

Lee University
Professional Activities Report

Name: Luis Camillo Almeida Department: Communication Arts

Academic Year: 2017-2018 Date 05/29/2018

General Information: This report provides an opportunity to furnish your department chair and those to whom he/she is administratively responsible with information regarding your professional activities and your contributions to your department and the university during the past academic year. Your department chair will consult this report in composing his/her evaluation of your performance for this evaluation period. *Your Professional Activities Report becomes part of your permanent evaluation portfolio and will also be used in evaluating you for retention, promotion and tenure.*

PART ONE: Courses and Activities Listing

Please respond to the following items with reference to the past 12 months.

1. List by discipline and course number all the courses you taught during the evaluation period. For team-taught classes, specify your proportionate contribution.

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. List those committees of your department and those committees of the university on which you have served during the year. If you chaired any of these committees, please indicate so.

I've served in the department's classroom technology ad-hoc committee as a participating member, per Chair's invitation, to discuss technology to be used in our computer laboratories.

3. List your current membership(s) in professional and/or honor societies. If you have been an officer of such a society during the past year, please describe the office you held.

Cleveland Media Association: I have been serving as a *board member* since Fall 2017. Duties included putting the whole speaker agenda together for the 2017-2018 academic year, work on the website, edit speaker's flyers, attend meetings and present a keynote.

Toastmasters International: I have been going to Toastmasters, as a member, since May 2018.

4. List any papers, books, articles, or reviews you have written and any papers you have refereed. Describe any research or other creative professional activity in which you have engaged or participated.

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.

5. List by title, date, setting and audience any talks, addresses, concerts, recitals, etc., you have given during the past year.
 - 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.

6. List by organization, name, date, location, etc. any professional meetings you have attended during the past year. Please indicate for each meeting the percentage of your expenses paid by university funding.

Lilly Conference on College Teaching, November 2017. 100% funded by Lee.
 Cleveland Media Association, yearly monthly meetings. 100% funded by Lee.
 Bradley County Health Council, December Board Meeting, 0% funded by Lee.
 Westmore Church of God, Media Committee Meeting, 0% funded by Lee.

7. List by name of sponsoring organization, date, location, content, any seminars, graduate courses or workshops in which you have participated during the past year. Please indicate for each activity the percentage of your expenses paid by university funding.

Social Innovation Conference, April 2018, Chattanooga, TN, social media, 100% funded by Lee.
CTE @ Lee University, academic year, campus, CTE seminars. 100% funded by Lee.
Westmore Church of God, Fall 2017, Westmore Church, leadership seminar, 0% funded by Lee.

8. List any professional or related services that you have rendered to your department, the university, the community or to students or colleagues during the past year.

- 1) Took photographs of Lee students in soccer, baseball, rugby.

- 2) Participated in dorm wars as a 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
9. List all off-campus employment during the past year. Give name of employer, nature of activity and time commitment.

N/A

PART TWO: Professional Performance Self-Evaluation

Please comment on the following aspects of your professional performance during the past year.

I. Teaching Effectiveness. List your teaching effectiveness goals from your Professional Activities Contract and indicate whether you attained each one. Include references to the method you used to measure your success.

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.

Assessment 1: I am going to quantify Goal 1 by comparing student responses to question #19 in the student rating of instruction instrument to the average mean of the department.

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.

Assessment 2: I am going to quantify Goal 2 by comparing student responses to question #7 in the student rating of instruction instrument to the average mean of the department.

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.

- Discuss any activities which you consider to be noteworthy and describe any of your strengths which should be recognized.

As a first year faculty member at Lee, in addition to producing 100 PowerPoint presentations, 20 tutorials, 100 print game sheets based on book chapter content, rubrics for all my class assignments along with a password protected website containing all documents pertinent to all my classes thought, I've managed to develop three computer games to be used as rehearsal mechanisms for DIGM 365, COMM 354, and COMM 300, and COMM 426.

I've spent a considerable amount of time redesigning DIGM 365 (Innovations and social media) during the Spring semester of 2018. By midpoint in the semester, the facebook algorithm has changed which has forced me to completely change my course plan and powerpoint presentations half-way through the semester. Due to a scheduling snafu, I could not teach Advertising Campaigns, a course I've prepared throughout FA17 in SP18. I had little time to prepare for COMM 331, in fact. Because the course only had a few students when was put on the schedule after advising season was past, I was advised to introduce more artistic components to that course in order to make the class potentially "fit" art students, which I personally was uncomfortable with. Photojournalism is hard media and should be treated as such but enrollment was a variable in this course. I did what I could to make COMM 331 more "artistic" yet preserving the nature of what Photojournalism is. To my surprise, only one Art student registered for the class. The former might have explained why a few students might have been frustrated in these courses. I must add that Dr. Joel Kailing and Dr. Megan Moe have been very helpful with finding students to take COMM 331 in early Spring 2018.

