

CURRICULUM VITAE OF
Dr. LUIS CAMILLO ALMEIDA
United States Citizen — LATINO



Luis C. Almeida, Ph. D.

Interim Department Chair of Mass Communications, Claflin University

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ACADEMIC ADMINISTRATION

Interim Department Chair

July 2022-Present

Claflin University, Claflin SC

- Increased the department's enrollment by 30%. Raised student retention to 100%.
- Created SACS documents including an annual report.
- Represented the Dean in official events including welcoming new students
- Cleaned, organized, retooled, and re-designed a defunct TV and radio studio stations
- Brought Back a chapter of PRSSA to campus
- Supervised a secretary and a multimedia specialist
- Recruited faculty members to the department
- Hosted multiple campus visitations
- Developed the department's social media strategy in alignment with Claflin's value proposition
- Created the department's syllabi of record electronically and in print
- Worked in conjunction with the University's PR office to advance the brand of the university
- Developed a system to organize operating budget requisitions, POs, Receipts, and invoices.
- Developed a system to organize grant budget requisitions, POs, Receipts, and invoices.
- Created the equipment inventory for both operating and grant purchases
- Created the semester course schedule, transferred students in, and cleared students for graduation.
- Developed the department's network-based system of file sharing with the Dean and Provost
- Conducted faculty evaluation and observations. Recommended faculty to promotion to full professor.
- Led the department to create three 12-credit certificates
- Created the alumni database as well as an internship system to track student placement
- Entertained high-profile donors at the petition of the Provost
- Trained faculty with techniques to teach a better class
- Managed two budgets: One operation. The other grant based
- Advised students, transferred students in, and cleared them for graduation
- Wrote and received external grants totaling 180 thousand dollars
- Attended Chair weekly meetings with the Dean
- Ran faculty meetings and collected meeting minutes

Department Chair

August 2020 - June 2021

Talladega College, Talladega, AL

- Lead the department to be featured in the Top 35 PRNEWS A-List Schools 2021
- Implemented a vision for the unit centered on producing award-winning production
- Mentored junior faculty members for obtaining tenure/promotion and adjuncts
- Created department course schedules for the Dean
- Solved student-to-faculty and faculty-to-faculty issues
- Increased enrollment, retention, and graduation rates
- Wrote and received federal external grants
- Created a brand new internship system for the department
- Wrote PLO & SLO reports for the Dean
- Engaged in campus cross-collaboration with multiple departments
- Created three new courses in the curriculum
- Cleared students for graduation and transferred students in
- Ran faculty meetings and supervised department-wide committee assignments
- Wrote a building expansion proposal for the board of trustees. The petition was granted.

Interim Department Chair Appointed (Tenured)

May 2016-May 2017

Jackson State University, Jackson MS

- Wrote the SLO reports (B.S. & MS) for Dean's approval
- Cleared students for graduation and proposed transfer credits for the Dean
- Designed and developed a Media Literacy course for delivery
- Solved faculty/student conflict
- Coached new and existing faculty members
- Calculated effectiveness of student learning outcomes
- Helped recruit undergraduate students in recruiting events
- Supervised department committees assignments
- Trained faculty on how to advise undergraduate and graduate students
- Ran faculty meetings and made employee recommendations to the Dean
- Assisted the Dean with creating class schedules and ensured that faculty had a course load
- Took photos in the e-Center of Mississippi events when asked.

Graduate Coordinator Appointed

September 2016-March 2017

Jackson State University, Jackson, MS

- Taught courses on two campuses — Madison and Jackson
- Assisted students with candidacies, comps, and thesis completions
- Created class schedules for students
- Mentored graduate students
- Calculated effectiveness of student learning outcomes
- Approved student graduations

Interim Department Chair Elected (Tenured)

January 2015-July 2015

Indiana University of Pennsylvania, Indiana, PA

- Signed departmental documents for granting G.A to students
- Supervised adjunct faculty and staff
- Served as a liaison between faculty and administration
- Promoted the department to constituents
- Wrote faculty evaluations letters
- Performed faculty observations
- Assigned faculty to committees
- Wrote annual reports for the Dean.

Department Assistant Chair

July 2014-January 2015

Indiana University of Pennsylvania, Indiana, PA

- Assisted Chair with writing reports
- Rationalized faculty complement for department initiatives under Chair's request
- Resolved student problems and graduation issues under Chair's supervision
- Advised transfer students into the department by Chair's request
- Engaged as a liaison in faculty/student dispute when asked
- Assisted Chair with budgeting
- Mentored T.A's and temporary faculty members
- Assisted the Chair with editing the program review.

APPLIED MEDIA CENTER ADMINISTRATION

August 2010 - July 2015

Center Director (AMGCC)

Indiana University of Pennsylvania, Indiana, PA

- Managed the daily operation of the center
- Supervised student lab assistants
- Wrote, acquired and delivered research grants from high profile funders
- Produced the first smartphone app ever created at IUP and several video games
- Assisted winning researcher with the production of a 3D video game animation

- Partnered with the division of continuing education and offered Summer video game making camps for elementary and high school students
- Hosted undergraduate internships for Communications Media majors to produce PSAs, video games, animations and virtual reality artifacts
- Engaged in research and development (drone technology) for the college.

SAMPLE TEACHING EXPERIENCE

Claflin University <i>Associate Professor of Mass Communications</i>	2021-present
Talladega College <i>Associate Professor of Mass Media Studies</i>	2020-2021
Lee University Associate Professor of Communication	2017-2020
Jackson State University (Tenured) Associate Professor of Emergent Strategic Communications	2015-2017
Indiana University of Pennsylvania (Tenured) Associate Professor of Communications Media Assistant Professor of Communications Media	2013-2015 2010-2013
Waynesburg University Assistant Professor of Communications	2008-2010
Pennsylvania State University Instructor/T.A	2006-2007

SAMPLE COLLEGE TEACHING COURSES TAUGHT

Undergraduate

Digital Literacy, Undergraduate Course, MCOM 110
Public Speaking, Undergraduate Course, MMS 150
TV Production I, Undergraduate Course, MCOM 207
Web Page Design, Undergraduate Course, COMM 270
Photojournalism, Undergraduate Course, COMM 330
Communication Research Methods, Undergraduate Course COMM 300
Innovations and Social Media, Undergraduate Course, DIGM 365
Mass Media Theory, Undergraduate Course, MMS 420
Advertising and Media Selection, Undergraduate Course, MC 423
Applied Social Media, Undergraduate Course, DIGM 470
Multimedia I: Theory and Practice, Undergraduate Course, COM 319
Corporate Video, Undergraduate Course, MCOM 325
IMC Campaigns, Undergraduate Course, MMS 473

Graduate (Masters)

International Journalism, Graduate Course MC 532
Seminar in Communications Media And Issues In Society, Graduate Course, MC 550
Instructional Design for Training and Development, Graduate Course, COMM 830
Instructional Media Solutions, COMM 846

Graduate (Ph.D.)

Culture of Cyberspace, Ph.D. Course, COMM 900

Advanced Research Methods in Communications Media, Ph.D. Course, COMM 910

Leadership and Problems of Practice in Organizations, Ed. D course EDU 934

Intercultural Proficiency and Leadership for Diversity, Equity, and Inclusion, Ed. D Course EDU 952

Dissertation, Ph.D. Course, COMM 995

PUBLICATIONS

Journal Articles

Almeida, L. (Submitted). The effects of audio narration and feedback used in a video game environment for the acquisition of conceptual knowledge. *Journal of Communication Education*.

Almeida, L. (2022). An Investigation of Social Media Strategies and Authenticity As They Relate To Engagement Rate Increase. *Arts of Social Sciences Journal* (7), 1-5.

Almeida, L. (2021). Experiences of a Latino male media professor working in hbcus. *International Journal of the Arts and Sciences* (4), 64-70.

Almeida, L. (2018). A culture of innovation. *Journal of Instructional technology and Distance Learning* (5), 61-65.

Almeida, L. (2016). Designing a media literacy course: An auto-ethnography. *International Journal of Instructional technology and Distance Learning*, (9), 59-64.

Almeida, L. (2014). The impact of computerized devices on undergraduate students behavior. *International Journal of Instructional Technology and Distance Learning*, (1), 31-47.

Almeida, L. (2013). Speaking personally with Marcio Mugnol. *American Journal of Distance Education* (2), 18-35.

