Introduction

IUP has been my life. I have spent countless hours discovering what IUP is all about. I have learned the importance of following the teacher scholar model very early on during my tenure at this institution. I have quickly realized the importance of service and how it is tied to student success. I've developed class content for delivery, advised students, and have been engaged in a wide range of scholarly activities and service. According to APSCUFs Collective Bargaining Agreement, we are expected to teach, conduct scholarship and serve. I write today in support of my application for tenure at Indiana University of Pennsylvania.

In my tenure at IUP, I have taught almost a dozen undergraduate courses, one masters and three PhD classes. Some of these courses were delivered face-to-face and at a distance, using Moodle and D2L. I've helped IUP leadership with participating in our institution's distance education initiative. Some of the courses I have taught include: Digital Instructional Technology*,* Beginning Photography, Scriptwriting, Instructional Design for Training and Development, 2D Digital Game Development, Management Practices in Electronic Media*,* Digital Media Solutions*,* and Culture of Cyberspace. I also co-designed two courses, "COMM 306 and COMM 406," and will be offering another new course titled "New Media Campaigns" as a pilot (COMM 481) this upcoming Spring 2014.

I have worked to create a well-organized, enthusiastic, comfortable arena for learning where students have the opportunity to learn and grow in a caring manner. Students state that I am a "Great professor," "He was a great teacher who was extremely enthusiastic," "He produces a great learning environment," "Dr. A brings expertise and enthusiasm to his teaching. The course was well planned, organized, and implemented," "Wonderful professor," "He cares," "I enjoyed coming every day," "He is one of the best teachers I have had at IUP so far."

My colleagues have shared their positive feedback about my teaching also. Some of them include, "Very good interaction," "Very well guided discussion," "Students are very engaged," Enthusiastic about the subject." (Dr. Allen Partridge). Dr. Leidman stated, "Excellent speech patterns, easy to hear," "Very appropriate class," "relaxed and informal interaction," "Great activities including small group." Dr. Wilson quotes, "The class is clearly outlined, materials are well-prepared; Luis involves his students in the course and frequently calls on students who may be less likely to participate." Dr. Start adds, "Wonderful sense of humor, "Completely prepared for class. Dr. Almeida is clearly an excellent teacher." Dr. Muchtar complements, "Dr. Almeida is a great instructor who can explain the class materials very well."

My chairs have formally shared their positive opinions about my teaching, as well. Dr. Dudt stated, "Luis is excited about teaching. Luis brings a wide variety of experiences and education." Quoting Dr. Piwinsky, "Luis is very solid; The atmosphere of his class is outstanding. Dr. Almeida does a very good job teaching undergraduate courses that range from 2D games and photography to instructional design, cyberspace and doctoral research. His student evaluations are very strong."

I have taken my teaching assignments quite seriously. I have and plan to continue revising my courses based on student and faculty feedback. During my time at IUP, my tenure's overall student evaluation scores indicating above average or excellent is 89%.

TENURE	1: Superior	2: Above Average	3: Average	4: Below Average	5: Poor
2010 Fa	44	27	13	1	0
2011 Sp	32	11	4	1	0
2011 Fa	44	23	5	0	0
2012 Sp	22	14	2	1	0
2012 Fa	16	6	2	0	0
2013 Sp	38	14	1	0	0
2013 Fa	26	12	10	4	1
2014 Sp	48	20	3	0	0
Total	270	127	40	7	1

Beyond my duties in the classroom, advising and mentoring are central to the work I've done. In fact, I have averaged advising 60 undergraduate students per year since my arrival at IUP. It is important to mention that the aforementioned spate of retirements in our department led to a significantly higher advising load in the year 2012-2013. In fact, our department had only eight full-time faculty members that year, which made me responsible for advising 90 undergraduate students. In addition to a high undergraduate advising load, I've also supervised 7 doctoral dissertations and have sat on 7 other dissertation committees, 19 comprehensive examinations, 8 candidacies and helped to bring 14 new students to our PhD program, while managing to teach over a dozen different college courses.

I was once told by my Chair that a *"great route to pursue"* was to tie scholarship with teaching. I followed through by presenting two sessions at the Lilly Conference on College teaching, which is a conference directly related to excellence in teaching and learning. During my tenure at IUP, I've developed instructional books, published 8 articles, delivered 1 conference keynote address, 12 conference presentations (local, state, national and international levels), and a TEDx talk. I've also managed to have an entry on a creativity book and brought two external grant funds to the IUP Research Institute. I've also worked as a consulting editor for ETR&D, Education Technology's most prestigious academic journal and I currently serve as an editorial board member in the Journal of Lifelong Learning and the International Journal of Instructional Technology and Distance Education.   In addition, I've served as a Conference Committee Proposal Chair for the International Society of Technology in Education (ISTE) during my tenure at IUP.

