America.

Barros, D. (Writer), Chaves, P. (Director). (2015). Problemas causados por excesso de computador fazem professor pregar a desconexão [Radio Show]. Petria C. (Executive Producer), Sao Paulo, Brazil: Radio CBN.

## **NEWSPAPER INTERVIEWS & APPEARANCES**

Almeida, L. (2022). Claflin professor named HBCU Educator of the Year. The Carolina Panorama. D4.

Almeida, L. (2022). About Luis Almeida., South Carolina Voyager: Retrieved at: <https://southcarolinavoyager.com/interview/conversations-with-luis-almeida/>.

Almeida, L. (2021). Talladega College receives honor for advancing careers in PR and communication. The Daily Home. P 3B.

Almeida, L. (2020). Talladega College professor produces innovative video. The Daily Home. P 3B.

Almeida, L. (2020). Talladega College Arts Exhibition. The he Daily Home. P 3B.

Almeida, L. (2020). Dr. Luis Camillo Almeida named chair of Mass Media Studies Department. The Dairy Home, P. 3B.

Almeida, L. (2019). Almeida releases spoken word EP “Let’s Do better.” Cleveland Daily Banner, P. D4.

Almeida, L. (2018). Human Robot Cycle: Warning Given By College Professor. Cleveland Daily Banner, Front Page.

Almeida, L. (2018). Lee Prof’s Style: Open You Eyes. Cleveland Daily Banner, Front Page.

Almeida, L. (2018). Almeida speaks to CMA about business strategy in small towns. Cleveland Daily Banner, P. D2.

Almeida, L. (2018). Almeida’s technoModeration Book Published. Cleveland Daily Banner, D4.

Almeida, L. (2018). Techno Moderation: A rap for all ages. Cleveland Daily Banner, P. D2.

Almeida, L. (2017). This communications professor says college kids are on the verge of a technology-fueled anxiety crisis. Lee Clarion, P. D2.

Almeida, L. (2016). How Managers Get ‘Interim’ out of their title. Wall Street Journal, P. D2.

Almeida, L. (March, 2015). ‘O ser humano não foi feito para ficar no computador toda hora’, diz pesquisador. Jornal O Globo, p. D5.

Almeida, L. (2015). Educação x Tecnologia: o desafio atual. Investimentos e Noticias, P. D2.

Almeida, L. (2015). Smartphone pode causar ansiedade em seres humanos. Investimentos e Noticias, P. D2.

Almeida, L. (2015). Professor da Indiana University of Pennsylvania acredita que computador não é uma extensão do homem. Investimentos e Noticias, P. D5.

Almeida, L. (2011). Newsmaker: Luis Almeida. Pittsburgh Tribune Review Journal, P. D3.

## GRANTS RECEIVED

- Almeida, L. (2022). Using simulations in new media research. This grant was funded by Simio Incorporated for 168K.
- Almeida, L. (2021). Scaling a Contemporary Media Department. This is a recently received Title III grant for \$70K.
- Almeida, L. (2020). The required tools to rebuild a department. This is a recently received Title III grant for \$15K.
- Almeida, L. (2016). Examining the effects of simulations in IMC. This grant was funded by Simio LLC for \$240K.
- Almeida, L. (2011). Examining the effects of simulations in the health care field. This was funded by Simio Incorporated for \$99K.
- Almeida, L. (2011). Studying the effects of Simulators in pre-service teacher training. This was a two year project and was funded by the Gates Foundation through CurveShift for \$36K.