Almeida, L. (2013). Teaching Tips to 1st year junior faculty. *Proceedings at the Laurel Highlands Conference, Indiana, PA.*

Almeida, L. (2012). The effects of educational games on the achievement of factual knowledge. *Educational Research International*, (10), 1-5.

Almeida, L. (2012). Implementing corporate gaming initiatives through the lenses of systemic thinking. *Journal of Communications Media*, (1), 47-61.

Almeida, L., & Juengel, C. (2012). Healing through motion and instructional design. *Proceedings at the Laurel Highlands Conference, Indiana, PA.*

Almeida, L. (2012). Conditions of Employment for PHD Candidates: A Closer Look. *Proceedings at the Laurel Highlands Conference, Indiana, PA.*

Almeida, L. (2012). Cracking Creativity book review. [Review of the book *The cracking creativity book* review, by De Bono]. *Journal of Communications Media*.

Almeida, L. (2012). The essentials of instructional design. [Review of the book *The essentials of instructional design*, by Brown & Green]. *Journal of Communications Media*.

- Almeida, L. (2012). The red little book of sales. [Review of the book the red little book of sales] by Gitomer. *Journal of Communications Media*.
- Quiu, A., Dudt, K., Almeida, L., Li, Chunjui. (2011). Pragmatic perspective on robert gagne's nine events of instruction. *Journal of Liaoning Normal University*, 34(1), 34-35.
- Almeida, L. (2011). The effects of games between gender for the acquisition of factual knowledge. *Midwestern Journal of Education Communications and Technology*, 5(1) 2-6.
- Almeida, L. (2011). Graduate, be aware. *Journal of Communications Media*, (1), 83-94.
- Almeida, L. (2010). 優れた生徒の力を引き出すためのゲームデザインを通じた学習 (Empowering gifted students to learn through game design). *Journal of Digital GamesResearch*, 4(2), 33-38.
- Almeida L. (2010). My qualitative data analysis tool survey. *The Midwestern Journal of Education Communications and Technology*, 4(1), 17-20.
- Carr-Chellman, A. A., Almeida, L. C., Beabout, B., & Gursoy, H. (2009). Idealized visions from behind prison bars: Prisoners' perspectives on school change. *International Journal of Educational Reform*, 3, 64-76.
- Almeida, L. (2008). The effects of different learning strategies to facilitate achievement of different educational objectives. *Tech Trends* (52), 3, 32-36.
- Carr-Chellman, A. A., Beabout, B. R., Almeida, L. C., Gursoy, H. T., Ma, Z., Pastore, R. S. (2008). Change in chaos: Seven lessons learned from Katrina. *Educational Horizons*, 87, 26-39.
- Beabout, B. R., Carr-Chellman, A. A., Alkandari, K. A., Almeida, L. C., Gursoy, H. T., Ma, Z., Pastore, R. (2008). The perceptions of New Orleans educators on the process of rebuilding the New Orleans school system after Katrina. *Journal of Education for Students Placed at Risk*, 13, 212, 237.
- Carr-Chellman, A., Zyian, M., Almeida, L., Pastore, R., Modak, R., & Gursoy, H. (2008). Citations as a key to identity in the field of instructional design technology. *Tech Trends*. (52), 3, 64-69.
- Carr-Chellman, A., Gursoy, H., Almeida, L., & Beabout, B. (2007). Research apprenticeships: A report on a model graduate programme in instructional systems. *British Journal of Educational Technology*, 38(4), 637-655.
- Carr-Chellman, A., & Almeida, L. (2006). User-design in systemic change. *TechTrends* (50), 2, 14-16.

SAMPLE PERIODICALS AND BLOGS

- Almeida, L. (2021, January 4). Lifehack [6 Strategic Ways to Aim High and Achieve your Goals]. Retrieved from <https://www.lifehack.org/891955/aim-high>
- Almeida, L. (2020, June 12). Lifehack [What Leaders Can Learn from Amazon's 14 Leadership Principles]. Retrieved from <https://www.lifehack.org/875452/leadership-principles>
- Almeida, L. (2020, May 3). Lifehack [6 Distinct Characteristics of an Authentic Leadership]. Retrieved from <https://www.lifehack.org/872363/authentic-leadership>

- Almeida, L. (2018, May 3). Lifehack [3 ways to reprogram your subconscious mind to reach your goals]. Retrieved from <https://www.lifehack.org/817171/reprogramming-the-subconscious-mind>
- Almeida, L. (2018). Pandoras Box of Automation. Evangel Magazine, (1), 16-19.
- Almeida, L. (2018). Revealing yourself using social media. Published: <http://clevelandbanner.com/stories/revealing-yourself-using-social-media.77598?>
- Almeida, L. (2018). Defense against the privacy crisis . Published: <http://clevelandbanner.com/stories/defense-against-the-privacy-crisis.77581?>
- Almeida, L. (2018). Social media is 'steel mill of 21st century'. Published: <http://clevelandbanner.com/stories/social-media-is-steel-mill-of-21st-century.76675?>
- Almeida, L. (2018). Offering some love for the world of print. Published: <http://clevelandbanner.com/stories/offering-some-love-for-the-world-of-print.76209?>
- Almeida, L. (2018). Smartphone addiction real, and dangerous. Published: <http://clevelandbanner.com/stories/smartphone-addiction-real-and-dangerous.74785?>
- Almeida, L. (2018). The huge expense of using social media. Published: <http://clevelandbanner.com/stories/the-huge-expense-of-using-social-media.72252?>
- Almeida, L. (2018). The smartphone is the vice of our time. Published: <http://clevelandbanner.com/stories/the-smartphone-is-the-vice-of-our-time.72055?>
- Almeida, L. (2018). Power of influence is best built offline. Published: <http://clevelandbanner.com/stories/power-of-influence-is-best-built-offline.71920?>
- Almeida, L. (2017). Questions about net neutrality. Published: <http://clevelandbanner.com/stories/questions-about-net-neutrality.71773?>
- Almeida, L. (2017). Banning classroom laptop is a major mistake! Published: <http://clevelandbanner.com/stories/banning-classroom-laptop-is-a-major-mistake.71235?>
- Almeida, L. (2017). Understanding the value of public speaking. Published <http://clevelandbanner.com/stories/understanding-the-value-of-public-speaking.68687?>
- Almeida, L. (2017). Internet algorithms and brand allegiance. Published <http://clevelandbanner.com/stories/internet-algorithms-and-brand-allegiance.67779?>
- Almeida, L. (2017). Understanding dark side of smartphones. Cleveland Daily banner. Published: <http://clevelandbanner.com/stories/understanding-darkside-of-smartphones.64549>
- Almeida, L. (2014). Prosperity through print. The Indiana Gazette. Published: <https://www.indianagazette.com/news/indiana-news/luis-almeida-prosperity-through-print.20775696/>
- Almeida, L. (2014). Social Media's Dark Side. The Indiana Gazette. Published: <http://www.indianagazette.com/news/indiana-news/luis-almeida-social-medias-dark-side.20586810/#comments>
- Almeida, L. (2010). Social networking across the world. The observer reporter on-line. Published: <http://www.observer-reporter.com/or/almeidastory/07-26-2010-almeida-social-networking>.

BOOKS, BOOK CHAPTERS, BOOK ENTRIES, WHITE PAPERS

- Almeida, L. (2023). *Advice to Parents on Limiting and Monitoring Child Internet Access: Implications for Human Trafficking*. Retrieve from: <https://ek63gckf9hv.exactdn.com/wp-content/uploads/2023/01/almeidareport.pdf>
- Almeida, L. (2017). Devotional. Praynox, NA (Eds), 365 days of unified prayer (pp.34-35). Knoxville, TN.
- Almeida, L. (2015). How I flip my classrooms. Blythe, H. (Eds), *It worked for me creatively* (pp.17-18). Stillwater, OK.
- Almeida, L. (2013). *Digital Instructional Technology Step-by-Step*. Boston, MA. Pearson.
- Almeida, L. (2012). *Scriptwriting Step-by-step*. Pearson, Boston, MA. Pearson.
- Almeida, L. (2012). *Writing the phenomenological qualitative dissertation step-by-step*. Boston, Pearson.
- Lever-Duffy, B., McDonald, J., Almeida, L. (2011). *Teaching and learning with technology with Materials by Dr. Luis C Almeida*. Boston, MA. Pearson.
- Almeida, L. (2011). *It worked for me creatively: SCAMPER*. Blythe, H. (Eds), *Flipping your classrooms creatively* (pp.44-45). Stillwater, OK.
- Carr-Chellman, A., & Almeida, L. (2007). *Latinos and educational technology*. In Soto, L.D. (Ed.) (Ed.), *The Praeger Handbook of Latino Education in The U.S.* (136-138). Westport, CT: Praeger.

