

Office of Vice President for  
Student Development and Services

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Dr. Karl Wright, Provost Claflin  
University  
Office of the Provost  
**Campus Mail**

March 28, 2023

Dear Dr. Wright:

I deem it a privilege to endorse Interim Department Chair of Mass Communications, Dr. Luis C. Almeida's request for tenure. I have known him for a few years, and during this timeframe, I have witnessed his educational credentials which mirror a faculty who is willing to assist students beyond the classroom, and within the Division of Student Development and Services. His broad skills and cooperative work ethic have made him an invaluable contributor to his department and to the University.

Supporting Dr. Almeida in his quest for tenure is an easy task because of his drive to perform above standards. His integrity and abilities propel the mission and vision of the institution to exceptional levels of achievement. As you assess his credentials, you will review the results of his selfless service and dedication to the field of education and Claflin University. His efforts encourage new students to stay interested in our programs and majors. *Freshman and Returning Student Move-in Day* is a testament to his dedication of assisting parents and students getting a great welcome to Claflin University. You can find him standing outside of buildings engaging students. He works diligently every year with this task upon the arrival of new and returning students.

Dr. Almeida possesses character and charisma to serve a diverse population of students and his colleagues, while interacting with parents, the administration, and the community exceptionally well. Because of his many outstanding qualities and accomplishments, I am pleased to give Dr. Luis C. Almeida my unequivocal support.

If additional information is needed, please feel free to contact me at 803.535.5341 or via email [ldurant@claflin.edu](mailto:ldurant@claflin.edu).

Sincerely,

*Leroy A. Durant*

Dr. Leroy A. Durant, Vice President  
Division of Student Development and Services

C: Dr. Verlie Tisdale, Vice Provost for Academic Programs  
Dr. Mitali Wong, Tenure and Promotion Chair

## Department of Mass Communications

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Grace Thomas Kennedy Business and Communications Building  
*Tel + 1 803.535.5494*  
*Tel +1 803.535.5769*  
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August 25, 2023

Dr. Isaiah McGee, Dean,  
School of Humanities & Social Sciences  
Clafin University  
400 Magnolia Street  
Orangeburg, SC 29115

Dear Dr. McGee:

I have been asked to write a letter in support of Dr. Luis Almeida who is applying for Tenure. It is my privilege to do so. Dr. Almeida is in his third year as a fulltime, tenure-track, Associate Professor at Clafin University.

Dr. Almeida has a great rapport with and is devoted to students. His average student evaluations rating is 3.88. He assists with course content, production projects, practicums, and academic advising. He has brought renewed interest and enthusiasm to the department and is leading the way in content creation.

As a Mass Communications faculty member, Dr. Almeida has played the key role in developing and completing online productions. He has been the leading force in promoting industry production standards and practices as well as developing the information programming for the department.

In addition, to his course work on campus, Dr. Almeida has earned the PRNEWS HBCU Educator of the Year in 2022 & 2023. He has also been a nominee for the PRNEWS Communicator of the Year. He has won both Silver Telly and Bronze Telly awards. Dr. Almeida has completed presentations at international and national conferences, acquired two grants, had articles published, and has served as the Mass Communications Department Chair as well as completed extensive service for the university.

Dr. Almeida is collegial as well as willing to go the extra mile to assist students and fellow faculty and to further the goals of the department, school and university. All of his work and efforts led to Dr. Almeida receiving the Claflin University Faculty Member of the Year for 2022.

I hope that you will look upon his application with favor. Please feel free to contact me at (803) 535-5769 if you have any further questions.

Sincerely,

A handwritten signature in black ink that reads "Donna L. Gough". The signature is written in a cursive style with a large initial 'D'.

Donna L. Gough, Ph.D., Chair & Professor  
Department of Mass Communications  
Claflin University  
400 Magnolia Street  
Orangeburg, SC 29115  
(803) 535-5769  
[dgough@claflin.edu](mailto:dgough@claflin.edu)

CC: Copy to File



**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](mailto:esherow@talladega.edu) or 334-318-7341.

Thank you,

*Ernie Sherow*

Ernie Sherow, Ph.D.

Chair of Visual Fine Arts  
Talladega College



May 24, 2023

Tenure Committee  
Clafin University  
400 Magnolia Street  
Orangeburg, SC 29115

Dear Clafin Tenure Committee,

I am writing to enthusiastically recommend Dr. Luis C. Almeida for tenure at Clafin University. Throughout his time at CU, Dr. Almeida has exhibited remarkable dedication and achievements in several key areas that make him a truly exceptional candidate for tenure. His contributions to recruitment, Global Education Programs, and service to the Comprehensive Globalization Committee exemplify his commitment to academic excellence and institutional growth.