## SUPERVISION OF HONORS BACHELORS, MASTERS AND DOCTORAL DISSERTATIONS

- Wilson, Dakar (2022). I Wish I Looked Like Her: The Effect of Social Media in Body Image Concern Among Young Women. **(Honors Bachelor Thesis Member)**
- Scott, J. (2021). I Wish I Looked Like Her: The Effect of Social Media in Body Image Concern Among Young Women. **(Honors Bachelor Thesis Member)**.
- Theres, J. (2017). The 30th of May. Masters Thesis in History. **(Master Committee Member)**.
- Saint Pe, E. (2017). Is there a Lack of Diversity in Late Night Network Television? Masters Thesis in Mass Communication. **(Master Committee Member)**.
- Norwood, A. (2017). Misrepresentation of Black Lives Matter: A Content Analysis of Secondary Sources in Mainstream Media. Masters Thesis in Mass Communication. **(Master Committee Chair)**.
- Collier, M. (2016). Th Impact of Technology and Social Media in the 21st Century. Masters Project in Mass Communication **(Master Committee Chair)**.
- Shaaban, R. (2015). Examining and Comparing the Use of Technology in Medical Education in Egypt and the United States of America: A Literature Review. Masters Thesis in Adult and Community Education **(Masters Committee Member)**.
- Qiu, A. (2014). Experiment on the effects of immersive learning simulations and dynamic image schema on the achievement if EFL learners across gender, Ph. D. in Communications Media and Instructional Technology **(Dissertation Chair)**.
- Murthy, R. (2014). The effects of mnemonics and audio within a gaming environment to facilitate achievement of different educational objectives, Ph.D. in Communications Media and Instructional Technology **(Dissertation Chair)**.
- Juengel, C. (2014). The Phenomenological exploration of user-design among Freshman female college students when designing a game.Ph.D. in Communications Media and Instructional Technology **(Dissertation Chair)**.

Kohler, M. (2013). An empirical study of media effects: a comparison of real-life and fictional video violence in cyberspace. Ph. D. in communications media and instructional technology (**Dissertation Committee Member**).

Cherman, C. (2011). The relationship of pre-service education majors' multiple intelligence learning styles to their level of digital literacy, Ph.D. in Communications Media and Instructional Technology (**Dissertation Committee Member**).

Roeper, R. (2011). Identification of the Institutional Factors within State Systems of Higher Education in the Middle Eastern States Region for the Adoption of Webinars, Ph.D. in Communications Media and Instructional Technology (**Dissertation Committee Member**).

## **EDITORIAL WORK**

**Article Reviewer**, Common-Ground Research Networks (University of Illinois - Urbana Champaign) (January 2021-Present)

**Review Board**, Journal of Lifelong Learning (Summer 2014 – Summer 2016)

**Consulting Editor**, Education Technology Research and Development (ETR&D) (Spring 2007 - Present)

**Consulting Editor**, Journal of Education Computing Research, (JECR) (Fall 2008 – Fall 2012)

## **COURSES DEVELOPED, REDESIGNED & CO-AUTHORED**

COMM 103, Digital Instructional Technology  
MC 250, Media Literacy  
COMM 306, 2D Digital Game Development  
COMM 406, 3D Game and Simulation Design and Development  
COMM 493, Applied Social Media (proposed as a 493 course)  
COMM 495, Digital Media Seminar  
COMM 846, Instructional Media Solutions  
COMM 900, Culture of Cyberspace  
MMS 364, Innovations And Social Media  
MMS 250, Digital Photography  
MMS 290, Multimedia Storytelling

## **UNIVERSITY-WIDE COMMITTEE WORK**

**Marketing Committee Member** (Clafin University) (Spring 2022-Present)

**Getty Images Committee Member** (Clafin University) (Spring 2022-Present)

**PR Search Committee Member** (Talladega College) (Spring 2021-Present)

**Director of Admissions Search Member** (Talladega College) (Spring 2021-Present)

**Faculty Affairs** (Talladega College) (Fall 2020 - Present)

**Technology and Distance Education** (Talladega College)  
(Fall 2020 - Present)

**Diversity and Inclusion Committee Member** (Lee University)  
(Fall 2018 - May 2020)

**Faculty Handbook Committee Subcommittee 2 Chair** (JSU)  
**Faculty Personnel Committee Member** (JSU)  
**Graduate Council Member** (JSU)  
**Promotion and Tenure Committee Member** (JSU)  
**Standard Bearer** (JSU)

**Committee Chair, Virtual Environments Council Committee** (Indiana University of Pennsylvania)  
**Monitoring Committee Union Rep.** (Indiana University of Pennsylvania)  
**Living and Learning Liaison Representative** (Indiana University of Pennsylvania)  
**Committee Member, University Senate** (Indiana University of Pennsylvania)  
**Invited Panelist New Faculty Orientation** (Indiana University of Pennsylvania)  
**Academic Mentor.** (Waynesburg University)

## **COLLEGE-WIDE COMMITTEE WORK**

**CALA-BASH Committee member** (Clafin University)  
(Spring 2021-Present)

**College of Liberal Arts Committee Member** (JSU)  
**Research Committee** (Indiana University of Pennsylvania)  
**E-Portfolio subcommittee member, TECC** (Indiana University of Pennsylvania)  
**Technology Day Conference Planner** (Indiana University of Pennsylvania)