CONFERENCE PRESENTATIONS

- Almeida, L. (2023). *The Effects of Audio & Instructional Games Among Undergraduate Communication Arts Students of a Midsize University for The Achievement of Conceptual Knowledge*. 8th World Conference on Media and Mass Communications. Bangkok, Thailand.
- Almeida, L. (2022). *A Journey Through the Modern Era of Brazilian Films*. Presented at the CLAFS lecture on Films at Claflin University, Orangeburg, SC.
- Almeida, L. (2022). *The effects of audio and video game to facilitate the achievement of conceptual knowledge*. Presented at the Research Data Claflin University, Orangeburg, SC.
- Almeida, L. (2022). *An investigation of social media strategies and authenticity as they relate to engagement rate increase*. The 7th-word conference on Media and Mass Communication, Sri Lanka.
- Almeida, L. (2020). *Helping Faculty and Students Cope with Pandemic Anxiety*. Florida Communication Association Web Event. Orlando, FL.
- Almeida, L. (2020). *Tools and Tips for Adapting ALL Communication Courses to an Online Environment*. Florida Communication Association Web Event. Orlando, FL.
- Almeida, L. (2019). *The effects of audio and video game to facilitate the achievement of conceptual knowledge*. Presented at the Florida Communication Association, Orlando, FL.

- Almeida, L. (2019). User-Design In Christian Higher Education. Presented at the ACA Summit Conference, Pigeon Forge, TN.
- Ruiz, J., Almeida L., Acevedo R., & Muhammad Jalil (2019). The Impact on Students' Learning & Competencies for Music Production When Participating in Student/Faculty Collaborative Album-Recording Projects: An Inside Look in the Ideation, Creation, and Publication Processes. Center for Music Education Research, Tampa, FL.
- Almeida, L. (2018). Constructing An Effective Social Media Campaign With Undergraduate Students. Lilly Conference on College Teaching, Miami, OH.
- Almeida, L. (2017). Constructing An Ethical Advertising Campaign With Minority Students. Lilly Conference on College Teaching, Miami, OH.
- Almeida, L., Spann, D., McNair, J. (2017). Innovations in the field of journalism. Presented at the e-center of Mississippi, Jackson, MS.
- Almeida, L. (2017). The Side Effects of Mass Media. Presented at the Mississippi Communications Association Conference, Jackson, MS.
- Almeida, L. (2016). The Homosapiens Immodicus. Interview aired at the Digital Citizenship Summit, San Francisco, CA.
- Deane, M., & Almeida, L. (2016). Fostering Cultural Change in Systems. Contributed to presentation at the Association for Education Communications and Technology, Las Vegas, NV.
- Almeida, L. (2016). The Rise of the Homo Sapiens Immodicus. Presented at the Inaugural Communication and Media Studies Conference, Chicago, IL.
- Almeida, L. (2016). Constructing An Ethical Advertising Campaign With Minority Students. Presented at the Tennessee Communication Association, Nashville, TN.
- Almeida, L., & Alharthu, M. (2015). Social media and learning in Saudi Arabia: Spread and impact. Presented at the AECT Conference, Indianapolis, IN.
- Perkins, R., Almeida L., Reigeluth, C., Reigeluth, D. (2015). Taking a systems look at teacher education for 21st century needs. Presented at the AECT Conference, Indianapolis, IN.
- Almeida., L. (2014). Technostress in college teaching. An investigation of technology in society. Presented at the AECT Conference, Jacksonville, FL.
- Stricker, J., Sabo, K., Omale. N., Almeida., L. (2014). TED: Methods and materials share panel. Presented at the AECT Conference, Jacksonville, FL.
- Murthy, R., & Almeida, L. (2014). The effects of Narration and Acronym Mnemonics within a gaming environment for the advancement of conceptual and procedural knowledge. Presented at AECT Conference, Jacksonville, FL.
- Sprenger, K. Almeida, L. (2014). What do teachers need to know about technology? Presented at the PETE&C Conference, Hershey, PA.
- Almeida, L. (2013). Technostress in College teaching. The Almeida Computer Behavior Hypothesis. Presented at the International Lilly Conference on College Teaching, Oxford, OH.
- Almeida, L. (2013). An Instructional Exploration of constructionism through game design. Presented at ECA, Pittsburgh, PA.

- Almeida, L. (2013). Chromebook uses in education. Presented at the College Technology Day, Indiana, PA.
- Almeida, L. (2013). Woordle: Understanding your student evaluations in the cloud. Presented at the College Technology Day, Indiana, PA.
- Almeida, L., & McHenry, J. (2013). Rapid serious game-making through scratch. Presented at the PETE&C, Hershey, PA.
- Almeida, L. (2012). Predictions and insights for next year and beyond. Presented at the Pittsburgh Advertising Federation, Pittsburgh, PA.
- Almeida, L. (2012). teaching Tips for first-year college students. Presented at the Laurel Highlands Conference, Indiana, PA.
- Almeida, L. (2012). Creating Instructional Tutorials with CamStudio. Presented at the College Technology Day, Indiana, PA.
- Almeida, L. (2012). The real work of a college professor: Why it isn't 17 Hours a week. Presented at the Laurel Highlands Conference, Indiana, PA.
- Almeida, L. (2012). The effects of an educational computer game on simple acquisition of concepts. Presented at the Eastern Communication Association (ECA), Cambridge, MA.
- Almeida, L. (2011). Implementing corporate gaming initiatives through the lenses of systemic thinking. Presented at the AISA Conference online, Jacksonville, FL.
- Bolton, J., Almeida, L., & Parmigiani, R. (2011). Professional learning: Teacher education. Presented at the ISTE Conference, Philadelphia, PA.
- Almeida, L. (2011). Database solution for kids. Presented at the PETE&C Conference, Hershey, PA.
- Almeida, L. (2011). Virtual Worlds in the Classroom. Presented at the College Technology Day, Indiana, PA.
- Almeida, L. (2011). Creating Instructional Tutorials with CamStudio. Presented at the College Technology Day, Indiana, PA.
- Almeida, L. (2011). Training Pre-Service Teachers through SimSchool. Presented at the College Technology Day, Indiana, PA.
- Almeida, L. (2011). Who Said Database Development Was Tough? Use Zoho. Presented at the College Technology Day, Indiana, PA.
- Almeida, L., & Juengel, C. (2011). Healing through motion and instructional design. Presented at the Laurel Highlands Conference, Indiana, PA.
- Almeida, L. (2011). Conditions of Employment for PHD Candidates: A Closer Look. Presented at the Laurel Highlands Conference, Indiana, PA.
- Almeida, L. (2010). An Empirical Account of Instructional Strategies Within a Gaming Environment. Presented at the Lilly Conference on College Teaching, Miami, OH.
- Almeida, L. (2010). CFF Coaches comments from the 2009 CFF Surveys. Presented at the PETE&C Conference, Hershey, PA.

