

Dr. Luis C. Almeida

2017-2018 Career Highlights

1 — Courses Taught —

Communication Studies

COMM 354, “Cross Cultural Communication”
COMM 331, “Photojournalism”
COMM 300, “Research Methods”
COMM 270, “Web Design”
COMM 426, “Integrated Marketing Communication”

Digital Media

DIGM 365, “Innovations And Social Media”

2 — Teaching Effectiveness —

Total Teaching Mean 2018-2019: **4.43**

Total Teaching Mean 2018-2019 controlling for questions 20 & 21: **4.67**

Goal 1: This year I plan to integrate faith in all of my Fall and Spring courses by retooling my courses from being taught from a secular perspective to being taught from a Christian worldview using class discussions as the delivery mechanism.

FA17-SP18 Comments: *Goal achieved.* My mean score for **FA17 was 4.43**, which was higher than the mean score of **4.26 for the department**. My score was also higher than the **university mean of 4.35**. My score for **SP18 was 4.38**, which was higher than the **department mean of 4.24** and the **university mean of 4.35**.

Goal 2: This year I plan to actively engage my students by creating two puzzle game activities for each of my courses as a means to revise course content.

FA17-SP18 Comments: *Goal not achieved by very little.* My mean score for **FA17 was 4.30**, which was lower than the mean score of **4.33 for the department**. My score was also lower than the **university mean of 4.36**. My mean score for **SP18 was 4.29**, which was lower than the **department mean of 4.35** and the **university mean of 4.31**. I would make the argument that the different in means is so small, that the former might have been occurred by chance. 2 out of 4 classes had higher means than both the department and university means during FA17 and SP18.

I heard the following from students this past term in my written evaluations, “*The games help my memory when taking tests,*” “He is very clear, organized & knows a lot about research. His system & method of teaching is awesome,” “Approachable,

kind, simplifying the course info,” “I love the enthusiasm. It keeps me awake in class and alert so that I can learn,” “He is just a really great prof.”

Dr. Kailling, my Department Chair, stated the following this past year, “*The students were usually quick to respond to your questions, indicating that they were engaged in the class and the day’s material,*” “*Well organized and paced class; everything was covered without ever feeling as though we were rushing or lingering too long over a point,*” “*Good illustrations drawn from your own personal experience to provide application for students as well as enhance your credibility on the subject.*”

Other scores...

- *The instructor encourages, when appropriate, an open exchange of ideas in class. I averaged 4.83 against a 4.60 university mean FA17.*

- *Assessment activities reflect the objectives and content of the course as stated in the syllabus. (e.g., tests, quizzes, papers, projects, performances, etc.). I averaged 4.69 in this category against a 4.66 university mean, FA17.*

- *The instructor provides feedback that aids student learning. I averaged 4.59 against 4.41 university average, FA17. I averaged 4.48 versus 4.38 university mean, SP18.*

- *The instructor provides opportunities to help students outside of class (e.g., through office hours, email, Moodle, or phone). I averaged 4.85 versus 4.49 university average FA17. I averaged 4.74 against 4.44 university mean, SP18.*

- *The instructor challenges students to think about how learning relates to faith and Christian worldview. I averaged 4.43 against 4.35 university average, FA17. I averaged 4.38 versus 4.35 university mean, SP18.*

- *The instructor acknowledges appropriate questions and attempts to provide means to an answer. I averaged 4.70 against 4.67 university mean, SP18.*

- *The instructor shows interest in students and their learning. I averaged 4.86 against 4.64 university average, SP18.*

3 — Scholarship (Books, Articles, Creative Work) —

Goal 1: This year I plan to write a monthly newspaper column about technology in moderation.

FA17-SP18 Comments: *Goal achieved.* In the Cleveland Daily Banner alone, I’ve published 65 articles between August 2017 and May 2018. The target was to publish 9 articles.

Goal 2: This year I plan to speak at a teaching conference about how to develop ethical advertising campaigns with minority students.

FA17-SP18 Comments: *Goal achieved.* I've presented the following at the International Lilly Conference on College Teaching November 2017.

Almeida, L. (2017). Constructing An Ethical Advertising Campaign With Minority Students. Lilly Conference on College Teaching, Miami, OH.

Books

TechnoModeration: The Only Means of Survival. This book was a collection of some articles published in the Cleveland Daily Banner, along with a conceptual framework relating to TechnoModeration and a measuring instrument. The book was endorsed by Michael Michalko, a worldly renowned creativity theory scholar.

PrayKnox: A Spiritual Weapon For Prayers Champions: My contribution was a book entry, a devotional, on the topic of avoiding greed in life.

Articles

Cleveland Daily Banner: I've published 65 articles related to media effects.

Evangel Magazine: 1 article published titled, "Pandora's Box of Automation."

Enzine Web: 3 articles published titled, "Technology is handicapping millennials, "I have 10 life secrets: Let me share 1," and "Don't overextend yourself."

Almeida, L. (Under review). The Rise of Homo Sapiens Immodicus. The Tennessee Communication Association Journal.

