



Ernie Sherow, Ph. D

Chair of the Visual Fine Arts Department
Talladega College
Talladega, AL - 35160

August 31, 2023

Dear Committee:

I am pleased to write this letter in support of Dr. Luis Almeida for tenure at your university. He is an excellent candidate and will highly contribute to your institution and field.

As the previous Dean of Humanities and Fine Arts at Talladega College, I observed that Dr. Luis Almeida can engage and inspire students, faculty, and staff of all backgrounds while communicating diverse ideas when working in various cultures.

Dr. Almeida has an outstanding work ethic, is highly ambitious, and exhibits excellent integrity and dignity. When asked to join a team task, he is enthusiastic, innovative, and willing to go the extra mile. Dr. Almeida is trustworthy, competent, and committed as a team player. He has a way of expressing enjoyment in whatever activity he participates in and demonstrates excellence in any endeavors he chooses to pursue.

Dr. Almeida is extremely knowledgeable in his field and displays excellent leadership skills. Listed below are several significant things that were accomplished under his leadership:

1. Arrived early and stayed late to assist students with their assignments or projects.
2. As a leader, he communicated well and implemented, planned, and organized cultural events.
3. Interacted with students well.
4. Leader for advisement for students to attain their education.
5. Served on hiring committees, which interviewed, trained, supervised, and evaluated faculty and staff through educational workshops for division faculty in technology and platform usage.
4. Created the courses and Curriculum for "Innovations and Social Media, Digital Literacy, and Photography to increase student skills.
5. Talladega College was accepted into the Lambda Pi ETA National Communications Association Fraternity through Dr. Luis Almeida's leadership.
6. He placed Talladega College in the top 35 PR and Mass Communications schools by PRNEWS.
7. Under his tutelage, Tyanna Porter won the HBCU Apple Photojournalism Competition "Black Lives Matter photo."
8. Invited billionaire and featured Mark Cuban as a guest speaker for Talladega College.

As Dean of Talladega College, I attest that Dr. Luis Almeida was an excellent Chair of Mass Media Studies. He possesses a unique combination of powerful skills that is obvious while working with students, faculty/staff, and administrators. He made several significant contributions to the Talladega College campus, including increasing enrollment in his area.

I highly recommend Dr. Luis Almeida for tenure at Claflin University. He is highly qualified, innovative, and has an on-demand expertise that is much needed in higher education. If I can further assist, please get in touch with me at esherow@talladega.edu or 334-318-7341.

Thank you,

Ernie Sherow

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