Dr. Almeida always displays a high level of enthusiasm and effectiveness in the recruitment of both students and in the discharge of his duties to the Comprehensive Globalization Committee. His efforts have brought a high level of excitement and led to a substantial increase in the enrollment of Mass Communication students. I have personally witnessed how his ability to connect with potential students and present the strengths of our institution has greatly enhanced Clafin University's reputation and competitiveness.

Moreover, Dr. Almeida's involvement in Global Education Programs has been invaluable to our institution's international outreach and partnerships. He has played a pivotal role in nurturing our new relationships with Brazilian universities—especially his participation in the relationship development activities with the Universidade de Integracao Internacional da Lusofonia Afro-Brasileira (UNILAB). His work has expanded our institution's presence on the global stage and enriched the academic experiences of both our students and faculty.

Dr. Almeida's commitment to service is perhaps most evident through his dedicated participation in the Comprehensive Globalization Committee. As a member, he has actively contributed insights and strategies that have guided our institution's efforts to integrate global perspectives into our curriculum and research. His leadership and willingness to take on responsibilities beyond his academic role have significantly contributed to our institution's growth and innovation.

In light of these accomplishments, it is without reservation that I recommend Dr. Almeida for tenure. His exceptional work ethic, visionary leadership, and unwavering commitment to our institution's advancement make him an invaluable asset. I am confident that his continued presence as a tenured faculty member will lead to even greater achievements for Clafin University.

Should you require any additional information or further testimonials regarding Dr. Almeida's contributions, please feel free to contact me directly at 803-535-5447 (Office) or [Annjackson@clafin.edu](mailto:Annjackson@clafin.edu).

Thank you for your careful consideration of this recommendation. I wholeheartedly support Dr. Almeida's application for tenure and believe he will continue to make substantial contributions to our institution in the years to come.

Sincerely,

Warmest regards,

A handwritten signature in blue ink that reads "Annette S. Jackson". The signature is written in a cursive style with a large initial 'A' and a long, sweeping underline.

Annette Singleton Jackson, Ph.D.  
Director of Global Education Programs and Associate Professor of Marketing

## Department of Mass Communications

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Grace Thomas Kennedy Business and Communications Building



August 28, 2023

To whom it may concern,

It is a great pleasure to write this letter of support to Dr. Luis Almeida, a creative media educator, researcher, and good colleague. Dr. Almeida joined the Department of Mass Communications at CU in August 2021. Since then, he continues to success embracing Claflin's vision and cultural legacy in the stream of his teaching, scholarship, and administrative leadership. After passing first-year appointment with the department, Dr. Almeida volunteered to serve the department as an Interim Chair, which is not an easy job. As an interim chair, he springs up the positive energy of the Mass Communication program by instigating a student-centered culture and supporting creative media practices from all students, faculty, and staff. Frankly, I would be very impressed by his participatory leadership and diligent work for the big picture for the department. My experience working with him is nothing but to say that it's the best professional collaboration. Under his leadership, the department recruitment in both majors and minors grew by about 20% (currently 88 or above) compared to the year of 2020-2021, which acknowledges the highest increase in the School of Humanities and Social Sciences. Not just the size of enrollments, but importantly, satisfaction degrees of majors improve a lot. Our students become much more visible and active in producing "Claflin lives" in many different aspects through YouTube, podcasts, videography, Instagram short videos, and Panther media channels.

Dr. Almeida is also an innovative teacher and a researcher who keeps running the department in the right direction. He has taught all levels of media production as well as some PR courses. Our students love to learn from him, especially in Web design, Social Media Applications, Visual Communication, and Practicum courses. According to the student's course evaluation report, he scored 3.88/4.0 on average from the passing semester. In reflection of his quality teaching performance, he achieved two awards named as the *HBCU Outstanding Educator of the Year* (2022, 2023) brought by PRNEWS. He adds two research articles in publications in last two years, which critically investigated the HBCU and media education topic by applying robust computational content analysis. Here are the two articles:



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.

Dr. Almeida is a person who can share positive energy and a great smile that makes his surroundings energetic all the time. He shares his ideas and concerns in good communicative actions and does not hesitate to go the extra miles for students and colleagues. He knows what means respectful media professionals and great comraderies. I highly recommend him for the CU tenure-line faculty and hope to work with him longer.

If you have more questions or concerns, please let me know via email or phone.  
Thank you.

Sincerely,

A handwritten signature in cursive script that reads "Hyejung Ju".

Hyejung Ju, Ph.D.

Professor of Mass Communications

Mass Communication Honors Program Director

Claflin University

400 Magnolia St., Orangeburg, SC 29115

E-mail: [hju@claflin.edu](mailto:hju@claflin.edu)

Phone: (803) 535-5214