

Fall 2015

August 30th

Teaching: Created Syllabus MC 303 and MC 307; created 5 assignment sheets for MC 303; Conceptualized assignments for 303, Created/edited five rubrics for MC 303. Creating assignments for MC 307; Graded quiz #1 (MC 330), created gradebook 330 (1, 2) and 307. three PowerPoints and practiced delivery for all keynotes once.

Scholarship: Editing TEDx book for publication; Outlined AECT presentations; Edited first chapter of potential book on quantitative research.

Service: Created the department's door schedule, advising notes, proposed advising sheets (IMC, Multimedia Journalism, Media Production), Developed a flyer for promoting the department; Created an advising checkout for three students; Attended Saturday moving day; Serving on dept. Website Committee, attended student registration and recruited 32 students to potentially major in Mass Communications; created flyer about Marshall Ramsey for the department in short notice; Captured screen from brochures and edited in Photoshop for department promotion. Advised Kyle Davis on a crisis mode. Produced flyer for Thursday 27th' recruiting day. Attended the event and brought to Dr. Anthony 31 additional student names to potentially major in Mass Comm. Fixed all (45 computers) for department use. Diagnosed lab projectors and recommended VGA connections for the department; Created lab policy for labs; created VGA policy for the department along with signing sheets; Advised over a dozens students; helped a instructor with a project problem in the classroom as well as the department Chair; Recruited students on major exploration and transfer days in the student center and helped Chair with setting up the meeting conference room for CAP and setting up the documents and the technology for evaluation.

Fulfillment of professional responsibilities: Attended training Windows 8.1; Attended faculty and staff seminars (both days), Attended BANNER training with Dr. Anthony and Sylvia; Attended convocation. Attended

Cyber-learning meeting representation to representing Mass Communications.

September 30th

Teaching: Delivered class sessions and administered a number of quizzes. Updated the gradebook, prepared chapter powerpoints, logo and (f stop, shutter speed, WB lesson). developed a photo rubric, as well as two assignments (MC 307 and MC 330), graded quizzes, produced powerpoints and tutorials, graded quizzes by hand (almost 40), sent reminder emails to students about deadlines (struggling to find students emails as the system does not provide reliable student email access), produced two tutorials for class. Graded assignments, revised rubrics, created open-ended quizzes. Updated gradebook, created the shells in Blackboard (after 4 weeks without access to it), developed tutorials and powerpoints. Mentored two students (Aspen Wilson and JaMychael Bridges), and is working with Brianna Coleman on a promotion campaign. Mentoring graduate student on how to create a documentary and turning into a phenomenological paper. Start working on the syllabus for Global media (International Journalism) and Advertising campaign.

Scholarship: Drafted instrument to measure effects of technology in human behavior. Testing instrument, as we speak. Editing a manuscript (book) for publication on how to produce a quantitative pre-prospectus step-by-step to potentially be used in a research methods class. Drafting an article for publication in a distance education journal and finishing producing the presentation to be delivered at AECT in Indianapolis.

Service: Assisted Sylvia with input to be placed in the faculty meeting. Helped department and colleagues with advising extra students. Set schedule time to drive the technology committee. Advised two students, hold office hours. Advised one student over the phone; Accepted Chairing two committees; Developed the Digital Signage system architecture, produced first LCD signal, trained Tracie on how to use the system, BETA tested the system with Tim, and conceptualized the department's website; submitted content to Kierra to update the site, wrote content for first page, cleaned the lab (computers), as well as keyboards and some screens (suggestion to have university employees

to clean the lab) for health safety. Helped Sylvia with updating the homecoming website for Dr. Myers. Helped Sylvia with troubleshooting the homecoming site with Gerard. Developed the Open House's board campaign (in Digital Signage); took department's facilities photos and student photos for the open house. Took two professionally done photographs for the department website. Sketched the department's website, worked on putting syllabus to format for curriculum committee, created three course sequence for Advertising, Sport Broadcasting, and Public Relations. Served as a photojournalist for the Mass Media Open House. Took the department's and manager's portraits for the website. Timely revised the Media Literacy syllabus for the Chair and provost. Provided photographs to be used in the Mississippi Link newspaper. Participated in the Metro Morning Live and Ed's (Weathervision) show talking about technology moderation. Created a block mock up website plan for Sylvia, per Dr. Anthony's request. Waiting on Sylvia for feedback. Spoke with the Sage representative and ordered books for both Luis Almeida and Dr. Anthony for final evaluation for the Media Literacy course.

