



# DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

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Statement of  
**THEODORE E. LIU**  
Director

Department of Business, Economic Development, and Tourism  
before the

**HOUSE COMMITTEE ON TOURISM & CULTURE**

Monday, January 28, 2008

9:00 AM

State Capitol, Conference Room 325

in consideration of

**HB 2587**

**RELATING TO MAKING AN APPROPRIATION TO ESTABLISH  
CREATIVITY ACADEMIES.**

Chair Yamane, Vice-Chair Manahan, and members of the Committee.

The Department of Business, Economic Development, and Tourism (DBEDT) supports HB 2587, and it is part of the Administration's package (HB3066 and SB2988) which establishes Creativity Academies for middle and high school students statewide, in partnership with the University of Hawaii Community Colleges, Hawaii Department of Education-Career and Technical Education Pathways (CTE) program, the science, technology, engineering and math program (STEM) and the HiEST Academy.

Hawaii's economic development policies are shifting toward development of our human potential to ensure our isle residents can compete in the twenty-first century economy. In a recent gathering of the STEM Leadership Conference, it was noted that Hawaii students experience a sharp decline and interest in math and science, particularly after sixth grade, signaling a need to find new ways to engage young minds in the core skills needed to develop new innovative businesses or find high paying jobs in the future. We must ignite the interest of those students who may learn these core skills better through a more creative learning environment.

By its very nature, Hawaii is a magnet for creativity, nurtured by our natural environment and rich cultural heritage. From our native artisans to the artists who now

call Hawaii home, this synergy of elements fosters an environment in which a thriving creative sector can flourish, resulting in high paying jobs and better quality of life for us all.

Development of our State's innovation capacity through programs such as DOE's Career and Technical Education Pathways (CTE), Project EAST on the neighbor islands, Kea'au Middle College High School and Youth Business Center on the Big Island, and the SeaRider Program at Waianae High School have proven that students are drawn to and succeed in creative engagement. Likewise, the growth and success of our University of Hawaii's Academy of Creative Media, Kapiolani Community College's New Media Arts program, and digital media, animation and music programs at our community colleges shows the keen interest of our students in pursuing academic and career paths in these creative sectors.

What is missing is a connector, a bridge program that brings together the disciplines of creativity, arts, science, technology and mathematics to create a pipeline of education in these areas, from K-16. The Creativity Academies will create a more holistic approach to career training, helping to ensure our students will thrive in the twenty-first century workforce. Successful educational institutions are already taking this approach nationally, including the Louisiana School for Mathematics, Science and the Arts, and in higher education, Stanford University with their cross-disciplinary institute; Stanford Institute for Creativity and the Arts, linking the arts with fields such as engineering, natural sciences and design.

In an effort to create a dynamic program that integrates arts and sciences for Hawaii's students, a partnership between, DBEDT, the DOE, members of the Hawaii Innovation Council, and Kapiolani Community College, has developed a program concept that will integrate a creative curriculum in tandem with the existing HiEST and STEM programs. Hawaii now has an opportunity to develop and provide a cohesive creativity-based curriculum for middle and high school students with contextual learning in creative exploration (STEM) and creative expression (New Media Arts) at its core. This fusion of the arts and sciences is the fuel that will help provide a pipeline to develop workforce skills in creative problem solving, innovative thinking, as well as postsecondary training and career options in science, technology, math, digital media,

interface design, animation, and creative publishing – all key elements to launching and sustaining a career in the twenty-first century economy.

The Creativity Academies require \$1,629, 474 to develop the program, including conducting an inventory on best and promising practices statewide, developing the turn-key curricula, implementing teacher training and pilot testing the program at Kapiolani Community College, participating feeder schools on Oahu and neighbor island community colleges, middle schools, and high schools.

Just as Walt Disney launched generations of “imagineers“, the Creativity Academies will develop generations of innovators in Hawaii by:

- Fostering creativity, innovation, and entrepreneurship.
- Supporting department of education framework to graduate students in the areas of math and science.
- Providing integrated programs from kindergarten through age sixteen to job market, with dual credits for high school students.
- Providing at-risk youth an opportunity to engage in contextual learning in arts and sciences.
- Provide dual credits for participating high school students.
- Creating employment opportunities for UH-ACM and Kapiolani Community College New Media Arts graduates.
- Establishing a pipeline of education in science and the arts K-16.
- Develop more innovation-based companies, entrepreneurs and attract off-shore investments in these areas for Hawaii.