## **DEPARTMENT COMMITTEE WORK**

Search Committee Chair (Clafin University) — 2021-Present  
Technology Committee (Clafin University) - 2021-Present  
Recruiting Committee (Clafin University) - 2021-Present

**PR Search Committee Member** (Lee University)  
**Technology Committee (Chair)** (JSU)  
**Research Committee Member** (JSU)  
**Faculty Evaluation Committee Member** (JSU)  
**Curriculum Committee Member.** (JSU)

**Summer Committee (Chair)** (Indiana University of Pennsylvania)  
**Program Review, Committee Member** (Indiana University of Pennsylvania)  
**Temporary Faculty Committee Member** (Indiana University of Pennsylvania)  
**Search Committee Member** (Indiana University of Pennsylvania)  
**Doctoral Committee Review Member** (Indiana University of Pennsylvania)  
**T.A Mentor** (Indiana University of Pennsylvania)

**Creativity Assessment Designer**, Department of Communication (Waynesburg University)

## **SERVICE TO THE PROFESSION**

Social media Ambassador MEDCOM 22	2022
Program Committee Member DiGRA Japan Conference	2021
Proposal Reviewer Chair (SSCA)	2020
Program Committee Member DiGRA Japan Conference	2019
Proposal Reviewer Mississippi Communications Association (MCA)	2017

Proposal Reviewer (AECT)	2013
Proposal Reviewer Chair (ISTE)	2011
Conference Committee Member/Conference Evaluator (PETE&C)	2010
Board Member, Systemic Change (AECT)	2010
Committee Member - Internship Coordinator (PETE&C)	2008
Proposal Reviewer, American Education Research Association (AERA)	2007
Conference Proposal Reviewer - Holmes Conference	2007
Proposal Reviewer, American Association of Colleges of Teaching Ed. (AACTE)	2006
Planning Committee Member, Achievement Conference	2006

## SELECTED COMMUNITY SERVICE

Photographer for the Calvary Church Lexington  
 Public library Presentation in the Lexington Public Library about SnapSeed (Jun 22)  
 Public library Presentation in the Lexington Public Library about Iphonography (Feb 22)  
 Brought Dustin Cawood to speak with the Claffin University Students

Brought **Mark Cuban** to speak with the Talladega College Community  
**Teacher**, Family Promise

**Photographer**, Westmore Church of God  
**Photographer**, Wesley Memorial Methodist  
**Photographer**, Trace Ridge Baptist Church  
**Invited Speaker**, Cambria Heights Middle School  
**Event Photographer**, IHL Conference  
**Web Designer**, Dios Con Nosotros Iglesia  
**Choir Member**, First Ridgeland Baptist Church  
**TV Host**, WIUP-TV  
**Judge**, IU1 Regional Computer Fair  
**DJ**, WIUP 90.1FM

## LEADERSHIP

Leadership Faculty, University of Dayton	2021-2022
Talladega College Department Chair	2020-2021
President, Cleveland Media Association	2020
President Elect, Cleveland Media Association	2019
Board Member, Cleveland Media Association	2018
VP of Public Relations, Toastmasters International	2018
Interim Department Chair JSU	2016-2017
Graduate Coordinator JSU	2016-2017
Department Liaison To The College of Engineering Meteorology	2016
Indiana Rotary Club Secretary	2014
BYOD Captain (ISTE)	2014
Applied Media and Game Simulations Lab Director	2010-2015
Communication Officer — Minorities in media (AECT)	2010
Mac Lab Department Supervisor	2008-2010
Board Member — Systemic Change Division (AECT)	2008-2009

## SELECTED INVITED SPEECHES

Lexington Rotary Club	2022
Lexington Public Library	2022
Washington State University (WSU) Jazz Department	2021
University of Florida's Music Entrepreneurship Program	2021
Center For The Arts, Migration And Entrepreneurship (UF)	2020
Advertising Federation (ADFED) Speaker	2019