Fulfillment of professional responsibilities: Prepared for courses, planned strategies for classroom delivery, diagnosed student's deficiencies in media production reported to the Chair. Helped staff when asked. Attended office hours, spoke with students, interacted with my peers and chair. Chatted with a graduate student on how to proceed on his masters project. Assisted my Chair with other duties assigned.

October 30th

Teaching: Delivered classroom presentations, created Power Points, two midterms, graded, and started creating the syllabus for classes for the Spring 2016. Fixed issues with blackboard (Gradebook), and created tutorials for both MC 330 and 307. Developed Power Points for chapters 7, 8, 9, 10, and 11. Developed quizzes for chapters 7, 8, 9, 10, and 11 for both MC 330 and MC 307. Administered and graded midterms for MC 330 and MC 307, gave feedback to Masters Degree student. Updated attendance sheets, graded 200 photographs assignments. Updated blackboard. Mentored students in the office (every Friday) and have

assisted with helping students outside class on how to edit photographs and potentially seek opportunities in IMC.

Scholarship: Finished preparing presentation for AECT. Did two photo shoots for First Ridgeland Baptist Church. Conceptualizing a book for publication about TEDx from an old manuscript. Planned strategy on how to present part at AECT conference, collaborated with a colleague at Indiana University of PA on the delivery of a keynote presentation. Worked with Dr. Anthony and Sage Publications to produce the book for MC 250. Although the book won't have realties, the book is to be produced by late December 2015. Covered the Mass Communication Alumni event as a photographer. Took a number of photographs published in the department's website. Submitted two photographs at National Geographic Magazine for review. Planning to submit shots for the next magazine's competition. Participated in the show *Nightique* speaking about my research in techno moderation. Provided two hour consulting sessions for the Department of Auxiliary Services at JSU about IMC and the new media.

Service: Worked on the website skeleton for the Department Chair, along with Sylvia Watley and Webmaster Gerald. We completed the assignment and the website is ready for delivery after a few changes. I held a meeting with the Jackson Zoo's Director of Marketing to create a partnership with them and place students for internships. The partnership was established. Negotiated an opportunity to combine events at the Zoo and course work. Notified the Chair about inconsistencies in the graduate checkout sheet. Made contact and asked for a meeting with Phillip to propose an authentication software protocol for the design lab. Partner regularly with the Director of Marketing at JSU and set appointments in my office to collaborate with them. Updated the iPad display system with Tim, our facilities manager. The system is functional and working just fine. Developed all the pages of the department's website, e.g., content (some already made) information layout, photos, content, revisions... Worked with Gerard to create the drop down menus and with troubleshooting. Took photos for Alumni day. Attended Alumni day and entertained a few alumni. Advised students in the office. Took School's group photograph.

Fulfillment of professional responsibilities: Held office hours, assisted students with graduation checkouts, interacted with peers, helped the

staff when asked, behaved in a collegial manner. Helped two students with taking midterms after being sick. Hosted student parents during office hours. Helped students with potential job placements, and guided students who are seeking to get an internship to speak with Mr. Monasset by Dr. Anthony's direction.

November 30th

Teaching: Delivered class sessions and administered a number of quizzes. Adapted class sessions to be delivered in a more constructivist environment and applying PBL (Problem Based Learning) techniques in order to encourage low performing students to recover low grades. Updated the excel gradebook, prepared chapter powerpoints for the remaining of the courses. Developed the remaining assignments, final project as well as an instructional piece on how to complete the final project for MC 330. Graded quizzes, assignments, and communicated and answered questions for students via email. Redesigned photo assignments to accommodate students difficulties with completing assignments. Created open ended quizzes and taught two cases. Mentored Keanna Coleman, and developed video game system to be used in university courses Spring semester.

Scholarship: Delivered two presentations at the International AECT conference. Editing book manuscript and working on another book publication (26% done). Re-shifting scholarship to incorporate advanced technology and its effects on society. Research on techno moderation alive but becoming secondary. Focusing on advancing the agenda of the e-Center on advancing breakthrough technology application for societal and economical change. Planned and put on paper a strategy to help Dean Anthony's School with producing scholarship with students. Working on a paper with a colleague at Penn State University on video game culture. Seven Published seven photographs at the First Ridgeland Baptist Church website.