Both the legislature and the administration have agreed that by providing Hawaii’s youth with access to education in the areas of science, technology and the creative arts is crucial to the development of our future workforce. The Creativity Academies will provide the opportunity needed for Hawaii’s students to succeed and for Hawaii’s innovation economy to flourish.

Thank you for this opportunity to address this committee.

# UNIVERSITY OF HAWAI'I SYSTEM LEGISLATIVE TESTIMONY



HB 2587 - MAKING AN APPROPRIATION TO ESTABLISH  
CREATIVITY ACADEMIES

Testimony Presented Before the  
House Committee on Tourism & Culture

January 28, 2008 at 9:00 am  
by

John Morton  
Vice President for Community Colleges  
University of Hawaii System

Testimony Presented Before the  
House Committee on Tourism & Culture  
January 28, 2008 at 9:00 am  
by  
... ..

Vice President for Community Colleges, University of Hawai'i

HB 2587 - Making an Appropriation to establish Creativity Academies

Chair Yamane, Vice Chair Manahan and Members of the Committee:

I am here today to testify in support of House Bill 2587 that makes an appropriation to Establish Creativity Academies within public high schools in partnership with the University of Hawaii Community Colleges.

As described in the bill, the performance of our young people in mathematics and science lags behind the performance of most states. It is critical that we adopt new approaches that get an increasing number of students to engage in educational programs that prepare them with the skills necessary for their future success, as well as enabling them to contribute to the expansion of Hawai'i's innovation economy.

I believe it is our responsibility as educators to provide the enriched environment that allows our people to develop the skills and knowledge that will allow them to fully participate in our economy and society. Over the past decade, the University of Hawaii Community Colleges, in partnership with a growing number of DOE high schools and various industry groups, have developed a number of successful career-focused academies, including the Cisco Networking Academies, the Construction Academies, and the HiEST Academies that focus on the development of science, technology, engineering, and mathematics (STEM) skills and knowledge. Using contextual based hands-on curricula, these initiatives have increased the engagement of students who have previously not been involved in a rigorous program of study. This I believe is what we can expect from the implementation of the Creativity Academies Program.

The mission of Creativity Academies is to provide students with the knowledge, attitudes, and workforce skills in Science, Technology, Engineering and Math and Digital Media/ New Media Arts (NMA); skills necessary to become creative, innovative, and entrepreneurial in the 21st century. The fusion of the creative and problem solving processes essential to both the scientific and artistic endeavors is the cornerstone of the Creativity Academies and a life skill in the 21st century global community. The Creativity Academies expand existing STEM training for students K-12, infusing innovative thinking through contextual learning in creative disciplines such as animation, game design and development, digital media and creative writing/publishing.

This initiative is consistent with the planned University system strategic outcomes that include: to develop the educational capital of the state; to develop our workforce; to diversify the economy; and to increase our efforts on behalf of underserved regions and populations, particularly Native Hawaiians.

The University of Hawai'i Community College system is well situated to provide leadership in promoting education in STEM and Digital Media/ New Media Arts programs. Both Honolulu CC and Kapi'olani CC have been innovative and creative in their approaches to developing programs focused on different aspects of STEM related

careers. Most relevant to HB 2587, Kapi'olani CC has developed and implemented a highly successful STEM Program for high school juniors and seniors. The goals of this program are to enhance the quality of science, technology, engineering and mathematics instructional and outreach programs; to prepare students for STEM careers; and to increase the number of STEM students transferring to 4-year degree programs. Also, Kapi'olani CC's Digital Media/ New Media Arts Program has produced students who have won national and international awards for their creative use of an art form that uses technology as its medium. Through programs such as STEM and Digital Media/New Media Arts Program, our Community Colleges are promoting creative thinking, problem solving, and decision making through the sciences and the arts.