I've mostly engaged in research relating to TechnoModeration which is a media effects construct this past year. God has shown me favor in producing a full instrument to measure where subjects fall in the Human Robot Cycle, a prior to Lee University concept I've introduced to the masses in 2016. An informal pilot has been conducted and changes to the instrument were made prior to the publication of the book, "*TechnoModeration: The Only Means of Survival.*"

Dr. Jose Valentino and I produced the rap song, "*TechnoModeration,*" which has received media attention in a number of outlets including the Cleveland Daily Banner, The Chattanooga, and CBS-Chattanooga.

I've also conducted informal research on different kinds of techniques relating to social media. In fact, the former has helped our students with promoting a full social media campaign for the Bradley County Health council which ended up being featured in both the Cleveland Daily Banner, The Chattanooga, and our university's social media feeds.

Speeches, Presentations, Keynotes, TV Interviews...

- 1) *Intercultural Communication, May 2018*, Conference Presentation sponsored by the Language Department, Colombian students.
- 2) *TechnoModeration: The Dangers Of Overuse Of Technology In Education And In The Church. May 2018*, Conference Presentation sponsored by the Language Department, Colombian students.
- 3) *Rethinking Technology In High Schools*, April 2018, Speech, Bradley County Elementary School administrators and parents.
- 4) *The importance of technomoderating*, April 2018, Speech, Lee University, 17 secretaries.
- 5) *Positioning Yourself for success in small towns*, April 2018, Speech, Cleveland Media Association, members and guests.
- 6) *Leveraging social media in the church*, March 2018, TV Interview, Church of God Division of Education, COG members and administrators.
- 7) *Rethinking Technology: The Human Robot Cycle*, February 2018, Speech, Sunrise Rotary Club, members and guests.
- 8) *Professor Helps Produce Rap Encouraging Technology Moderation*, January, 2018, TV Interview (Channel 9 - WDEF), Chattanooga residents and beyond.
- 9) *Technology Dangers*, January, 2018, TV Interview (Channel 9 - WDEF), Chattanooga residents and beyond.
- 10) *My way to success in life*, December 2017, Speech, Home Schoolers Audience, parents of home school students and the students themselves.
- 11) *Constructing An Ethical Advertising Campaign With Minority Students*, November 2017, Conference Presentation, the Lilly Conference on College Teaching, scholars and students.
- 12) *Developing a social media campaign strategy*, October 2017, Speech, Lee University's School of Music faculty (2) and students.

4 — Service Activities —

Goal 1: This year I plan to serve as a photographer and take 30 high quality photographs for a local church.

FA17-SP18 Comments: *Goal achieved. In fact, I donated 100+ photos to Westmore Church of God, which 15 of these 100 will be used in their 50 year publication to be released soon.*

Goal 2: This year I plan to serve Lee University students by being available as a resource (Once a semester) to the golf coach.

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FA17-SP18 Comments: *Goal achieved. I was available for the coach through email. I introduced myself to the coach, spoke with a number of their players in my college courses, and offered to help the coach with recruiting golfers from Brazil, per his request.*

I shared, in an email correspondence, that I've made contact with Eric Andersen, an old friend and Head Golf Pro at Sao Paulo Country Club in regards to Lee being a place where his students could potentially play varsity golf.

- 1) Took photographs of Lee students in soccer, baseball, rugby.
- 2) Participated in dorm wars as an spectator and photographer
- 3) Taught chess theory, openings and strategies for two students
- 4) Took the photograph for our Communication Studies/Advertising recruiting banner
- 5) Covered classes for colleagues when needed
- 6) Joined the Westmore Church of God choir
- 7) Served in the media committee (WCOG) to talk about social media best practices
- 8) Partnered with BikeWalk TN, Cleveland Center For Music Arts, and Bradley County Health Council to help them to create a social media presence in town.
- 9) Served as a social media consultant for Lee's School of Music
- 10) Took 100+ photographs for Westmore church of God
- 11) Offered extended office hours to students
- 12) Served as a good department citizen by being gregarious, helpful and respectful to my colleagues.
- 13) Attended university events, i.e., ask the president, 100 years history tour of Lee, African night, lunch celebrating 100 years of Lee, and more.
- 14) Wrote letters of reference for students
- 15) Donated funds to support student trips and campus activities
- 16) Attended two student sponsored greek outings
- 17) Mentored two students and a faculty member outside Communication Arts about life
- 18) Helped two students get internships (1 paid)
- 19) Stayed after graduation to take photos with students and their families
- 20) Shared one of my main golf contacts with Lee's golf coach and offered to help with recruiting Brazilian golfers to attend Lee.
- 21) Hosted students in my courses at Lee day (and on frontline) in numerous occasions
- 22) Delivered a seminar for the United Way Occoee Street on leadership
- 23) Eat at the cafeteria religiously in an attempt to network with all Lee stakeholders.
- 24) Served as a volunteer photographer for a student's band, "My captain, my king."
- 25) Photographed the album cover and promotional photo of a downbeat award winning Jazz band lead by two professors in the music department
- 26) Supported our students at the ADDY Awards ceremony in Chattanooga, TN

During the Spring 2018, I've seat down with Dr. Phillip Thomas and his team to generate a social media strategy to promote his piano concerto event. After the implementation of my social media strategy, the campaign generated dozens of likes and shares and has been seen by almost 7 thousand people organically.