Service: Helped department and colleagues with advising extra students. Gladly assisted students with questions and redos of their academic course schedules and future plans in Mass Communication. Fixed the Digital Signage system with Tim, produced two LCD signal campaigns,

and finished the department's website. Served as a photographers for a number of events on campus including the Global Entrepreneurship portrait, and Dr. Anthony's Dean announcement event. Spoke at the Ed Saint Pe show about technology in society. Schedule to serve the community by serving as the official photographer for the "Breakfast in Bethlehem" event in Ridgeland, MS. Shared with Dean Anthony suggestions and concerns about student body concerns about our operation.

Fulfillment of professional responsibilities: Prepared for courses, planned strategies for classroom delivery, diagnosed student's deficiencies in media production reported to the Chair. Helped staff when asked. Attended office hours, spoke with students, interacted with my peers and chair. Assisted my Chair with other duties assigned.

December 30th

Teaching: Delivered last class sessions and administered the last quizzes of the term. Designed and developed all final projects and examinations. Updated the excel gradebook and exported the files to PDF, calculating each classroom average and scales. Graded the last semester quizzes and as promised, graded the late assignments delivered by the students. Showed care for students by implementing the redesigned photo assignments to accommodate students difficulties with completing assignments. Chose to work with students to help Dr. Anthony with changing the culture of our department in the classroom. Mentored Keanna Coleman and spent hours mentoring and convincing Jeremy Anderson to stay in the major and with planning the next phase of his academic career. Working on the syllabi for Spring 2016.

Scholarship: Editing the Storytelling Photography book manuscript and completed 33% of another book publication. Speaking with AECT representatives to engage in research in media and systemic change. Served as the lead Photojournalist for the Christmas in Bethlehem event. Planning to focusing on finishing editing the Storytelling Photography Book by the Summer and the "Academics and Change" (33% completed) by Fall 2016. Designed and developed the www.luiscalmeida.com website. Took photographs from graduate students to be uploaded to our school's website early Spring 2016.

Planning to engage in academic scholarship with students during the Spring 2016 and potentially present papers in communication conferences with them.

Service: Helped the department and colleagues with advising extra students and fixing schedules during finals week. Gladly assisted students with questions and redos of their academic course schedules and future plans in Mass Communication throughout the month. Met with the office of academic advising (Athletics) to create an open channel between them and us. Closed the partnership with Angela Harris (Jackson Zoo) to serve as a consultant to our Advertising Campaigns class in the Spring. Served as a committee representative for the implementation of *Degreeworks* to the university and assisted the Chair of that committee with a rough draft of one of our programs per her request. We shall provide the final documents after Dr. Anthony's approval during the Spring 2016.

Fulfillment of professional responsibilities: Helped staff when asked. Supported colleagues with their endeavors (Marshall Ramsey's signing book event), Attended office hours, spoke with students, interacted with my peers and chair. Met with Dr. Anthony to speak about the semester and the classes delivered this term. Assisted the Dean with other duties as assigned.

Spring 2016

January 30th

Teaching: Revised syllabus MC 330 and MC 307; Created MC 473 and MC 532 syllabi. Recreated assignments sheets for MC 303; created lessons for MC 473 and MC 532. Produced rubric for MC 473 and made a partnership with the Jackson Zoo in order to promote the JSU day tying that partnership with a class. Graded quizzes #1, 2, and 3 for MC 330-01, MC 307-01 and 02, graded projects for MC 473 and MC 532, engaged in discussions, revised and produced powerpoints for classes. Practiced delivery for all new keynotes and advised students beyond

office hours, in cases changing the schedule of students up to five times (as students changed their minds about their professors). Uploaded attendance records and grade book. Google Drive system of teaching is working as expected. Mentored Nicholas Thornton on the four elements of web for making your own brand.

Scholarship: Holding the quantitative book for publication. Holding the storytelling photography book for publication, holding on the higher ed book also as a potential publisher will be evaluating the TEDx manuscript (which is in fact a creating your own brand book) for publication in less than a month. I am working long hours editing the manuscript and emphasizing the brand component of the manuscript. There are two final steps that need to be accomplished prior to submitting the manuscript which is to complement the roles in the writing, re-type the complementary inclusions, and revise the manuscript again. It will be a busy two-three weeks in February to get this work done but it needs to be accomplished. God willing, the publisher will be interested in the manuscript. I worked in conceptualizing and developing a panel for AECT 2016 and is currently under review as a Presidential Panel about Systemic Change using Media and accounting for culture in higher education institutions in the USA. Collaborating with a faculty member to co-author articles relating to stress in the media and potentially bring a grant to campus. Engaged in professional photo shoots this month.