If we are to be successful in fixing our leaky educational pipeline, we believe it is important for our colleges to collaborate with the high schools throughout the State. The Creativity Academies Program as well as other similar initiatives, through the efforts of the UHCC system colleges and collaborating high schools, will provide our high school students with new skills to use in the innovation economy, as well as the opportunity to earn dual credit for their academic efforts, making a more efficient use of available resources.

We support HB 2587, provided that its passage does not replace or adversely impact priorities as indicated in our Board of Regents approved Executive Supplemental Budget.

Testimony Presented Before the  
House Committee on Tourism & Culture  
January 28, 2008 at 9:00 am

By  
Mark Loughridge  
President, Ulua Media

HB 2587 - Making an Appropriation to establish Creativity Academies

Chair Yamane, Vice Chair Manahan and Members of the Committee:

Thank you for this opportunity to offer testimony in support of the HB 2587 to establish Creativity Academies for middle and high school students statewide. I think this is a very important step in helping all of our students gain 21<sup>st</sup> century skills to compete in the rapidly changing global economy.

Ulua Media works in education and technology to help learners of all ages gain 21<sup>st</sup> century skills.

Hawaii is at a crossroads. In yesterday's papers we read that the visitor industry is on a gradual decline with no reversal in sight. Fuel costs are escalating and inflation is rising here faster than most of the US. By and large, visitor industry jobs are not high-paying. Are we equipping our students with the right skills to earn a better wage as traditional industries decline and costs rise?

Unfortunately, a disheartening number of students in Hawaii do not graduate from high school, do not go to college, and many of those who do go to college require serious remediation. Meanwhile, studies show that the gap in earning power between college graduates and those who do not attend college is widening substantially. Students without a solid-grounding in 21<sup>st</sup> century skills are ill-prepared for the ways in which the global economy is quickly transforming.

The world is rapidly moving toward a knowledge-based economy with extreme competition. In many ways, US education is failing to keep up with rising global standards, and the US is losing dominance in industry after industry. Earning power is declining for labor with low skills as more and more industries outsource to less expensive countries. The skills needed to survive and thrive in our flat, hyper competitive world are radically different and much more complex than just a few generations ago. How can we practically help our students here in Hawaii to compete effectively in the future?

The Creativity Academies give students the opportunity to grow important 21<sup>st</sup> century skills in ways that truly engage them.

These programs develop fundamental skills in creativity and technology, help students explore fascinating careers, spur innovation, and ignite their passions to learn and master new fields. The Academies use project-based learning where students invent original

works that combine skills from mathematics and science (STEM), and the arts. For example, the skills learned in the Game Academy program – core academic skills, brainstorming, computer programming, art and animation, project management, and team work – are lifelong skills that apply to a wide range of careers in digital media and beyond.

We have seen the magic of these programs at work. A Game Academy course for middle school premiered at the Iolani Summer School in 2007. It was the most oversubscribed course in the summer school. It received high marks from the students— an average ranking of 8.7 out of 10— and the graduates of the course have been requesting the opportunity to continue with an advanced course.

Meanwhile, the reception in public schools has been equally enthusiastic. Again, the course was oversubscribed when offered at Niu Valley Middle School in the fall of 2007. Informal pre and post tests revealed marked improvement in mathematics for those students who engaged in building and playing math-based games created during the course. Again, students gave the program high marks. Other public schools on the Big Island and Oahu are now eager to launch Game Academy courses this spring (2008).

As digital media become ubiquitous, every industry and sphere of life is transforming. The future is hardly predictable, companies of all sizes are less stable and more vulnerable to competition than ever before, and *everyone* needs to learn to be more self-reliant and better equipped to shape their careers. The Creativity Academies deeply engage students and effectively teach STEM, creativity, and entrepreneurial skills— the skills that are essential for students to take charge of their futures and lead in a rapidly changing world.

Thank you for this opportunity to provide testimony in support of House Bill 2587.



**Desmon Antone Haumea, Kumu A'o**  
**Keaau Youth Business Center, Middle College Program**  
**University of Hawaii-Hilo Community College**  
**Keaau, HI 96749 808-966-6354 [www.kybc808.com](http://www.kybc808.com)**

**January 26, 2008**

**Chair:** Rep. Ryan I. Yamane, Chair  
**Vice-Chair:** Rep. Joey Manahan, Vice Chair

**Members of the House of Representatives**

I appreciate the opportunity to offer testimony in support of the HB 2587 and the Administration's bills HB3066 and SB2988, which would establish Creativity Academies for middle and high school students statewide. This is an important step in developing the potential of all of our students to compete in the twenty-first century workforce.