In addition to the former, I've chosen to flip the classroom in all my courses Spring 2018, using the user-design instructional method, because DIGM 365 during FA17 was, to my surprise, the best class of the term which was offered as an experimental user-design class. I honestly don't think that professors (especially tenure-track professors) should adopt too many post-modern classroom instructional strategies at Lee, if we are to use questions 20 & 21 for tenure or promotion decisions. Back at Jackson State, which is a black university, flipping the classroom and empowering students to design their own systems of learning works wonders. At Lee, my short experience has taught me that our students feel confused about the former and perhaps perceive that professors may not use their time as well during class. I had a plan for every single class this past academic year which is perhaps why I've received the following 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.*
- *The instructor provides opportunities to help students outside of class (e.g., through office hours, email, Moodle, or phone). I averaged 4.74 against 4.44 university average, SP18. I averaged 4.85 against a 4.49 university Mean, FA17.*

When calculating all questions in the student evaluation instrument besides the questions relating to students, my overall score for the semester FA17 was 4.516 and 4.365 for SP18. When controlling for questions 20 & 21, which I've been told may be questions relating to teacher's popularity on campus more than excellence in teaching, my overall combined scores were 4.88 for FA17 and 4.465 for SP18 making the following averages for my first year at Lee.

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

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

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.*"

Lord willing, I will plan my courses to be a bit more traditionally taught next academic year and see if students' perceptions of time well spent in class (Fa17 & SP18 overall mean = 4.02) will increase overall.

Note: Attach a portfolio of your teaching materials (syllabus, handouts, etc.) from the course of your choice.

II. Scholarship. List your scholarship goals from your Professional Activities Contract and indicate whether you attained each one. Include references to the method you used to measure your success.

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

Assessment 1: I am going to quantify Goal 1 by collecting all of the 9 articles in electronic format.

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.

Assessment 2: I am going to quantify Goal 2 by collecting a copy of the conference's program for review.

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.

*** Discuss any activities which you consider to be noteworthy and describe any of your strengths which should be recognized.

In addition to accomplishing the former goals, I've given Lee University the additional scholarly artifacts as value added.

Book

Almeida, L. (2018). TechnoModeration: Our Only means of Survival. Cleveland, TN. Break Free Press.

Book Entry

Almeida, L. (2017). Devotional. Praynox, NA (Eds), 365 days of unified prayer (pp.34-35). Knoxville, TN.

Academic Article

Almeida, L. (Submitted). The Rise of Homo Sapiens Immodicus. The Tennessee Communication Association journal.

Magazine Writing

Almeida, L. (2018). Pandoras Box of Automation. Evangel Magazine, (1), 16-19.

- Discuss any activities which you consider to be noteworthy and describe any of your strengths which should be recognized.

This 2017-2018 academic year, I've decided to give Lee University as much scholarship as I could as a first year faculty member teaching a 4/4 load. In addition to the former scholarly activities above, I've managed to put out an ebook to be used for academic advising and a rough draft of a potential social media workbook. I also spent time producing a video game to be used as a treatment for a study I plan to do in the 2018-2019 academic year.

Note: Attach a copy of any papers you have presented at professional meetings or had published in books or journals.

III. Service. List your service goals from your Professional Activities Contract and indicate whether you attained each one. Include references to the method you used to measure your success.

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

Assessment 1: I am going to quantify Goal 1 by copying the 30 edited photographs into a flash drive and having a letter written by the Pastor indicating his satisfaction with the shots.

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.

Assessment 2: I am going to quantify Goal 2 by recording the Coach's video testimony about my contributions to the team and saving it to a flash drive.

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.

— Discuss any activities which you consider to be noteworthy and describe any of your strengths which should be recognized.

In my first year as a faculty member at Lee University, I've met faculty members in all schools at the university and did what I could to better understand the Lee Culture. I did a free photoshoot for two faculty members in Music. These photos ended up being used in an award winning competition (downbeat award) as their albums front and back cover.

During the Spring 2018, I've sat 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.

I managed myself to be appointed one of Cleveland Media Association's board members and invited guest by the Division of Education at the Church of God to talk about social media in the church. I have also presented an afternoon keynote at United Way Ocoee Street, delivered a keynote at Bradley Elementary School, and presented at the Sunrise Rotary Club this past year.

- Discuss any activities which you consider to be noteworthy and describe any of your strengths which should be recognized.

As a first year faculty member, I would argue that my service to the community, Lee and our students, was very strong. The following is my rationale for making the former statement.

— Overall Service —

- 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 the 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.
- 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 play at Lee.
- 21) Hosted students at Lee day (and during frontline) in numerous occasions.
- 22) Delivered a seminar for the United Way Ocoee Street on leadership.
- 23) Eat the at the cafeteria religiously in an attempt to network with Lee stakeholders.
- 24) Served as a volunteer photographer for a student 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

—Invited Speeches/Apearances —

- 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.

Note: Attach any letters, clippings, etc. which will illustrate the kinds of service you performed.

PART THREE: General Professional Department Self-Evaluation

Circle the letter following each statement which, in your estimation, best represents your description of your performance.

Rating Scale: 1=Outstanding 2=Very Good 3=Good 4=Adequate
5=Inadequate

- | | | |
|----|--|---------------------|
| 1. | Support of the spiritual life of the campus by regular chapel attendance. | 1 2 3 4
5 |
| 2. | Demonstration of exemplary character and Christian role model for students and colleagues. | 1 2 3 4
5 |
| 3. | Cooperative support of the goals of the department and the university. | 1 2 3 4
5 |
| 4. | Regular and consistent availability for conferences with individual students and advisees. | 1 2 3 4
5 |
| 5. | Consistency in keeping posted office hours. | 1 2 3 4
5 |
| 6. | Timeliness with written communications and punctuality in meeting deadlines. | 1 2 3 4
5 |
| 7. | Quality professional service on department committees and department projects. | 1 2 3 4
5 |
| 8. | Quality of written communications and record keeping. | 1 2 3 4
5 |
| 9. | Attendance at department and general faculty meetings. | 1 2 3 4
5 |