Scholarly activity was also an opportunity for me to collaborate with and mentor graduate students. In fact, I co-developed scholarship with Raj Murthy on the effects of computer games in instruction, Aining Aiu on the impacts of instructional models in education research, and Chris Juengel in video games and constructionism, from an education technology perspective. I've also worked with undergraduate students, e.g., Matt Willis, Josh Williams, and Matt Herr in the production of a smartphone App on campus and in co-designing a video game quest with James McHenry. These working relationships gave me increased opportunity to learn from my students. The significance of my scholarship has an impact on recruiting, retention of students, classroom delivery/teaching, and as an avenue to collaboration, respect

and excellence across departments. As long as I am given the opportunity to research and investigate, I will do so with honor, respect and gratitude always advancing the IUP brand.

I have served IUP at the department, college and university levels. It has been a great journey, full of challenges, responsibilities, surprises, and high expectations. I am glad to be able to write about these experiences in a meaningful way to illustrate my dedication to this institution. Going beyond the expectations is always the goal. Therefore, I felt comfortable with making contributions to our great university since my first day as a faculty member. I came to IUP to serve and serving to me means serving "all the way."

In a period of almost five years, I helped to advance the University by serving as an APSCUF appointed member of the University's Monitoring Committee, A.B.B.L.E - Living and Learning, Liaison to the Dorms, and University Senate . In addition, I've also served as a 2014 University Family Drive fundraising leader yet deciding to have an ongoing involvement and complete dedication to helping to assist, shape, and advance IUP. In addition, per request of a number of my colleagues, I was asked to run and was elected Department Assistant Chair of Communications Media. My contributions were many including co-writing the department's annual report, resolving student problems in graduation issues, co-editing the department's budget, and mentoring junior faculty members.
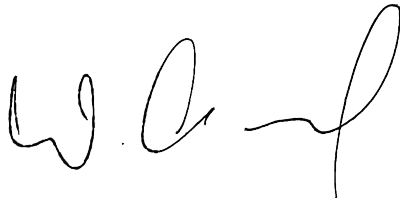
At the college level, my contributions were also meaningful. Since my arrival at IUP, I've served in a number of committee positions, as well. I have a decade of experience in multimedia development and applying technology for decision making. This is perhaps why I was elected Chair of the Virtual Environment Council Committee, a subcommittee of ACPAC, for four straight years, assisting the college with saving $7,000 in funds and rejuvenating the interest in virtual environments for instruction and research at the college and university levels. I've also helped the college of education with revising the technological nuances of the Eportfolio and with the implementation of *Livetext*, a college wide tool that has been used by hundreds of students each year. In addition, my leadership in technology assisted our Assistant Dean of Technology with conceptualizing, planning and delivering Technology Day, a college-wide technology conference for faculty, for three straight years.

I've made significant service contributions at the department level. I was the sole author of a proposal (approved by the senate) to make COMM 271 available for distance education and designed and developed a 2+2 degree completion evaluation proposal for the Dean in 2014. Currently, I am chairing four doctoral dissertations and prepping three new courses for Spring 2015, two at the Masters level. I have served as a member of two search committees, the program review and research committees. I have regularly supported our students by attending 99% of commencement ceremonies.

My service to COMM 103 has been quite significant to the department of communications media and the College of Education and Education technology themselves. During my tenure, I have revised COMM 103 three times, with an average of 220 students benefiting from its content for almost five years. Over 10 temporary faculty members have used the revised materials in their COMM 103 classes, making this course uniform throughout the college. I've fixed a broken piece into a working system ensuring that our students get the very best training in technology in education available. I've also assisted our department/IUP by chairing a committee to allocate faculty money for Summer work, which is rarely an easy task. One colleague eloquently puts it, "Any time a committee is formed that deals with faculty rank, seniority, and money there is a potential for problems."

Since my arrival at IUP, I have done what has been needed to advance this institution. I have taught a large number of college courses (some outside my area of expertise) to help our university, made important scholarly contributions to our field, while still making significant contributions to serving IUP. IUP's motto reads, "Beyond Expectations". I am ready to keep embracing IUP's motto inside and outside the classroom for many years to come.

Sincerely,

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