My name is Desmon Antone Haumea and I am the Kumu A'o for the University of Hawaii, Hawaii Community College Middle College Program at the Kea'au Youth Business Center on the Big Island of Hawaii. This program is an educational program for at-risk high school students who have chosen to enroll as a.....and I work the kids in the culinary arts and nutritional sciences and building entrepreneurial skills in this field. This bill is important to the development of our students as the Arts are a critical component to STEM and development of an innovation infrastructure in Hawaii. This is something that is presently lacking in our educational system and kids are getting left behind. Our program has seen a significant success rate for the kids who have chosen and many have gone on to college. Thank you for your support as we have seen both the legislature and the administration have recognized the value of education in the arts and creative sectors as critical to our future workforce development.

The Creativity Academics (CA) program enhances a students learning and supports DOE standards-based curriculum development. Hawaii is a magnet for creativity, nurtured by our natural environment and rich cultural heritage. This bill would help bridge programs that bring together the disciplines of creativity, arts, science, technology and mathematics to create a pipeline of education in these areas, from K-16. The CA will also create a more holistic approach to career training, helping to ensure our students will thrive in the twenty-first century workforce. For Hawaii to have this opportunity to develop and provide a cohesive creativity-based curriculum for middle and high school students with contextual learning in creative exploration (STEM) and creative expression (New Media Arts) at its core is an opportunity not to be missed. This fusion of the arts and sciences will also help provide a pipeline to develop workforce skills in creative problem solving, innovative thinking, as well as postsecondary training and career options in science, technology, math, digital media, interface design, animation, and creative publishing – all key elements to launching and sustaining a career in the twenty-first century economy. The CA will provide the opportunity needed for Hawaii's students to succeed and for Hawaii's innovation economy to flourish.

I am very passionate about Hawaii's children and have been working in this field for over 30 years. I believe the core of this bill to be necessary for the future of Hawaii and its people and know that education is an essential foundation. I thank the committee for the opportunity to testify in support of HB 2587 and also in support of the related HB3066 and SB2988.



Trina Nahm-Mijo, Ph.D., Project Co-Manager

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January 26, 2008

**House Committee on Tourism and Culture  
Monday, 1/28 at 9:00 a.m., Room 325  
HB 2587**

**Rep. Ryan Yamane, Chair  
Rep. Joey Manahan, Vice Chair  
Members of the Committee**

I appreciate the opportunity to offer testimony in support of the **HB 2587** and the Administration's bills HB3066 and SB2988, which would establish Creativity Academies for middle and high school students statewide. This is an important step in developing the potential of all of our students to compete in the twenty-first century workforce.

I have been an award-winning Professor at HawCC for 30 years and since 2004, Project Manager for an \$800,000 HUD grant in collaboration with community partner Bay Clinic, Inc. which has funded the creation of both the Kea`au Middle College High School (KMCHS) program and the Kea`au Youth Business Center (KYBC), a "learning studio for the 21<sup>st</sup> century" which officially opened in June 2007. KMCHS is housed at KYBC which as a "high tech." center has a state-of-the-art multimedia digital arts lab; a fully equipped pre- and post-production sound recording studio which is the biggest on the east side of the Big Island, and a certified mobile kitchen on wheels. Both our programs at KYBC, KMCHS which is scheduled from M-F from 8-12 and the entrepreneurial after-school program scheduled M-F from 2-5 p.m. embody the vision, goals, curricular and program design described in the Creative Academies bill. In other words, here on the Big Island, we are already engaged in a successful Creative Academies and Creative

Centers model working with at-risk youth in a rural, isolated community.