Cleveland Media Association Speaker	2019
American Advertising Federation Speaker (Chattanooga)	2018
Civitan Club Invited Speaker	2018
United Way Ocoee Street Speaker	2018
Lee University Secretary Training Speech	2018
Sunrise Cleveland Rotary Club Speaker	2017
Mississippi e-center Incubator Speech	2017
One JSU Awards Ceremony Award Speaker	2016
Ridgeland/Madison Rotary Club Speaker	2016
Mississippi Humanities Council Bureau Speaker	2016
Rotary Club Invited Speaker	2015
Bottleworks Ethic Arts Center Speaker	2014
TEDxPhoenixville Speaker	2013
Breakfast and a Book Series Speaker	2012
Keynote Speaker, C-CUE Conference	2011
Achievement Conference Ceremony Speaker	2006
Achievement Conference Awards Speaker	2006

## AWARDS

The Telly Awards (Bronze)	2022
ANA VPP Awardee, Fordham University NYC	2022
The Communicator Award (Gold, Digital Excellence)	2022
Outstanding HBCU Educator of the year (PRNEWS) Winner	2022
Outstanding Educator of the year (PRNEWS) Nominee	2022
Hermes Creative Awards ® (1 Gold Award)	2022
Hermes Creative Awards ® Honorable Mention	2022
Claffin SGA Teacher of the Year Nominee	2022
The Davey Awards — Silver Awards	2021
DotComm Awards — Gold Award	2021
AVA Digital Awards — Gold Award	2021
Hermes Creative Awards ® (2 Gold Awards)	2021
Omicron Delta Kappa Award Recipient	2021
PRNEWS A-List Top 35 PR/Communication Programs	2021
Top #5 Best Communication Schools in Alabama <a href="http://universities.com">universities.com</a>	2021
Talladega College Teacher of the Year Nominee	2021
DOWNBEAT® Award Faculty Advisor (1 Award)	2020
DOWNBEAT® Award Faculty Advisor (4 Awards)	2019
Doctor of Ministry In Global Outreach, <i>Honoris Causa</i>	2019
Innovation In Journalism & New Media Award	2017
Professor of the Game (Excellence in Academic Advising) Award	2016
IUP Achievement in Scholarship Award	2013
IUP Achievement in Scholarship Award	2012
Outstanding Researcher COE-ET IUP Award	2011
Paul W Welliver Outstanding Graduate Student (PAECT) Award	2007
The Chancellor's List at Penn State University Award	2006
The PETE&C Internship Recipient	2002-2006
Miriam Gray Scholarship Award	2005
L&PS Summer Research Grant Recipient Award	2005
Pi Lambda Theta Educational Honor Society	2005
Graham Fellowship Award Recipient	2004
ECA Top Poster Session Graduate Paper	2004
Outstanding Graduate Student at Clarion University Award	2004
Puksar/Holmes Scholarship Award	2004-2006
Clarion Federal Credit Union Scholarship Award	2004

## GALLERY EXHIBITIONS/JURIED SHOWS

- Almeida, L. (2022). 7th Annual Waterscapes - Juried Exhibition, Santa Fe, NM.
- Almeida, L. (2020). From the eyes of an immigrant: My southern travels. [Photography]. Talladega, AL.
- Almeida, L. (2020). 2020 Botanical. [Photography]. Retrieved from URL: <https://www.avarts.org/exhibits-1>
- Almeida, L. (2020). #AVAPOPOPUP. [Photography]. Retrieved from URL: <https://www.avarts.org/exhibits-1>
- Almeida, L. (2020). *Featured Artist Luis Almeida*. [Photography]. Retrieved from URL: <https://www.artsyshark.com/2020/03/02/featured-artist-luis-almeida/>
- Almeida, L. (2016). Mississippi Craft Show Exhibitor. [Photography]. Jackson, MS.