Service: Helped the department and colleagues with advising extra students and fixing schedules during the first month of the semester. Gladly assisted students with questions and re-dos of their academic course schedules and future plans in Mass Communication throughout the month. Met with the office of academic advising (Athletics) to give them the progress of their student athletes (still in progress). Solidified the partnership with Angela Harris (Jackson Zoo) to serve as a consultant to our Advertising Campaigns class in the Spring. She has made her first visit. Took photos of the partnership between JSU and Ole Miss and created a small campaign about the historical event through social media. Created a shared folder with photos to produce promotional materials for the school with the Dean, Sylvia Watley, Shannon Tatum and Kiara Thomas. Serving church as bible study teacher for adults.

Fulfillment of professional responsibilities: Helped staff when asked. Trained Tracie Hicks on how to update the board with the pro system and revised the board twice this month. Supported colleagues with their endeavors, Attended office hours, spoke with students, interacted with my peers and chair. Cleaned the computer laboratories and fixed the computer resolution screens in the design lab. Assisted the Dean with other duties as assigned.

February 30th

Teaching: Created lessons (PowerPoints) for MC 473 and MC 532, along with midterms. Negotiated with the VA Hospital to bring students to cover their award events and still working closely

with the Jackson Zoo. Graded quizzes #4, 5, and 6 for MC 330-01, MC 307-01 and 02, graded projects for MC 473 and MC 532, engaged in discussions, revised and produced PowerPoints for classes. Practiced delivery for all new keynotes and advised students beyond office hours, in cases changing the schedule of students up to five times (as students changed their minds about their professors). Uploaded attendance records and grade book. Google Drive system of teaching is working as expected. Graded assignments for all classes and provided immediate feedback to students. Designed and developed the advising sheets for the Dean, along with three proposed (new sequence) curriculum sheets for advertising, sports media, and PR.

Scholarship: Spent the whole semester revising the book manuscript "The Building of a dream" for publication. The book manuscript is being reviewed by a number of industry leaders as we speak. Completed the application for AECT 2016 and waiting on acceptance response. Started working on a paper about the systemic side effects of technology as a means to introduce the Homo Sapiens Immodicus Model to additional research venues. Engaged in a discussion with a University of Mississippi physician about collaborating on a medical/media effects research project. Published two photographs in news outlets; Served as the official group photographer for the 2016's First Ridgeland Baptists Church Men's retreat.

Service: Helped the department and colleagues with advising extra students and conducting graduation clearances. Gladly assisted

students with questions regarding graduation and with granting their pins. Met with the office of academic advising (Athletics) to give them the progress of their student athletes and helped the department to recruit athletes to study mass Communication. Solidified the partnership with Ms. Toni Frances (Jackson Zoo) to replace Ms. Harris (who resigned) to serve as our Advertising Campaigns class's consultant. She has made her first visit. Updated the shared folder with photos to produce promotional materials for the school with the Dean, Sylvia Watley, Shannon Tatum and Kiara Thomas. Serving church as bible study teacher for adults and photographer.

Fulfillment of professional responsibilities: Helped staff when asked. Re-trained Tracie Hicks on how to update the board with the pro system and revised the board. Supported colleagues with their endeavors, Attended office hours, spoke with students, interacted with my peers and chair, along with the office of athletics. Assisted the Dean with other duties as assigned.

March 30th

Teaching: Created lessons for MC 473 and MC 532, as well as case study lessons for MC 532. Produced rubric for MC 473 and implemented the campaign with students for MC 473. Students under my teaching guidance produced a video promotion, three promotional flyers, and a full campaign reaching over 10,000 potential clients. Students are being taught how to practice IMC real work. Graded course quizzes and assignments. Practiced delivery for all new keynotes and advised students beyond office hours. Mentored three students in how to practice photography for social media. Uploaded and updated attendance records and grade book. Google Drive system of teaching is working as expected but is now being questioned as a viable CMS tool. I am okay with using Blackboard as long as I have access to the system with access to all my classes. Currently re-developing a class video game to help students for the final examination.