The KMCHS program which is a collaboration with Kea`au High School and HawCC to take up until 22 at-risk seniors and engage them in a dual credit (high school and college), interdisciplinary curriculum integrating STEM content with digital media arts and culinary arts skill-building. Our high school and college instructors and the skills trainers provide “hands on” project-based learning which has already proven to be a powerful motivator in closing the achievement gap of students who have ability but are disengaged from the traditional high school environment. From 2 1/2 year experience in delivering this curriculum, we have had an 80% graduation rate and about a 90% going rate to either higher education or post-secondary technical training. There is no doubt in my mind that Creativity Academies will provide the opportunity needed for Hawaii’s students to succeed and to build an entrepreneurial, innovative spirit in our youth for Hawaii’s economy to flourish and develop.

Succeeding in the 21<sup>st</sup> century will require mind skills beyond the basic 3R’s. “Out of the box” thinking is imperative. So what is needed is a bridge program that brings together the disciplines of creativity, arts, science, technology and mathematics to create a pipeline of education in these areas, from K-16.

Inspiring creativity encourages tapping into a force greater than the individual. But most importantly for our students, the application and execution of that creativity requires the essential skills of logic, trial and error and perseverance, which are components of the scientific process.

Thank you for the opportunity to testify in support of HB 2587.

Trina Nahm-Mijo, Ph.D.  
Professor, HawCC  
Project Co-Manager, KYBC



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January 26, 2008

**House Committee on Tourism and Culture  
Monday, 1/28 at 9:00 a.m., Room 325  
HB 2587**

**Rep. Ryan Yamane, Chair  
Rep. Joey Manahan, Vice Chair  
Members of the Committee**

I appreciate the opportunity to offer testimony in support of the **HB 2587** and the Administration's bills HB3066 and SB2988, which would establish Creativity Academies for middle and high school students statewide. This is an important step in developing the potential of all of our students to compete in the twenty-first century workforce.

I have been a schoolteacher for 37 years, earning my credentials in California in 1971. I have lived in Hawai'i for 20 years. I have taught junior high school special education, home school for 15 years, substitute teaching, video production with the Performing Arts Learning Center at Hilo HS since 2003 and for the past 2 years computer multi-media at Kea'au Middle College High School. I have seen first hand for many, many years the importance of using creative arts as a means of instruction and disseminating information. I have also been a member of the SCBM and SCC at Hilo High since 2003 and seen the myriad of problems and frustrations at public schools.

There is no doubt in my mind that Creativity Academies will provide the opportunity needed for Hawaii's students to succeed and for Hawaii's innovation economy to flourish. I spent most of my teaching career with the students who would have "fallen through the cracks". I

used a creative arts/holistic approach in my teaching curriculums. Most of my students (whom I have been able to keep track of) went on to higher education and/or successful careers armed with confidence in their abilities to master subjects they had previously thought impossible.

Succeeding in the 21<sup>st</sup> century will require mind skills beyond the basic 3R's. "Out of the box" thinking is imperative. So what is needed is a bridge program that brings together the disciplines of creativity, arts, science, technology and mathematics to create a pipeline of education in these areas, from K-16. The Creativity academies will provide the opportunity needed for Hawai'i's students to succeed and for Hawai'i's innovation economy to flourish.

Inspiring creativity encourages tapping into a force greater than the individual. But most importantly for our students, the application and execution of that creativity requires the essential skills of logic, trial and error and perseverance, which are components of the scientific process.

Definitely one of the more difficult problems to solve in education is the lack of parental involvement. Creativity academies are an essential means of bringing parents into the education process. I have seen first hand how the creative work done by students can instill pride in parents, so that they become more interested in helping their child succeed in school. As the multimedia instructor at Middle College, we have a yearly video presentation of the student's projects. I call this the "feel good" event of the year. I have seen parents (or caregivers) become closer with their children and most importantly start to call and find out what they can do to help their child succeed.

This basic step of creating Creativity Academies for improving the education of our children in Hawai'i could well be "a giant step for mankind".

Thank you for the opportunity to testify in support of HB 2587.

Linda Penn

HB 2587 - MAKING AN APPROPRIATION TO ESTABLISH  
CREATIVITY ACADEMIES

Testimony Presented Before the  
House Committee on Tourism & Culture

January 28, 2008 at 9:00 am

Joseph Tremonti  
Assistant Professor, New Media Arts  
Kapi'olani Community College

Aloha:

I am writing to voice my strong support for House Bill 2587, Making an Appropriation to Establish Creativity Academies.