## PUBLISHED PHOTOGRAPHS

- Almeida, L. (Photographer). (2022, April 12). Father Film Festival. Claflin University Facebook page [Digital Images]. Retrieved from URL: <https://www.instagram.com/p/CcGGsCMrLqK/>
- Almeida, L. (Photographer). (2021, February 8). Food photography for Cinamomma cookies. [www.cinnamomma.com](http://www.cinnamomma.com) [Digital Images]. Cinamomma Website.
- Almeida, L. (Photographer). (2020, January 16). Lee Professor's Artwork Featured On Artsy Shark [digital image]. Retrieved from URL: <https://tinyurl.com/r72jdqw>
- Almeida, L. (Photographer). (2020, January 2). Early Winter 2020 Artist Showcase [digital image]. Retrieved from URL: <https://tinyurl.com/wq7r9px>
- Almeida, L. (Photographer). (2019, October 31). WAHS Grad Competes in 17th Annual Smithsonian Magazine Photo Contest [Digital Image]. Retrieved from URL: <https://tinyurl.com/vwtx8rv>
- Almeida, L. (2017). JSU School of Journalism and Media Studies Partners With Mississippi Press Association For Conference. Jackson, Mississippi [Photograph]: Mississippi Link Newspaper.
- Almeida, L. (2016). Journalism School of JSU, UM Form Partnership. Oxford, Mississippi [photograph]: Hotty Toddy Newspaper.
- Almeida, L. (2016, February 10th). Partnership between Ole Miss and JSU. Jackson, Mississippi [photograph]: The Blue and White Flash Newspaper.
- Almeida, L. (2015, October 1st). Dr. Elayne Hayes-Anthony. Jackson, Mississippi [photograph]: Mississippi Link Newspaper.
- Almeida, L. (2015, October 1st). Students, staff and guests. Jackson, Mississippi [photograph]: Mississippi Link Newspaper.
- Almeida, L. (2015, October 1st). Mississippi Link Publisher (C) Jackie Hampton. Jackson, Mississippi [photograph]: Mississippi Link Newspaper.
- Almeida, L. (2015, October 1st). Mass Communication students Kendra Brown and Jeremy Anderson. Jackson, Mississippi [photograph]: Mississippi Link Newspaper.
- Almeida, L. (2011). The elephants. *Journal of Communications Media*. (2), p.102, Indiana, PA.

## LATEST SOCIAL VIDEO PRODUCTIONS

- Almeida, L. (Executive Producer/Director). (2022). Let African-American Youth Speak -- The Ask Project. Video Production Created for Department of Mass Communications at Claflin [YouTube: Claflin Mass Communications], Orangeburg, South Carolina.
- Almeida, L. (Executive Producer/Director). (2022). Animated Slideshow CALABASH 2022. Video Production Created for Department of Mass Communications at Claflin [YouTube: Claflin Mass Communications], Orangeburg, South Carolina.
- Almeida, L. (Executive Producer/Director). (2022). Sample Creative Works for CALABASH 2022. Video Production Created for Department of Mass Communications at Claflin [YouTube: Claflin Mass Communications], Orangeburg, South Carolina.
- Almeida, L. (Executive Producer/Director). (2022). Claflin University's CALABASH 2022. Video Production Created for the Dean [YouTube: Claflin Mass Communications], Orangeburg, South Carolina.
- Almeida, L. (Executive Producer/Director). (2022). What do you think about CALABASH? Independent Video Production [YouTube: Dr. Almeida's Classroom], Orangeburg, South Carolina.
- Almeida, L. (Executive Producer/Director). (2022). What are your thoughts on HBCUs bomb threats and racism? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.
- Almeida, L. (Executive Producer/Director). (2022). What do you love about Claflin? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.
- Almeida, L. (Executive Producer/Director). (2021). Should all Americans get the COVID19 Vaccine? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.
- Almeida, L. (Executive Producer/Director). (2021). What do you like the most about Claflin? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.
- Almeida, L. (Executive Producer/Director). (2021). What would you do with a million dollars? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.
- Almeida, L. (Executive Producer/Director). (2021). Why did you come to Claflin? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.
- Almeida, L. (Executive Producer/Director). (2021). If you were doing a study abroad, where would you go? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.
- Almeida, L. (Executive Producer/Director). (2021). Are Libraries Still Relevant? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.
- Almeida, L. (Executive Producer/Director). (2021). What you want to do when you graduate? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.
- Almeida, L. (Executive Producer/Director). (2021). Are you excited about homecoming? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). What are your three reasons to come to Claflin? Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Camrym Singleton testimonial about Claflin University. Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). DanaJa Gore testimonial about Claflin University. Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Maurice Moore testimonial about Claflin University. Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). My Dream Job Series — James Hall. Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Fall 2021 Stroll off event — Claflin University Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Why come to Claflin? Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). What are your reasons to come to Claflin? Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Huntsville Botanical Garden: Night Blooms Event. Promotional Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Coco's house senior sanctuary and rescue. Fundraising Video [Facebook], Jackson, Mississippi.

Almeida, L. (Executive Producer/Director). (2021). End of the year party. Corporate Video [Facebook], Talladega, Alabama.