- Almeida, L. (2009). Empowering rural gifted students to learn through design. Presented at the Association for Education Communications and technology (AECT), Louisville, KY.
- Magolis, D., Carr-Chellman, A., & Almeida, L. (2009). Seeing education reform from a different perspective: The Unheard Voices Project. Presented at the Association for Education Communications and Technology (AECT), Louisville, KY.
- Almeida, L. (2009). 1-2-1 computing: Yes, you can do it. Presented at the Pennsylvania Education Technology Conference, Hershey, PA.
- Clausen, R., Almeida, L., & Vilberg, J. (2009). CFF Teachers voices: comments from the 2008 CFF surveys. Presented at the Pennsylvania Education Technology Conference, Hershey, PA.
- Almeida, L. (2009). IshowU math 24/7. Presented at the One-To-One Computing Conference, State College, PA.
- Almeida, L. (2009). Logo "design" not art. Presented at the Southwestern Computing Fair. Waynesburg, PA.
- Almeida, L. (2008). User-Design as a framework for education reform. Presented at the Holmes Conference, Orlando, FL.
- Almeida, L. (2008). An Empirical account of instructional strategies within a gaming environment. Presented at the Holmes Conference, Orlando, FL.
- Almeida, L. (2008). A free mobile database solution for educators. Presented at the PETE&C conference, Hershey, PA.
- Almeida, L. (2008). Moving beyond the spreadsheet paradigm: 21st century skills, technology and the curriculum. Presented at the one-to-one conference, State College, PA.
- Ma, Z., Carr-Chellman, A., Almeida, A., Gursoy, H., Partore, R. (2008). Research Apprenticeships": a new model of education in Instructional Systems. Presented at the AERA Conference, New York, NY.
- Almeida, L. (2008). Job Search in Academia: Tips. Presented at the L&PS Poster Session, University Park, PA.
- Almeida, L. (2007). The effects of different learning strategies in gaming environment to complement different educational objectives. Presented at the Harvard University's Graduate Student Research Conference, Cambridge, MA.
- Beabout, B., Almeida, L., Gursoy, H., & Carr-Chellman, A. (2007). The perceptions of New Orleans educator on the process of rebuilding the New Orleans school System after Katrina. Presented at the Annual Conference of American Educational Research Association, Chicago, IL.
- Gursoy, H., Carr-Chellman, A., Almeida, L., & Beabout, B. (2007, April). Apprenticeships as a model graduate program. Presented at Annual Conference of American Educational Research Association, Chicago, IL.
- Carr-Chellman, A., Almeida, L., Beabout, B., & Gursoy, H. (2007, April). Prisoners' perspective on school change. Presented at Annual Conference of American Education Research Association, Chicago, IL.

- Almeida, L. (2007). I got a Mac and free software for desert. Presented at Pennsylvania Education Technology Exposition and Conference, Hershey, PA.
- Almeida, L. (2006). New technologies for educators. Presented at the Future Educators of Pennsylvania Conference, State College, PA.
- Almeida, L. (2006). The phenomenology of user-design in 12th grade Latino students when designing their own trivia educational game interface. Presented as a brown bag at Penn State University, State College, PA.
- Almeida, L. (2006). RFID in schools: really? Presented as a Brown bag at the Pennsylvania State University. State College, PA.
- Almeida, L. (2006). Understanding User-Design: An application. Presented at the Achievement Conference, State College, PA.
- Almeida, L. (2006). Understanding a gaming initiative through the lenses of systemic thinking. Presented at Pennsylvania Education Technology Exposition and Conference, Hershey, PA.
- Almeida, L. (2006). Multimedia tools for educators. Presented at Pennsylvania Education Technology Exposition and Conference, Hershey, PA.
- Almeida, L. (2005). Communities of Practices: Education of the future. Presented at the Association of Education Communications and Technology, Orlando, FL.
- Almeida, L., Beabout, B., Carr-Chellman, A., & Gursoy, H. (2005, October). Seeing education reform from another perspective: The prison project. Presented at Association of Educational Communications and Technology, Orlando, FL.
- Almeida, L. (2005). Emerging technologies of the 21st century. Presented at the Pennsylvania Education Technology Exposition and Conference, Hershey, PA.
- Almeida, L. (February 2005). CAI & learning. Presented at Pennsylvania Education Technology Exposition and Conference, Hershey, PA.
- Almeida, L. (2005). Gagne 9 events of Instruction: An Application. Presented at the Fall semester Learning and Performance Systems Poster Session, University Park, PA.
- Almeida, L. (2005). Cross Cultural issues in Web Based Instruction. Presented at the Fall semester Learning and Performance Systems Poster Session, University Park, PA.
- Almeida, L. (2005). The effects of prior knowledge and different scaffolding strategies in a gaming environment to facilitate student achievement of different learning objectives. Presented at the Spring semester Learning and Performance Systems Poster Session, University Park, PA.
- Almeida, L. (2005). What is NOT research? Presented at the Spring semester Learning and Performance Systems Poster Session, University Park, PA.
- Almeida, L. (2005). Hispanic education technology. Brown bag presented at the Pennsylvania State University, State College, PA.
- Almeida, L. (January 2005). Education reform from a different perspective. Presented

at the Annual Conference of Holmes Conference. Philadelphia, PA.

Almeida, L. (2005). The power of one-to-one computing. Presented at the One-to-One Computing Conference, State College, PA.

Almeida, L. (2004). CAI and learning: The cyber TV experiment. Presented at the Annual Conference of Eastern Communication Association. Boston, MA.

TV APPEARANCES

Hood, N. (Writer). (2023). Through the neighborhood. [Television newscast]. Hood, N. (Executive Producer), BAJA program inspiring the future generation of young journalists in Orangeburg, Columbia, SC: WLTX.

McCottry, T. (Writer). (2022). The Tammy Show. [Television Show]. Springs, T. (Executive producer), Fearless Parenthood, Orangeburg, SC: Tammy TV.

Ettaro, S. (Writer). (2020). The Kinetic Faith In Motion. [Television Show]. Ettaro, S. (Executive producer), TechnoModeration & Your Faith Walk, Washington, DC: Kinetic TV.

Miles, T. (Writer), & Fisher, A. (Director). (2019). Hidden Gems Of The Ocoee Region [Television Show]. Trellis, J. (Executive Producer), Positive and negative sides of technology Part #2, Cleveland, TN: WTBN-TV.

Miles, T. (Writer), & Fisher, A. (Director). (2019). Hidden Gems Of The Ocoee Region [Television Show]. Trellis, J. (Executive Producer), Positive and negative sides of technology Part #1, Cleveland, TN: WTBN-TV.

Sherman, D. (Writer). (2018). Channel 12 Evening News [Television Show]. Hull, C. (Executive Producer). Technology Dangers, Chattanooga, TN: WDEF-TV.

Sherman, D. (Writer). (2018). Channel 12 Evening News [Television Show]. Hull, C. (Executive Producer). Professor Helps Produce rap Encouraging Technology Moderation, Chattanooga, TN: WDEF-TV.

Casson, N. (Writer), & Trellis, J. (Director). (2017). Nancy's Neighborhood [Television Show]. Trellis, J. (Executive Producer), Are We Turning Into Robots? Part #2, Cleveland, TN: WTBN-TV.

Casson, N. (Writer), & Trellis, J. (Director). (2017). Nancy's Neighborhood [Television Show]. Trellis, J. (Executive Producer), Are We Turning Into Robots? Part #1, Cleveland, TN: WTBN-TV.

Jessuit, R. (Writer), & Collins, K. (Director). (2016). Metro Morning Live [Television News Show]. J, Rob. (Executive Producer), Visual Mississippi, Jackson, MS: JSU-TV.

Eastwick, T. (Writer). Hart, B. (Director). (2016). WAPT News [Television Newscast]. Eastwick, T. (Executive Producer), Caught on Camera: Record It or Call for Help?, Jackson, MS: WAPT.

Eastwick, T. (Writer). Hart, B. (Director). (2016). WAPT News [Television Newscast]. Eastwick, T. (Executive Producer), Is Technology Making Us Dumb, Jackson, MS: WAPT.

Saint Pe, E. (Writer), Saint Pe, E. (Director). (2016). Nightique [Television Show]. Saint Pe, E. (Executive Producer), Homo Sapiens Immodicus, Jackson, MS: AMG-TV.

Jessuit, R. (Writer), & Collins, K. (Director). (2016). Metro Morning Live [Television News Show]. J, Rob. (Executive Producer), On Educating Students, Jackson, MS: JSU-TV.

Saint Pe, E. (Writer), Saint Pe, E. (Director). (2016). Nightique [Television Show]. Saint Pe, E. (Executive Producer), Side Effects of Technology, Jackson, MS: JSU-TV.

Jessuit, R. (Writer), & Collins, K. (Director). (2015). Metro Morning Live [Television News Show]. J, Rob. (Executive Producer), Dr. Luis Almeida Interview, Jackson, MS: JSU-TV.

Saint Pe, E. (Writer), Saint Pe, E. (Director). (2015). Nightique [Television Show]. Saint Pe, E. (Executive Producer), @escthemachine, Jackson, MS: JSU-TV.

