

DATE: October 15, 2012
TO: Dr. Edward Nardi, Interim Dean College of Education and Educational Technology
FROM: Communications Media Department Evaluation Committee
RE: Indiana University of Pennsylvania Probationary Faculty Evaluation

Introduction: The Communications Media Department's Evaluation Committee highly and enthusiastically recommends his reappointment for the 2013-2014 year! He is a valued teacher, scholar, and colleague who has greatly contributed to and enhanced our programs in meaningful ways. When we recommended Luis for his position, we had hoped that he would be able to help our department in several key areas:

- Deepen and enhance our course offerings within the field of games design and development;
- Supervise and teach undergraduate course offerings related to instructional technology, specifically COMM 103: Digital Instructional Technology;
- Design, develop, and deliver courses for the new Ph.D. program in Communications Media and Instructional Technology;
- Develop a line of research that continued his professional development and benefited his students and colleagues; and
- Provide a voice and leadership within the department, the college, and the university for educational technology and communications media.

Dr. Almeida has done all of this and more during his time at IUP.

Teaching and Professional Responsibilities: This past year has proven that Luis continues to meet and exceed all expectations in his teaching. He has continued to deliver quality instruction in COMM 900: Culture of Cyberspace, COMM 600: Instructional Design and Development, COMM 330: Instructional Design for Training and Development, and COMM 103: Digital Instructional Technology. Additionally, he taught COMM 303: Scriptwriting, providing a writing intensive course for our department.

In all of Dr. Almeida's courses, both his students and his peers praise his work. In COMM 900, Dr. Lenze observed that Luis is "enthusiastic from the very moment the class starts" and noted that his preparation demonstrated "great effort" and was "very effective." In COMM 600, Dr. Start reported that the teaching made complicated theories clear and that Luis has a contagious enthusiasm. Dr. Ausel noted in COMM 303 that Luis "clearly knows his subject matter" and that the class is "very interactive." Dr. Wilson also observed COMM 303. She also noted sincere and consistent enthusiasm. This is a common theme throughout Dr. Almeida's peer evaluations.

Luis' students are also grateful for the quality of his courses. In COMM 900, his students give him 92% above average and superior. They say he provided in-depth discussion, actively engaged in class discussions, provided detailed feedback, and, most importantly, that he structured the course in such a way that students were allowed to improve. In COMM 330, his students give him an overall rating of 100% above average and superior! They state he is

enthusiastic, easy to follow, sets and keeps a reliable schedule, and cares about his students!. In COMM 303, his students give him an overall rating of 86% above average and superior. His students said he has their best interest at heart, his materials are well organized, that he shows compassion, and that his course materials are genuinely helpful and informative. In section 001 of COMM 103, his students give him 89% above average and superior. They say he is enthusiastic, well organized, shows how important educational technology can be, that he is very caring, structures the course well, and provides great examples. In section 002 of COMM 103, his students give him 97% above average and superior. They say he was by far the most enthusiastic and passionate instructor, he provides thorough explanations, he is helpful and caring, and that he walks through all of the instruction step-by-step. These ratings and comments are extraordinary and reflect the exceptional teacher that Luis is.

At this time the evaluation committee does not have any recommendations for improvement, as Dr. Almeida is clearly an established and practiced teacher who brings much to the classroom!

Scholarly Activity: IUP is noted for having the most published faculty within the State System. Dr. Almeida may very well have distinguished himself with his own scholarly accomplishment of publishing two new books this year! 'Writing the Phenomenological Qualitative Dissertation Step-By-Step', published by Pearson, is already available and receiving great reviews on such sites as Amazon. 'Scriptwriting Step-by-Step' published by Pearson, is not yet available but promises to be another significant contribution to the body of knowledge within Communications Media.

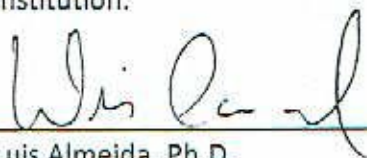
Two books in one year would be enough of an accomplishment for most faculty. Dr. Almeida, however, went farther. He also submitted three articles for publication with peer reviewed journals and presented several times at scholarly conferences. It should also be noted that he routinely writes and presents with his students. This practice should be applauded as nothing better typifies the Teacher/Scholar model we so passionately embrace at IUP. Clearly, Luis is an active scholar who has found a way to make his research benefit his students and his colleagues.

Service: Just as he is a demonstrable leader in teaching and scholarship, Dr. Almeida is also on the forefront. When it comes to serving his students, his department, his college, his university, and his community. Dr. Almeida is currently assigned to advise over 100 students in the Communications Media department. While all of the faculty are currently advising similar numbers, it should be noted that Luis has not once complained about the workload and has, instead, focused his energies on enhancing his advising by developing instructional videos to better assist our students. He has also agreed to chair seven dissertations as well as serving as a reader on numerous others.

Luis served on five departmental committees in the past year and chaired one of them. He served on two college committees and helped to organize the college technology day which helps train faculty on the latest advances in instructional media. He served on and chaired the

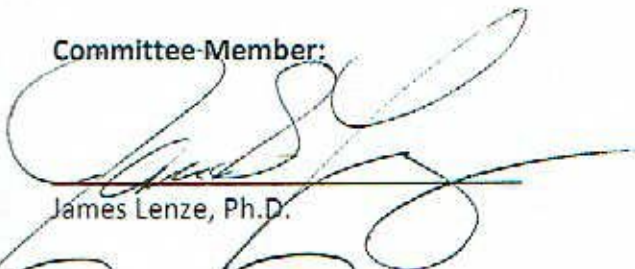
University wide committee of Virtual Environments Coordination Committee which is a sub-committee of ACPAC. Even all this does not describe his service contributions. He acted as TA mentor in the Communications Media and Instructional Technology (COMIT) program, helped interview and review candidates for COMIT, represented the department at IUP's Career Day, and acted as a university liaison to the dorms.

Conclusion: Obviously, the Department of Communications Media is grateful to Dr. Almeida for his outstanding contributions that far exceed the expectations of any probationary faculty member. We highly recommend that he be reappointed for the 2013-14 academic year and look forward to his continued and enthusiastic instruction, scholarship, and service this institution.



Luis Almeida, Ph.D.

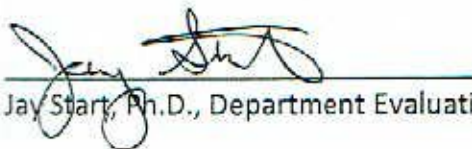
Committee-Member:



James Lenze, Ph.D.



Jeffrey Ritchey, D.Ed.



Jay Stark, Ph.D., Department Evaluation Committee Chair