

Fourth Year Probationary Faculty Evaluation  
Dr. Luis Almeida  
Communications Media

I have received documents from you, your departmental evaluation committee, and your chair. Based on these materials, my Performance Review below addresses the categories of faculty duties outlined in the Collective Bargaining Agreement. Please read this review, so indicate by signing below, and return it to my office by **December 20, 2013**. If you would like to discuss it, please make an appointment with me to do so at your earliest convenience, but before the due date.

**Effective Teaching and Fulfillment of Professional Responsibilities**

Dr. Almeida's students provided him with the following ratings on the overall scale of the student evaluation of teaching instrument:

Semester/course	Superior	Above Average	Average	Below Average	Poor
Fall 2012 COMM 900 001	88%	13%	0%	0%	0%
Fall 2012 COMM 600 001	56%	31%	13%	0%	0%
Spring 2013 COMM 303 W01	63%	32%	5%	0%	0%
Spring 2013 COMM 330 001	88%	12%	0%	0%	0%
Spring 2013 COMM 303 W02	65%	35%	0%	0%	0%

Dr. Almeida's student evaluation summaries for Fall 2012 and Spring 2013 (based on a combined total of 77 respondents) reported an Overall Instructor Rating of 70% Superior, 26% Above Average, and 4% Average. The evaluations also reported that he is well-organized (99%); communicates clearly in class (99%); demonstrates interest and enthusiasm (100%); encourages questions and discussion (100%); and encourages critical thinking (99%); provides appropriate feedback about students performance throughout the course (99%); and would take this instructor again (97%). Student evaluation data from across the four years that Dr. Almeida has been at IUP, shows steady improvement from very strong student evaluations to excellent student evaluations as reported here.

Reports from Dr. Almeida's peer/chair observations this year are consistent with the student evaluation of teaching data reported above. These reports document "excellent" teaching performance in the vast majority of indicators, in the remainder he was rated as "above average." In summary several strengths were detailed with no weaknesses. Minor refinements were offered as suggestions.

The category of Effective Teaching and Fulfillment of Professional Responsibilities is an area of strength.

### Continuing Scholarly Growth

In 2012-2013, Dr. Almeida had two articles appear in peer-reviewed journals, a research article in *Educational Research International* and a practice piece in the *Journal of Communications Media*. He has another article under review. In addition, Dr. Almeida presented his work at professional conferences including the Lilly Conference on College Teaching and the Eastern Communication Association. In fall 2013, Dr. Almeida had the exciting opportunity to present a TEDx talk.

Additionally, Dr. Almeida published *Scriptwriting Step-by-Step* (2013), an original work with Pearson Learning Solutions. Released with a 2014 publication date, Dr. Almeida published *Digital Instructional Technology Step-by-Step* (2014), an enhanced version of the 2011 published text, *Teaching and Learning with Technology*, by Lever-Duffy and McDonald, for which Dr. Almeida supplied additional curricular materials (also with Pearson Learning Solutions). Pearson Learning Solutions partners with instructional faculty to distribute customized instructional materials. These publications may fit better in the category of Effective Teaching and Fulfillment of Professional Responsibilities.

Dr. Almeida is active in the category of Continuing Scholarly Growth, demonstrating that he is able to integrate his teaching and scholarship and bring scholarly products from conception through to the dissemination stage.

### Service

Dr. Almeida's institutional and professional service is commendable. Within the Communications Media department, Dr. Almeida has made himself available to prospective students and provided mentorship of student research as part of the PhD in CMIT program as chair and member of dissertation committees and candidacy examination presentations. Dr. Almeida further demonstrates his commitment to serving the institution by serving on faculty committees at all levels, program, department, college and university. Extending beyond the institution, Dr. Almeida is also active with state, regional and professional associations beyond membership. His materials document roles including conference planning, serving as an officer, and serving on various committees.

In the category of Service, Dr. Almeida shows commitment and engagement within the institution and beyond.

### Overall Evaluation

Dr. Almeida demonstrates balance across all three categories of faculty duties. I recommend reappointment of Dr. Almeida for the 2014-2015 academic year.



Lara Luetkehans, Dean

12-13-13

Date

I have read this evaluation and have had an opportunity to respond.



Luis Almeida, Associate Professor

12-13-13

Date