Lind, D. (Writer), & Leidman, M. (Director). (2012). Que tal Indiana? [Television Interview Show]. Rodrigues, L. (Executive Producer), Technology discussion, Indiana, PA: WIUP TV.

RADIO APPEARANCES

Chemi, E. (Host). Chemi, E. (Director). (2022). The Cool Prof: Dr. Luis Almeida (Call me Luis) [Radio Show Appearance]. Chemi, E. (Executive Producer), San Francisco, California: BOSPAR: Politely Pushy Podcast.

Anthony, F., & Daniels, L. (Directors). (2022). Word with Dr. A. [Radio Show Appearance]. Anthony, F. (Executive Producer), Orangeburg, South Carolina. Panther Radio: You can change Podcast.

Elwood, H. (Host). Elwood, H. (Director). (2022). New Faculty Profile [Radio Show Appearance]. Elwood, H. (Executive Producer), Orangeburg, South Carolina: The People's Station 93.7 WOCS-FM.

Gault, J. (Host), Gault, J. (Director). (2018). A Word with Dr. A [Radio Show Appearance]. Gault, J. (Executive Producer), Cleveland, Tennessee: Mix 104.1 WCLE-FM.

Dotty, D. (Writer), Dotty, D. (Director). (2017). From The Mind of Dr. A [Radio Show]. Dotty D. (Executive Producer), Jackson, Mississippi: WJSU-FM.

Dotty, D. (Writer), Dotty, D. (Director). (2016). A Talk about Visual Mississippi [Radio Show]. Dotty D. (Executive Producer), Jackson, Mississippi: WJSU-FM.

Dotty, D. (Writer), Dotty, D. (Director). (2016). A conversation about technology [Radio Show]. Dotty D. (Executive Producer), Jackson, Mississippi: WJSU-FM.

Steci, D. (Writer), Steci, D. (Director). (February 14, 2016). O avanço da tecnologia e as consequências na economia [Radio Show]. Stenci D. (Executive Producer), Washington, DC: Voice of America.

Steci, D. (Writer), Steci, D. (Director). (2015). Entrevista com Luis Camillo Almeida [Radio Show]. Steci D. (Executive Producer), Washington, DC: Voice of America.

Barros, D. (Writer), Chaves, P. (Director). (2015). Problemas causados por excesso de computador fazem professor pregar a desconexao [Radio Show]. Petria C. (Executive Producer), Sao Paulo, Brazil: Radio CBN.

NEWSPAPER INTERVIEWS & MAGAZINE APPEARANCES

Almeida, L. (2003). 2023 Outstanding HBCU Educator of the Year Recipient. Times and Democracy Newspaper, D4.

Almeida, L. (2022). Education alumnus recognized for impact on students of color. Penn State University. Retrieved at: <https://www.psu.edu/news/education/story/education-alumnus-recognized-impact-students-color/>

Almeida, L. (2022). Claflin professor named HBCU Educator of the Year. The Carolina Panorama. D4.

- Almeida, L. (2022). About Luis Almeida., South Carolina Voyager: Retrieved at: <https://southcarolinavoyager.com/interview/conversations-with-luis-almeida/>.
- Almeida, L. (2021). Talladega College receives honor for advancing careers in PR and communication. The Daily Home. P 3B.
- Almeida, L. (2020). Talladega College professor produces innovative video. The Daily Home. P 3B.
- Almeida, L. (2020). Talladega College Arts Exhibition. The he Daily Home. P 3B.
- Almeida, L. (2020). Dr. Luis Camillo Almeida named chair of Mass Media Studies Department. The Dairy Home, P. 3B.
- Almeida, L. (2019). Almeida releases spoken word EP “Let’s Do better.” Cleveland Daily Banner, P. D4.
- Almeida, L. (2018). Human Robot Cycle: Warning Given By College Professor. Cleveland Daily Banner, Front Page.
- Almeida, L. (2018). Lee Prof’s Style: Open You Eyes. Cleveland Daily Banner, Front Page.
- Almeida, L. (2018). Almeida speaks to CMA about business strategy in small towns. Cleveland Daily Banner, P. D2.
- Almeida, L. (2018). Almeida’s technoModeration Book Published. Cleveland Daily Banner, D4.
- Almeida, L. (2018). Techno Moderation: A rap for all ages. Cleveland Daily Banner, P. D2.
- Almeida, L. (2017). This communications professor says college kids are on the verge of a technology-fueled anxiety crisis. Lee Clarion, P. D2.
- Almeida, L. (2016). How Managers Get ‘Interim’ out of their title. Wall Street Journal, P. D2.
- Almeida, L. (March, 2015). ‘O ser humano não foi feito para ficar no computador toda hora’, diz pesquisador. Jornal O Globo, p. D5.
- Almeida, L. (2015). Educação x Tecnologia: o desafio atual. Investimentos e Noticias, P. D2.
- Almeida, L. (2015). Smartphone pode causar ansiedade em seres humanos. Investimentos e Noticias, P. D2.
- Almeida, L. (2015). Professor da Indiana University of Pennsylvania acredita que computador não é uma extensão do homem. Investimentos e Noticias, P. D5.
- Almeida, L. (2011). Newsmaker: Luis Almeida. Pittsburgh Tribune Review-Journal, P. D3.

GRANTS RECEIVED

- Almeida, L. (2023). Center for Community News (CCN) Funding Program grant. This grant was funded by the Center for Community News at the University of Vermont for \$6000
- Almeida, L. (2023). Faculty Champions Program Grant. This grant was funded by the Center for the Community News at the University of Vermont for \$1,000.
- Almeida, L. (2022). Using simulations in new media research. This grant was funded by Simio Incorporated for \$168,000.

Almeida, L. (2021). Scaling a Contemporary Media Department. This is a recently received Title III grant for \$70,000.

Almeida, L. (2020). The required tools to rebuild a department. This is a recently received Title III grant for \$15,000.

Almeida, L. (2016). Examining the effects of simulations in IMC. This grant was funded by Simio LLC for \$240,000.

Almeida, L. (2011). Examining the effects of simulations in the health care field. This was funded by Simio Incorporated for \$99,000.

Almeida, L. (2011). Studying the effects of Simulators in pre-service teacher training. This was a two year project and was funded by the Gates Foundation through CurveShift for \$36,000.

SUPERVISION OF HONORS BACHELOR, MASTER, AND DOCTORAL DISSERTATIONS

Lawrence, D. (2023). "Reflection of American Culture on Social Media Activism: How People Interact with Facebook, Instagram, and Twitter as it Pertains to Civic Engagement" **(Honors Bachelor Thesis Member)**.

Gibson, A. (2023). "Inaccurate Media Portrayals of African Americans: Examining Childhood and Adolescent Media Outlets" **(Honors Bachelor Thesis Member)**.

Foogle, D. (2023). "Concerning Diversity in Public Relations: Political, Economic and Cultural Factors on the Lack of African Americans in PR." **(Honors Bachelor Thesis Member)**.

Robinson, J. (2022). The Young People's Perception of Algorithmic News: How Twitter and Instagram Effect College Students' View of News. Work in progress. **(Honors Bachelor Thesis Member)**.

Lucki, E. (2022). Misrepresentation of African Americans in the Film Industry. Work in progress. **(Honors Bachelor Thesis Member)**.

Wilson, Dakar (2022). I Wish I Looked Like Her: The Effect of Social Media in Body Image Concern Among Young Women. **(Honors Bachelor Thesis Member)**.

Scott, J. (2021). I Wish I Looked Like Her: The Effect of Social Media in Body Image Concern Among Young Women. **(Honors Bachelor Thesis Member)**.

Theres, J. (2017). The 30th of May. Master's Thesis in History. **(Master Committee Member)**.

Saint Pe, E. (2017). Is there a Lack of Diversity in Late Night Network Television? Masters Thesis in Mass Communication. **(Master Committee Member)**.

Norwood, A. (2017). Misrepresentation of Black Lives Matter: A Content Analysis of Secondary Sources in Mainstream Media. Master's Thesis in Mass Communication. **(Master Committee Chair)**.

Collier, M. (2016). Th Impact of Technology and Social Media in the 21st Century. Masters Project in Mass Communication **(Master Committee Chair)**.

Shaaban, R. (2015). Examining and Comparing the Use of Technology in Medical Education in Egypt and the United States of America: A Literature Review. Masters Thesis in Adult and Community Education (**Masters Committee Member**).