I have served as an educator in the field of new media arts for over five years and have been involved with computer graphics for over a decade. As a professor in the New Media Arts Program at Kapi'olani Community College, I have witnessed firsthand the dramatic impact that digital media education can have on Hawaii's youth. Graduates from the program have gone on to work for leading local, national, and international companies in the Arts & Entertainment sector, including: Atlantis Cyberspace, Electronic Arts, Konami Computer Entertainment, Madskill Productions, Pacific Focus, Polygon Pictures, Sprite Entertainment, and Ubisoft. The fusion of creativity and high tech skills empowers students to pursue rewarding careers and contribute to the diverse industries that employ digital media.

Hawaii's need for greater economic diversification is well known. Events of the recent past (9/11, SARS, etc.) have demonstrated how concentrated and consequently precarious the local economy is. The twin engines of tourism and defense spending cannot provide the requisite high-skilled living-wage job opportunities to sustain future growth and insulate the state from shifts in the tourism sector and defense appropriations. Hawaii needs to invest in innovative educational initiatives to help generate robust new industries that can thrive in an increasingly competitive global economy. The Creativity Academies initiative is ideally suited to this objective; it will provide students with cutting edge workforce skills in Science, Technology, Engineering and Math and Digital Media/ New Media Arts. The aforementioned skills are at the core of emerging knowledge based industries. For example, the entertainment sector has undergone unprecedented growth in the past few years, creating strong demand for artists with high-tech skills. In a 2004 study, the US Department of Labor projected a 39.5% increase in multimedia and computer animation related jobs in the next decade. By establishing the Creative Academies, we will provide Hawaii's youth with the opportunity to profit from this growth and succeed in an era of rapid technological change.

By providing innovative curriculum that encompasses both STEM and Digital Media/ New Media Arts, the Creative Academies will promote a progressive integration of art and science. This will enable the next generation to effectively utilize technology to solve complex scientific/artistic challenges, and communicate with diverse media such as film, television, music, video games, and the web.

In conclusion, I believe the Creative Academies will provide a powerful stimulus to an educational system that is increasingly out of touch with trends in the competitive global economy. The Creative Academies will leverage the unique capabilities of the UHCC System and DOE to support and enhance the tremendous potential of Hawaii's youth. Thank you for the opportunity to testify in support of House Bill 2587.

Sincerely:

Joseph Tremonti  
1/26/08

**manahan1-Haylee**

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**From:** jennifer nobrega [girlssurf2@yahoo.com]  
**Sent:** Sunday, January 27, 2008 8:48 PM  
**To:** TACtestimony  
**Subject:** TAC tsetimony

**To: HOUSE OF REPRESENTATIVES  
THE TWENTY-FOURTH LEGISLATURE  
REGULAR SESSION OF 2008**

**COMMITTEE ON TOURISM & CULTURE**  
Rep. Ryan I. Yamane, Chair  
Rep. Joey Manahan, Vice Chair

**From:** Jennifer Nobrega, KCC New Media Arts student

**HB No. 2587, Making an Appropriation to Establish Creativity Academies**

I am writing to offer testimony in support of HB 2587 and the Administration's bills HB3066 and SB2988 which would establish Creativity Academies for middle and high school students statewide.

As an interface design student within the New Media Arts program at Kapi'olani Community College, I would like to see more educational opportunities for middle and high school students in the areas of art, new media, and all related creative local industry sectors associated with digital arts such as animation, web design, graphic design, digital video, film, etc. HB 2587 and the establishment of Creativity Academies seek to meet this demand in accordance with the Hawaii legislature and administration's recognition of the value of education in the creative arts as critical to our future workforce development.

Creativity Academies will be helpful for young students to develop workforce skills in creative problem solving, innovative thinking, science, technology, math, digital media, interface design, animation, and creative publishing – all key elements necessary to sustain a career in Hawaii's growing creative economy.

Thank you for allowing me to provide testimony in support of HB 2587 and the Administration's bills HB3066 and SB2988 which would establish Creativity Academies for middle and high school students statewide.