Scholarship: Currently negotiating a full year professional photojournalism photo shoot with a major real estate company agency in the State of Mississippi. Designed and developed (and developing) a

campaign (and collecting data) on how to fully implement top notch social media technology for the acquisition of clients this century. Investigated the possibility to conduct research in drone journalism and how it pertains to media photography. Waiting on the acceptance of a presidential panel for AECT on media reform and applications.

Service: Helped the department and colleagues with guiding students and mentoring them with their careers. Worked with the Dean in the partnership with WLBT and the meteorology operation with quantifiable results. Helped the university by representing the Dean to the orientation planning committee. Shared 80 photographs with the Dean and her assistants. Created all the advising sheets for all programs and matched them to the ones created by the University of Mississippi. Produced a two hour seminar for MC 250, along with all the project assignments and rubrics to go with it. Made revisions to the system after speaking with the Dean. Engaged in discussions outside the university to help recruit students to the university. Worked diligently with athletes to accommodate their schedules and such. Wrote letters of recommendations for students. Serving church as bible study teacher for adults.

Fulfillment of professional responsibilities: Helped staff when asked. Re-trained Tracie Hicks on how to update the board with the pro system and revised the board once this month. Supported colleagues with their endeavors, Attended office hours, spoke with students, interacted with my peers and Dean. Assisted the Dean with other duties as assigned.

April 30th

Teaching: Revised syllabus MC 473 and MC 532; Created different final examinations to accommodate graduating seniors for MC 330, MC 473, and MC 307. Strengthened the partnership with the Zoo to promote two events in the Fall term; Graded remaining quizzes and assignments for the term and over 400 photographs and 47 portfolios for MC 330; Created cases 4,5, and 6 as well as their questions for MC 573; Produced infographics for MC 473 to report on the project's progress; Helped students with studying for final exam in all courses; Practiced

delivery for keynotes and advised students beyond office hours. Uploaded attendance records and grade book. Started to migrate courses back to blackboard to be the official LMS of my courses.

Scholarship: April was a soft month for scholarship as my office duties seemed to have increased due to colleague's not being around to assist students. However, I received an invitation to participate in the 2016 Mississippi Arts Festival, a peer review photo competition in the state of Mississippi and sold prints to Renaissance Real Estate. The prestigious AECT conference accepted my proposal to be a presenter in its upcoming international conference in Las Vegas Nevada. Simio LLC granted me and the department a 240 thousand dollar software license bundle to do work in animation for IMC. Currently working on finishing a book for publication and an article for review. Spoke with WAPT about my research in technology and was invited by the e-center incubator to serve as their May 2016 leadership program speaker.

Service: Helped the department with both writing the MC 250 documents and justifications/review given by the curriculum committee; Trained 6 colleagues on how to teach MC 250; Helped the Dean to pass with minor revisions MC 250 to the curriculum committee and make the course official at Jackson State University. Created the rough draft and formatting report for the Dean's road map. i.e., its introduction, ation plan, descriptions, and dates to be accomplished. Helped Dean Azevedo with a Masters degree student who was going to sue of university due to unreasonable expectations of faculty member; Served as a speaker for the Department's Award Banquet; Helped Dean Anthony with conducting library research to assist Ms. Obama and her speech at graduation; Served as the School's Bearer in the April 23rd graduation; Served as a speaker at the One JSU Award; Served as a photojournalist spending 12 hours of work to serve the school. Per Dean's request, was a member of a party who went to the University of Mississippi to strengthen the partnership between our school and theirs. Consulted with Director of Auxiliary Services and provided guidance; Assisted the Dean with solidifying a partnership with WLBT about the Meteorology project; In conversation with Medical Mall Foundation Director to place students in their operation; Shared photographs with Shannon Tatum and Sylvia Watley for production of media artifacts; Serving Church as a Choir Member in the tenor section. Worked closely with the department

of Athletics to help students transfer to our department and with graduation checkouts. Advised students and accepted last minute non-scheduled visitations to help increase enrollment in the division; Recruited students.

Fulfillment of professional responsibilities: Helped staff when asked. Re-trained Tracie Hicks on how to update the board with the pro system and revised the board twice this month. Supported colleagues with their endeavors, Attended office hours, spoke with students, interacted with my peers and chair. Cleaned computer desktops and Assisted the Dean with other duties as assigned.

May 30th

June 30th

July 30th