Qiu, A. (2014). Experiment on the effects of immersive learning simulations and dynamic image schema on the achievement of EFL learners across gender, Ph. D. in Communications Media and Instructional Technology (**Dissertation Chair**).

Murthy, R. (2014). The effects of mnemonics and audio within a gaming environment to facilitate achievement of different educational objectives, Ph.D. in Communications Media and Instructional Technology (**Dissertation Chair**).

Juengel, C. (2014). The Phenomenological exploration of user-design among Freshman female college students when designing a game. Ph.D. in Communications Media and Instructional Technology (**Dissertation Chair**).

Kohler, M. (2013). An empirical study of media effects: a comparison of real-life and fictional video violence in cyberspace. Ph. D. in communications media and instructional technology (**Dissertation Committee Member**).

Cherman, C. (2011). The relationship of pre-service education majors' multiple intelligence learning styles to their level of digital literacy, Ph.D. in Communications Media and Instructional Technology (**Dissertation Committee Member**).

Roeper, R. (2011). Identification of the Institutional Factors within State Systems of Higher Education in the Middle Eastern States Region for the Adoption of Webinars, Ph.D. in Communications Media and Instructional Technology (**Dissertation Committee Member**).

EDITORIAL WORK

Article Reviewer, Common-Ground Research Networks (University of Illinois - Urbana Champaign) (January 2021-Present)

Review Board, Journal of Lifelong Learning (Summer 2014 – Summer 2016)

Consulting Editor, Education Technology Research and Development (ETR&D) (Spring 2007 - Present)

Consulting Editor, Journal of Education Computing Research, (JECR) (Fall 2008 – Fall 2012)

COURSES DEVELOPED, REDESIGNED & CO-AUTHORED

COMM 103, Digital Instructional Technology
MC 250, Media Literacy
COMM 306, 2D Digital Game Development
COMM 406, 3D Game and Simulation Design and Development
COMM 493, Applied Social Media (proposed as a 493 course)
COMM 495, Digital Media Seminar
COMM 846, Instructional Media Solutions
COMM 900, Culture of Cyberspace
MMS 364, Innovations And Social Media
MMS 250, Digital Photography
MMS 290, Multimedia Storytelling

PROFESSIONAL CERTIFICATES CO-AUTHORED

12 Credit Strategic Media Applications (Voting stage)

UNIVERSITY-WIDE COMMITTEE WORK

Artificial Intelligence Ad-Hoc Committee (Clafin University)
(Spring 2023 - Present)

Assessment Committee Member (Clafin University)
(Fall 2022 - Present)

Comprehensive Globalization Committee (Clafin University)
(Fall 2022 - Present)

Da'Vinchi Committee Member (Clafin University)
(Fall 2022 - Fall 2022)

Administrative Assistant Chair (Clafin University)
(Summer 2022-Summer 2022).

Graphic Design Admin Member (Clafin University)
(Summer 2022-Summer 2022).

Marketing Committee Member (Clafin University)
(Spring 2022-Summer 2022)

Getty Images Committee Member (Clafin University)
(Spring 2022-Summer 2022)

PR Search Committee Member (Talladega College)
(Spring 2021-Present)

Director of Admissions Search Member (Talladega College)
(Spring 2021-Spring 2021)

Faculty Affairs (Talladega College)
(Fall 2020 - Spring 2021)

Technology and Distance Education (Talladega College)
(Fall 2020 - Spring 2021)

Diversity and Inclusion Committee Member (Lee University)
(Fall 2018 - May 2020)

Faculty Handbook Committee Subcommittee 2 Chair (JSU)

Faculty Personnel Committee Member (JSU)

Graduate Council Member (JSU)

Promotion and Tenure Committee Member (JSU)

Standard Bearer (JSU)

Committee Chair, Virtual Environments Council Committee (Indiana University of Pennsylvania)

Monitoring Committee Union Rep. (Indiana University of Pennsylvania)

Living and Learning Liaison Representative (Indiana University of Pennsylvania)

Committee Member, University Senate (Indiana University of Pennsylvania)

Invited Panelist New Faculty Orientation (Indiana University of Pennsylvania)

Academic Mentor. (Waynesburg University)

COLLEGE-WIDE COMMITTEE WORK

CALA-BASH Committee member (Claflin University)
(Spring 2021-Present)

College of Liberal Arts Committee Member (JSU)
Research Committee (Indiana University of Pennsylvania)
E-Portfolio subcommittee member, TECC (Indiana University of Pennsylvania)
Technology Day Conference Planner (Indiana University of Pennsylvania)

DEPARTMENT COMMITTEE WORK

Search Committee Chair (Claflin University) - Fall 2021 - Spring 2022
Technology Committee (Claflin University) - Fall 2021 - Spring 2022
Recruiting Committee (Claflin University) - Fall 2021 - Spring 2022

PR Search Committee Member (Lee University)
Technology Committee (Chair) (JSU)
Research Committee Member (JSU)
Faculty Evaluation Committee Member (JSU)
Curriculum Committee Member. (JSU)

Summer Committee (Chair) (Indiana University of Pennsylvania)
Program Review, Committee Member (Indiana University of Pennsylvania)
Temporary Faculty Committee Member (Indiana University of Pennsylvania)
Search Committee Member (Indiana University of Pennsylvania)
Doctoral Committee Review Member (Indiana University of Pennsylvania)
T.A Mentor (Indiana University of Pennsylvania)

Creativity Assessment Designer, Department of Communication (Waynesburg University)

SERVICE TO THE PROFESSION

Omicron Delta Kappa Scholarship Member and Voter	2023
Program Committee Member DiGRA Japan Conference	2022
Social Media Ambassador MEDCOM 22	2022
Program Committee Member DiGRA Japan Conference	2021
Proposal Reviewer Chair (SSCA)	2020
Program Committee Member DiGRA Japan Conference	2019
Proposal Reviewer Mississippi Communications Association (MCA)	2017
Proposal Reviewer (AECT)	2013
Proposal Reviewer Chair (ISTE)	2011
Conference Committee Member/Conference Evaluator (PETE&C)	2010
Board Member, Systemic Change (AECT)	2010
Committee Member - Internship Coordinator (PETE&C)	2008
Proposal Reviewer, American Education Research Association (AERA)	2007
Conference Proposal Reviewer - Holmes Conference	2007
Proposal Reviewer, American Association of Colleges of Teaching Ed. (AACTE)	2006
Planning Committee Member, Achievement Conference	2006

SELECTED COMMUNITY SERVICE

Videographer for Calvary Chapel Lexington
Host for the Claflin University Giving Tuesday

Photographer for The Panther Film Festival at Claflin University
 Photographer for The department of English at Claflin University
 Photographer for Rotary Orangeburg Morning
 Photographer for the Calvary Church Lexington
 Public Library Presentation in the Lexington Public Library about SnapSeed (Jun 22)
 Public library Presentation in the Lexington Public Library about iphonography (Feb 22)
 Brought broadcast start Galean Stewart to speak with the Claflin University Students
 Brought Skywalker Studios Dustin Cawood to speak with the Claflin University Students

Brought **Mark Cuban** to speak with the Talladega College Community
Teacher, Family Promise
Photographer, Westmore Church of God
Photographer, Wesley Memorial Methodist
Photographer, Trace Ridge Baptist Church
Invited Speaker, Cambria Heights Middle School
Event Photographer, IHL Conference
Web Designer, Dios Con Nosotros Iglesia
Choir Member, First Ridgeland Baptist Church
TV Host, WIUP-TV
Judge, IU1 Regional Computer Fair
DJ, WIUP 90.1FM

LEADERSHIP APPOINTMENTS

PR Officer, Rotary Club Orangeburg-Morning	2023
Association for Interactive Visual Arts (AIVA) Member and Juror	2023
Interim Department Chair at Claflin University	2022-Present
Leadership Faculty, University of Dayton	2021-2022
Talladega College Department Chair	2020-2021
President, Cleveland Media Association	2020
President Elect, Cleveland Media Association	2019
Board Member, Cleveland Media Association	2018
VP of Public Relations, Toastmasters International	2018
Interim Department Chair JSU	2016-2017
Graduate Coordinator JSU	2016-2017
Department Liaison To The College of Engineering Meteorology	2016
Indiana Rotary Club Secretary	2014
BYOD Captain (ISTE)	2014
Applied Media and Game Simulations Lab Director	2010-2015
Communication Officer — Minorities in media (AECT)	2010
Mac Lab Department Supervisor	2008-2010
Board Member — Systemic Change Division (AECT)	2008-2009