Sincerely,

Jennifer Nobrega

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**manahan1-Haylee**

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**From:** Mark Anthony Pascua [mapascua@hawaii.edu]  
**Sent:** Sunday, January 27, 2008 9:40 PM  
**To:** TACtestimony  
**Subject:** HB No. 2587

January 27, 2008

To: HOUSE OF REPRESENTATIVES, THE TWENTY-FOURTH  
LEGISLATURE REGULAR SESSION OF 2008 , COMMITTEE ON TOURISM & CULTURE  
Rep. Ryan I. Yamane, Chair  
Rep. Joey Manahan, Vice Chair  
From: Mark-Anthony Pascua, KCC New Media Arts student

HB No. 2587, Making an Appropriation to Establish Creativity Academies

Hello!

I am writing to offer testimony in support of HB 2587 and the Administration's bills HB3066 and SB2988 which would establish Creativity Academies for middle and high school students statewide.

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Thank you for allowing me to provide testimony in support of HB 2587 and the Administration's bills HB3066 and SB2988 which would establish Creativity Academies for middle and high school students statewide.

Sincerely,  
Mark-Anthony Pascua

**manahan1-Haylee**

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**From:** imsleeping@hawaii.rr.com  
**Sent:** Sunday, January 27, 2008 6:31 PM  
**To:** TACtestimony  
**Subject:** HB No. 2587, Making an Appropriation to Establish Creativity Academies

January 27, 2008

To: HOUSE OF REPRESENTATIVES  
THE TWENTY-FOURTH LEGISLATURE  
REGULAR SESSION OF 2008

COMMITTEE ON TOURISM & CULTURE

Rep. Ryan I. Yamane, Chair

Rep. Joey Manahan, Vice Chair

From: Melissa Lum, KCC New Media Arts student

HB No. 2587, Making an Appropriation to Establish Creativity Academies

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As an interface design student within the New Media Arts program at Kapi'olani Community College, I would like to see more educational opportunities for middle and high school students in the areas of art, new media, and all related creative local industry sectors associated with digital arts such as animation, web design, graphic design, digital video, film, etc. HB 2587 and the establishment of Creativity Academies seek to meet this demand in accordance with the Hawaii legislature and administration's recognition of the value of education in the creative arts as critical to our future workforce development.

Creativity Academies will be helpful for young students to develop workforce skills in creative problem solving, innovative thinking, science, technology, math, digital media, interface design, animation, and creative publishing - all key elements necessary to sustain a career in Hawaii's growing creative economy.

Thank you for allowing me to provide testimony in support of HB 2587 and the Administration's bills HB3066 and SB2988 which would establish Creativity Academies for middle and high school students statewide.

Sincerely,

Melissa Lum

**University of Hawai'i**  
**KAPI'OLANI COMMUNITY COLLEGE**  
**Arts and Sciences Counseling Services**

Date: January 26, 2008

To: Representative Ryan I. Yamane, Chair,  
Representative Joey Manahan, Vice Chair, and  
Members of the House Committee on Tourism and Culture

From: Teri Durland, Counselor  
Kapi'olani Community College

Hearing: House Committee on Tourism & Culture  
Monday, January 28, 2008 at 9:00 a.m.

Measure: HB 2587-Making an Appropriation to Establish Creativity  
Academies

Thank you for the opportunity today to present testimony in support HB 2587 and the Administration's bills HB 3066 and SB 2988 which would establish Creativity Academies for middle and high school students statewide. This is an important step in developing the potential of all Hawaii students to compete in the twenty-first century workforce.

For the last five years, I have worked as a counselor at Kapi'olani Community College in two workforce development programs - one in the Science, Technology, Engineering and Math (STEM) discipline and one in the digital media and art (New Media Arts) discipline. These two programs have collaborated on several on-campus initiatives and I have glimpsed the possibilities of what an integrated STEM and New Media Arts curriculum might look like, especially when it is developed to respond to the unique educational needs of our Hawai'i students.

Our State has the opportunity to provide leadership in developing a creativity-based curriculum for middle and high school students with contextual learning in creative exploration (STEM) and creative expression (New Media Arts) at its core. Imagine the possibilities!