Almeida, L. (Executive Producer/Director). (2021). Talladega college division of natural sciences and mathematics. Promotional Video [All Girls STEM Expo], Seattle, Washington.

Almeida, L. (Executive Producer/Director). (2021). Burgin Addressing the incoming class. Corporate Announcement [Zoom], Talladega, Alabama.

Almeida, L. (Executive Producer/Director). (2021). Talladega college president's address to UNCF's masked gala in Birmingham. UNCF Ballroom [Event]. Birmingham, Alabama.

Almeida, L. (Executive Producer/Director). (2021). A testimonial of student funding success to UNCF's masked gala in Birmingham. UNCF Ballroom [Event]. Birmingham, Alabama.

Almeida, L. (Executive Producer/Director/Artist). (2021). Birmingham Zoo's Glow Wild Event. Promotional Video [Event]. Birmingham, Alabama.

Almeida, L. (Executive Producer). (2020). Best student works created by mass media studies department at Talladega College. Promotional Video [Facebook]. Talladega, Alabama. Talladega, Alabama.

Almeida, L. (Executive Producer). (2020). Why you should major in mass media studies? Promotional Video [Instagram]. Talladega, Alabama.

Almeida, L. (Executive Producer). (2020). Just Come To Class university campaign. Promotional Video [Ad Clip]. Talladega, Alabama.

## TV PRODUCTIONS

Almeida, L. and Pavlick, B. (2012). Conversations [Why it isn't 17 hours a week]. United States: Indiana University of Pennsylvania, Indiana, PA

Almeida, L and Start, J. (2011). What's Like Show [Cook talk]. United States: Indiana University of Pennsylvania, Indiana, PA.

Almeida, L and Start, J. (2011). What's Like Show [Yoga talk]. United States: Indiana University of Pennsylvania, Indiana, PA.

Almeida, L and Start, J. (2011). What's Like Show [Insurance talk]. United States: Indiana University of Pennsylvania, Indiana, PA.

Almeida, L and Start, J. (2011). What's Like Show [Cadet talk]. United States: Indiana University of Pennsylvania, Indiana, PA.

Almeida, L and Start, J. (2011). What's Like Show [ROTC talk]. United States: Indiana University of Pennsylvania, Indiana, PA.

## ACADEMIC ADMINISTRATION

### Department Chair

**August 2020 - June 2021**

*Talladega College, Talladega, AL*

- Lead the department to be featured in the Top 35 PRNEWS A-List Schools 2021
- Implemented a vision for the unit centered on producing award winning production
- Mentoring junior faculty members for obtaining tenure/promotion and adjuncts
- Created department course schedules for the Dean
- Solving student to faculty issues and implemented solutions
- Wrote and received federal external grants
- Reorganized three student organizations to align its operation with the curriculum
- Created a brand new internship protocol for the department
- Wrote PLO & SLO reports for the Dean
- Engaged in campus cross-collaboration with multiple departments
- Updating and revising undergraduate Curriculum and offerings
- Cleared students for graduation and transferring internal and external students to the program
- Running faculty meetings and supervising university-wide committee assignments
- Wrote a proposal for the board and received 1/5 of a building to expand the department.

### Interim Department Chair Appointed (Tenured)

**May 2016-May 2017**

*Jackson State University, Jackson MS*

- Wrote the SLO reports (B.S. & MS) for Dean's approval
- Cleared students for graduation and proposed transfer credits for the Dean
- Designed and developed a Media Literacy course for delivery
- Solved faculty/student conflict
- Coached new and existing faculty members
- Calculated effectiveness of student learning outcomes
- Helped recruit undergraduate students in recruiting events
- Supervised department committees assignments
- Trained faculty on how to advise undergraduate and graduate students
- Ran faculty meetings and made employee recommendations to the Dean
- Assisted the Dean with creating class schedules and ensured that faculty had a course load
- Took photos in the e-Center of Mississippi events when asked

**Graduate Coordinator Appointed****September 2016-March 2017***Jackson State University, Jackson, MS*

- Taught courses in two campuses — Madison and Jackson
- Assisted students with candidacies, comps, and thesis completions
- Created class schedules for students
- Mentored graduate students
- Calculated effectiveness of student learning outcomes
- Approved student graduations

**Interim Department Chair Elected (Tenured)****January 2015-July 2015***Indiana University of Pennsylvania, Indiana, PA*