SELECTED INVITED SPEECHES

On being a Brand (Lambda Sigma Upsilon, August)	2023
What's it like to have served in a foreign Military?	2023
BOSPAR Incorporated Corporate DEI Speech	2023
Baja Academy Partnership Claflin University/Edito Elementary Speech	2023
Rotary Club of Orangeburg (Morning)	2022
Lexington Rotary Club	2022
Lexington Public Library	2022
Washington State University (WSU) Jazz Department	2021
University of Florida's Music Entrepreneurship Program	2021
Center For The Arts, Migration, And Entrepreneurship (UF)	2020
Advertising Federation (ADFED) Speaker	2019
Cleveland Media Association Speaker	2019

American Advertising Federation Speaker (Chattanooga)	2018
Civitan Club Invited Speaker	2018
United Way Ocoee Street Speaker	2018
Lee University Secretary Training Speech	2018
Sunrise Cleveland Rotary Club Speaker	2017
Mississippi e-center Incubator Speech	2017
One JSU Awards Ceremony Award Speaker	2016
Ridgeland/Madison Rotary Club Speaker	2016
Mississippi Humanities Council Bureau Speaker	2016
Rotary Club Invited Speaker	2015
Bottleworks Ethic Arts Center Speaker	2014
TEDx Phoenixville Speaker	2013
Breakfast and a Book Series Speaker	2012
Keynote Speaker, C-CUE Conference	2011
Achievement Conference Ceremony Speaker	2006
Achievement Conference Awards Speaker	200

AWARDS

The Telly Awards Silver Telly	2023
AVA Digital Awards - Gold Award	2023
Facility Champion Award - CCN	2023
Outstanding HBCU Educator of the Year (PRNEWS)	2023
Communicator of the Year (PRNEWS) Honorable Mention	2023
DotComm Awards Honorable Mention - Directing	2022
DotComm Awards Gold Award- Creative Editing	2022
Clafin University Faculty Member of the Year	2022
The Viddy Awards Platinum Recipient	2022
The Telly Awards (Bronze)	2022
The Communicator Award (Gold, Digital Excellence)	2022
Outstanding HBCU Educator of the Year (PRNEWS)	2022
Outstanding Educator of the Year (PRNEWS) Nominee	2022
Hermes Creative Awards ® (1 Gold Award)	2022
Hermes Creative Awards ® Honorable Mention	2022
Clafin SGA Teacher of the Year Nominee	2022
The Davey Awards — Silver Awards	2021
DotComm Awards — Gold Award	2021
AVA Digital Awards — Gold Award	2021
Hermes Creative Awards ® (2 Gold Awards)	2021
Omicron Delta Kappa Award Recipient	2021
PRNEWS A-List Top 35 PR/Communication Programs	2021
Top #5 Best Communication Schools in Alabama universities.com	2021
Talladega College Teacher of the Year Nominee	2021
DOWNBEAT® Award Faculty Advisor (1 Award)	2020
DOWNBEAT® Award Faculty Advisor (4 Awards)	2019
Doctor of Ministry In Global Outreach, <i>Honoris Causa</i>	2019
Innovation In Journalism & New Media Award	2017
Professor of the Game (Excellence in Academic Advising) Award	2016
IUP Achievement in Scholarship Award	2013
IUP Achievement in Scholarship Award	2012
Outstanding Researcher COE-ET IUP Award	2011
Paul W Welliver Outstanding Graduate Student (PAECT) Award	2007
The Chancellor's List at Penn State University Award	2006
The PETE&C Internship Recipient	2002-2006
Miriam Gray Scholarship Award	2005
L&PS Summer Research Grant Recipient Award	2005
Pi Lambda Theta Educational Honor Society	2005
Graham Fellowship Award Recipient	2004
ECA Top Poster Session Graduate Paper	2004
Outstanding Graduate Student at Clarion University Award	2004

GALLERY EXHIBITIONS/JURIED SHOWS

Almeida, L. (2022). 7th Annual Waterscapes - Juried Exhibition, Santa Fe, NM.

Almeida, L. (2020). From the eyes of an immigrant: My southern travels. [Photography]. Talladega, AL.

Almeida, L. (2020). 2020 Botanical. [Photography]. Retrieved from URL: <https://www.avarts.org/exhibits-1>

Almeida, L. (2020). #AVAPOPUP. [Photography]. Retrieved from URL: <https://www.avarts.org/exhibits-1>

Almeida, L. (2020). *Featured Artist Luis Almeida*. [Photography]. Retrieved from URL: <https://www.artsysharp.com/2020/03/02/featured-artist-luis-almeida/>

Almeida, L. (2016). Mississippi Craft Show Exhibitor. [Photography]. Jackson, MS.

PUBLISHED PHOTOGRAPHS

Almeida, L. (Photographer). (2022, April 12). Father Film Festival. Claflin University Facebook page [Digital Images]. Retrieved from URL: <https://www.instagram.com/p/CcGGsCMrLqK/>

Almeida, L. (Photographer). (2021, February 8). Food photography for Cinamomma cookies. www.cinnamomma.com [Digital Images]. Cinamomma Website.

Almeida, L. (Photographer). (2020, January 16). Lee Professor's Artwork Featured On Artsy Shark [digital image]. Retrieved from URL: <https://tinyurl.com/r72jdqw>

Almeida, L. (Photographer). (2020, January 2). Early Winter 2020 Artist Showcase [digital image]. Retrieved from URL: <https://tinyurl.com/wq7r9px>

Almeida, L. (Photographer). (2019, October 31). WAHS Grad Competes in 17th Annual Smithsonian Magazine Photo Contest [Digital Image]. Retrieved from URL: <https://tinyurl.com/vwtx8rv>

Almeida, L. (2017). JSU School of Journalism and Media Studies Partners With Mississippi Press Association For Conference. Jackson, Mississippi [Photograph]: Mississippi Link Newspaper.

Almeida, L. (2016). Journalism School of JSU, UM Form Partnership. Oxford, Mississippi [photograph]: Hotty Toddy Newspaper.

Almeida, L. (2016, February 10th). The partnership between Ole Miss and JSU. Jackson, Mississippi [photograph]: The Blue and White Flash Newspaper.

Almeida, L. (2015, October 1st). Dr. Elayne Hayes-Anthony. Jackson, Mississippi [photograph]: Mississippi Link Newspaper.

Almeida, L. (2015, October 1st). Students, staff and guests. Jackson, Mississippi [photograph]: Mississippi Link Newspaper.

Almeida, L. (2015, October 1st). Mississippi Link Publisher (C) Jackie Hampton. Jackson, Mississippi [photograph]: Mississippi Link Newspaper.

Almeida, L. (2015, October 1st). Mass Communication students Kendra Brown and Jeremy

Anderson. Jackson, Mississippi [photograph]: Mississippi Link Newspaper.

Almeida, L. (2011). The elephants. Journal of Communications Media. (2), p.102, Indiana, PA.

SAMPLE SOCIAL VIDEO PRODUCTIONS

Almeida, L. (Executive Producer/Director). (2022). Aurora Kadash: My Story -- The Ask Project. Video Production Created for an external client [YouTube: Dr. A Photo LLC]. Lexington, South Carolina.