- Signed departmental documents for granting G.A's
- Supervised adjunct faculty and staff
- Served as a liaison between faculty and administration
- Promoted the department to constituents
- Wrote faculty evaluations letters
- Performed faculty observations
- Assigned faculty to committees
- Wrote annual reports for the Dean

**Department Assistant Chair****July 2014-January 2015***Indiana University of Pennsylvania, Indiana, PA*

- Assisted Chair with writing reports
- Rationalized faculty complement for department initiatives under Chair's request
- Resolved student problems and graduation issues under Chair's supervision
- Advised transfer students into the department by Chair's request
- Engaged as a liaison in faculty/student dispute when asked
- Assisted Chair with budgeting
- Mentored T.A's and temporary faculty members
- Assisted the Chair with editing the program review

**APPLIED MEDIA CENTER ADMINISTRATION****August 2010 - July 2015****Center Director (AMGCC)***Indiana University of Pennsylvania, Indiana, PA*

- Managed the dally operation of the center
- Supervised student lab assistants
- Wrote, acquired and delivered research grants from high profile funders
- Produced the first smartphone app ever created at IUP and several video games
- Assisted winning researcher with the production of a 3D video game animation
- Partnered with the division of continuing education and offered Summer video game making camps for elementary and high school students
- Hosted undergraduate internships for Communications Media majors to produce PSAs, video games, animations and virtual reality artifacts
- Engaged in research and development (drone technology) for the college

**OTHER ADMINISTRATIVE EXPERIENCE****Head Golf Coach****August 2008-May 2009***Waynesburg University, Waynesburg, PA*

- Recruited athletes (10) to play varsity golf
- Managed all golf operations, e.g., coaches' pay, trips, setting up events, etc
- Developed lift training session for athletes
- Trained golfers with mechanical and psychological aspects of golf
- Assisted school with fundraising
- Worked closely with the athletic department to enforce NCAA regulations

## EDUCATION

The Pennsylvania State University - University Park, PA	<b>2004-2008</b>
<p><b>Ph. D.</b> Instructional Systems August, 2008 (GPA-3.9/4.0)</p>	
Clarion University of Pennsylvania, Clarion, PA	<b>2002-2004</b>
<p><b>M.S.</b> Communication Education and Mass Media Technology May, 2004 (GPA - 4.0/4.0).</p>	
Slippery Rock, University - Slippery Rock, PA	<b>1999-2002</b>
<p><b>B.S.</b> Sports Management, May, 2002 (GPA: 3.45/4.0)</p>	

## ACTIVE MEMBERSHIP ASSOCIATIONS

Holmes Partnership (Lifetime)  
 Association for Education Communications and Technology (AECT)  
 Association For Visual Arts (AVA)  
 Professional Photographers of America (PPA)  
 Nikon NPS Member  
 National Association for Media Literacy Education  
 Florida Communication Association (FCA)

## LEADERSHIP DEVELOPMENT

Rutgers Writing Opinion Essays Workshop, 2021  
 Toastmasters International Leadership Training, 2018  
 Emotional Intelligence, Jackson State University, 2017  
 Creating Assessment Reports, Jackson State University, 2017  
 Conflict Management for Academic Chairs, Jackson State University 2017  
 Ethics for Academic Administrators, Jackson State University 2016, 2017  
 Conflict Management, Jackson State University 2016  
 On Becoming a Department Chair, Indiana University of Pennsylvania, 2013.  
 Manage yourself and lead others, Harvard University, 2012

## MEDIA PRODUCTION CERTIFICATIONS

Apple Educator Certified  
 Adobe Photoshop CC 2020 Advanced Certified  
 Adobe Lightroom CC 2020 Pro Certified  
 Adobe Illustrator Certified  
 Adobe Spark Certified  
 Adobe Dreamweaver  
 Adobe Audition  
 Final Cut Pro Certification Badge

Logic Pro X Certification Badge  
Wordpress 4.1 Certified

## **ON-LINE DISTANCE EDUCATION CERTIFICATIONS**

UNCF's Creating and Facilitating On-Line Courses, 2021  
Higher Education: First Day Ready with Canvas, 2020

## **OTHER CERTIFICATIONS**

Master Life Coach Certified, 2020  
Research Ethics Training Certification, 2019  
Harvard University Extension School, Manage Yourself and Lead Others, 2013  
PGTAA "Class A" Masters Teaching Golf Professional, 2008



## REFERENCES

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