Almeida, L. (Executive Producer/Director). (2022). Let African-American Youth Speak -- The Ask Project. Video Production was Created for the Department of Mass Communications at Claflin [YouTube: Claflin Mass Communications], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2022). Animated Slideshow CALABASH 2022. Video Production Created for the Department of Mass Communications at Claflin [YouTube: Claflin Mass Communications], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2022). Sample Creative Works for CALABASH 2022. Video Production Created for the Department of Mass Communications at Claflin [YouTube: Claflin Mass Communications], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2022). Claflin University's CALABASH 2022. Video Production Created for the Dean [YouTube: Claflin Mass Communications], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2022). What do you think about CALABASH? Independent Video Production [YouTube: Dr. Almeida's Classroom], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2022). What are your thoughts on HBCUs bomb threats and racism? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2022). What do you love about Claflin? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Should all Americans get the COVID19 Vaccine? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). What do you like the most about Claflin? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). What would you do with a million dollars? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Why did you come to Claflin? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). If you were doing a study abroad, where would you go? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Are Libraries Still Relevant? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). What do you want to do when you graduate? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Are you excited about homecoming? Student Collaboration Video [YouTube: The Ask Project Channel], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). What are your three reasons to come to Claflin? Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Camryn Singleton's testimonial about Claflin university. Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). DanaJa Gore testimonial about Claflin University. Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Maurice Moore's testimonial about Claflin University. Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). My Dream Job Series — James Hall. Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Fall 2021 Stroll off event — Claflin University Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Why come to Claflin? Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). What are your reasons to come to Claflin? Student Collaboration Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Huntsville Botanical Garden: Night Blooms Event. Promotional Video [YouTube], Orangeburg, South Carolina.

Almeida, L. (Executive Producer/Director). (2021). Coco's house senior sanctuary and Rescue. Fundraising Video [Facebook], Jackson, Mississippi.

Almeida, L. (Executive Producer/Director). (2021). End of the year party. Corporate Video [Facebook], Talladega, Alabama.

Almeida, L. (Executive Producer/Director). (2021). Talladega college division of natural sciences and Mathematics. Promotional Video [All Girls STEM Expo], Seattle, Washington.

Almeida, L. (Executive Producer/Director). (2021). Burgin Addressing the incoming class. Corporate Announcement [Zoom], Talladega, Alabama.

Almeida, L. (Executive Producer/Director). (2021). Talladega college president's address to UNCF's masked gala in Birmingham. UNCF Ballroom [Event]. Birmingham, Alabama.

Almeida, L. (Executive Producer/Director). (2021). A testimonial of student funding success to UNCF's masked gala in Birmingham. UNCF Ballroom [Event]. Birmingham, Alabama.

Almeida, L. (Executive Producer/Director/Artist). (2021). Birmingham Zoo's Glow Wild Event. Promotional Video [Event]. Birmingham, Alabama.

Almeida, L. (Executive Producer). (2020). Best student works created by mass media studies department at Talladega College. Promotional Video [Facebook]. Talladega, Alabama. Talladega, Alabama.

Almeida, L. (Executive Producer). (2020). Why should you major in mass media studies? Promotional Video [Instagram]. Talladega, Alabama.

Almeida, L. (Executive Producer). (2020). Just Come To Class University campaign. Promotional Video [Ad Clip]. Talladega, Alabama.

SAMPLE FILM PRODUCTIONS & ACCEPTANCES

Almeida, L. (Director). (2023). Patience [1 Minute Short Film]. Personal Studio. Rock and Roll Film Festival, Kenya; Lifts-Off Film Show, United Kingdom.

Almeida, L. (Director). (2023). Fidget [1 Minute Short Film]. Personal Studio. Lifts-Off Film Show, United Kingdom. Film Festival finalist.

SAMPLE TV PRODUCTIONS

Almeida, L. (2022). Panther TV Neswbrief: October 2022. United States: Orangeburg, SC released on Claflin University's Instagram page.

Almeida, L. (2022). Panther TV Neswbrief: November 2022. United States: Orangeburg, SC released on Claflin University's Instagram page.

Almeida, L. (2022). Panther TV Breaking News: The Death of Queen Elizabeth: October 2022. United States: Orangeburg, SC released on Claflin University's Instagram page.

Almeida, L. (2022). Panther TV Newsbrief, September 2022. United States: Orangeburg, SC released on Claflin University's Instagram page

Almeida, L. (2022). Panther TV Newsbrief, August 2022. United States: Orangeburg, SC released on Claflin University's Instagram page

Almeida, L. and Pavlick, B. (2012). Conversations [Why it isn't 17 hours a week]. United States: Indiana University of Pennsylvania, Indiana, PA

Almeida, L and Start, J. (2011). What's Like Show [Cook talk]. United States: Indiana University of Pennsylvania, Indiana, PA.

Almeida, L and Start, J. (2011). What's Like Show [Yoga talk]. United States: Indiana University of Pennsylvania, Indiana, PA.

Almeida, L and Start, J. (2011). What's Like Show [Insurance talk]. United States: Indiana University of Pennsylvania, Indiana, PA.

Almeida, L and Start, J. (2011). What's Like Show [Cadet talk]. United States: Indiana University of Pennsylvania, Indiana, PA.

Almeida, L and Start, J. (2011). What's Like Show [ROTC talk]. United States: Indiana University of Pennsylvania, Indiana, PA.

SAMPLE RADIO SHOWS

Almeida, L. (2023). Only Hits Episode #1. [Radio broadcast]. Panther Radio. <https://radio.securenetsystems.net/cirruspremier/WCUR>

Almeida, L. (2023). Only Hits Episode #2. [Radio broadcast]. Panther Radio. <https://radio.securenetsystems.net/cirruspremier/WCUR>

Almeida, L. (2023). Only Hits Episode #3. [Radio broadcast]. Panther Radio. <https://radio.securenetsystems.net/cirruspremier/WCUR>

Almeida, L. (2023). Only Hits Episode #4. [Radio broadcast]. Panther Radio. <https://radio.securenetsystems.net/cirruspremier/WCUR>

Almeida, L. (2023). Only Hits Episode #5. [Radio broadcast]. Panther Radio. <https://radio.securenetsystems.net/cirruspremier/WCUR>

OTHER ADMINISTRATIVE EXPERIENCE

Head Golf Coach

August 2008-May 2009

Waynesburg University, Waynesburg, PA

- Recruited athletes (10) to play varsity golf
- Managed all golf operations, e.g., coaches' pay, trips, setting up events, etc
- Developed lift training sessions for athletes
- Trained golfers with mechanical and psychological aspects of golf
- Assisted school with fundraising
- Worked closely with the athletic department to enforce NCAA regulations

EDUCATION

The Pennsylvania State University - University Park, PA

2004-2008

Ph. D. Instructional Systems
August, 2008 (GPA-3.9/4.0)

Clarion University of Pennsylvania, Clarion, PA

2002-2004

M.S. Communication Education and Mass Media Technology
May, 2004 (GPA - 4.0/4.0).

Slippery Rock, University - Slippery Rock, PA

1999-2002

B.S. Sports Management, May, 2002 (GPA: 3.45/4.0)

ACTIVE MEMBERSHIP ASSOCIATIONS

Holmes Partnership (Lifetime)

Association for Education Communications and Technology (AECT)

Association For Visual Arts (AVA)

Professional Photographers of America (PPA)

National Association for Media Literacy Education

Florida Communication Association (FCA)

LEADERSHIP DEVELOPMENT & TRAINING

Harvard University MDP Certificate 2023
Mental Health First Aid Certificate 2023
JENZABAR Budget Training, 2022
Rutgers Writing Opinion Essays Workshop, 2021
Toastmasters International Leadership Training, 2018
Emotional Intelligence, Jackson State University, 2017
Creating Assessment Reports, Jackson State University, 2017
Conflict Management for Academic Chairs, Jackson State University 2017
Ethics for Academic Administrators, Jackson State University 2016, 2017
Conflict Management, Jackson State University 2016
On Becoming a Department Chair, Indiana University of Pennsylvania, 2013.
Manage yourself and lead others, Harvard University, 2012

MEDIA PRODUCTION CERTIFICATIONS

Apple Educator Certified
Adobe Photoshop CC 2020 Advanced Certified
Adobe Lightroom CC 2020 Pro Certified
Adobe Illustrator Certified
Adobe Spark Certified
Adobe Dreamweaver Certified
Adobe Audition Certified
Final Cut Pro Certified
Logic Pro X Certified
WordPress 4.1 Certified

ONLINE DISTANCE EDUCATION CERTIFICATIONS

Clartouch Board Training Certified, 2022
UNCF's Creating and Facilitating On-Line Courses, 2021
Higher Education: First Day Ready with Canvas, 2020

OTHER CERTIFICATIONS

Ordained Minister Certified (NACM) 2022
Master Life Coach Certified, 2020
Research Ethics Training Certification, 2019
Harvard University Extension School, Manage Yourself and Lead Others, 2013
PGTAA "Class A" Masters Teaching Golf Professional, 2008

REFERENCES

Ernestine Sherow, Ph. D

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