This fusion of the arts and sciences is the fuel that will help strengthen the pipeline to develop workforce skills in creative problem solving, innovative thinking, as well as post-secondary training and career options in science, technology, math, digital media, interface design, animation, and creative publishing - all key elements to launching and sustaining an exciting career in the twenty-first century economy.

Thank you for allowing me to testify today in support of House Bill 2587.

4303 Diamond Head Road, Honolulu, HI 96816  
Telephone: (808) 734-9247, Facsimile: (808) 734-9456, [www.kcc.hawaii.edu](http://www.kcc.hawaii.edu), [asc@hawaii.edu](mailto:asc@hawaii.edu)

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University of Hawai'i

**K A P I ' O L A N I C O M M U N I T Y C O L L E G E**

Arts and Sciences Division

**Sharon Sussman**

KCC | Arts & Humanities  
808-734-9382  
[ssussman@hawaii.edu](mailto:ssussman@hawaii.edu)

January 26, 2008

To: Representative Ryan I. Yamane, Chair,  
Representative Joey Manahan, Vice Chair, and  
Members of the House Committee on Tourism and Culture

Thank you for the opportunity to submit testimony in support of the HB 2587 and the Administration's bills HB 3066 and SB 2988 which would establish Creativity Academies for middle and high school students statewide. This is an important step in developing the potential of all of our students to compete in the twenty-first century workforce.

I have been a professor of New Media Arts/Animation at Kapi'olani Community College (KCC) for the past five years. I came here from a 6-yr tenure at DreamWorks Feature Animation in Los Angeles. I came expecting to teach a skill. I stay because I see how greatly I affect young lives.

My students describe how the New Media Arts (NMA) program at KCC has changed the direction of their lives. They have expressed how their high school years would have been years of engagement rather than years of indifference had they had a program like NMA at the high school level. My most promising students describe their high school years as an opportunity to drop out. They describe KCC's New Media Arts program as a turning point from failure to success. These students found their way back to college, but where are the ones that did not?

The Creative Academies program can not only catch failing students with the allure of digital art and animation, but with the integration of Science, Technology, Engineering and Math (STEM) at the core of this curriculum, it may open doors that might never have been possible.

This fusion of the arts and sciences is the fuel that will help provide a pipeline to develop workforce skills in creative problem solving, innovative thinking, as well as postsecondary training and career options in science, technology, math, digital media, interface design, animation, and creative publishing – all key elements to launching and sustaining a career in the twenty-first century economy.

I strongly urge you to support House Bill 2587. Thank you for this opportunity to testify.

Sincerely,  
Sharon Sussman  
Assistant Professor, New Media Arts

**manahan1-Haylee**

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**From:** Frederick Fabian [ffabian@hawaii.edu]  
**Sent:** Sunday, January 27, 2008 9:31 AM  
**To:** TACtestimony  
**Subject:** Creativity Academies

January 27, 2008

To: HOUSE OF REPRESENTATIVES

THE TWENTY-FOURTH LEGISLATURE

REGULAR SESSION OF 2008

COMMITTEE ON TOURISM & CULTURE

Rep. Ryan I. Yamane, Chair

Rep. Joey Manahan, Vice Chair

From: Derick Fabian, KCC New Media Arts student

HB No. 2587, Making an Appropriation to Establish Creativity Academies

I am writing to offer testimony in support of HB 2587 and the Administration's bills HB3066 and SB2988 which would establish Creativity Academies for middle and high school students statewide.

As an interface design student within the New Media Arts program at Kapi'olani Community College, I would like to see more educational opportunities for middle and high school students in the areas of art, new media, and all related creative local industry sectors associated with digital arts such as animation, web design, graphic design, digital video, film, etc. HB 2587 and the establishment of Creativity Academies seek to meet this demand in accordance with the Hawaii legislature and administration's recognition of the value of education in the creative arts as critical to our future workforce development.

Creativity Academies will be helpful for young students to develop workforce skills in creative problem solving, innovative thinking, science, technology, math, digital media, interface design, animation, and creative publishing - all key elements necessary to sustain a career in Hawaii's growing creative economy.

Thank you for allowing me to provide testimony in support of HB 2587 and the Administration's bills HB3066 and SB2988 which would establish Creativity Academies for middle and high school students statewide.

Sincerely,

Derick Fabian

**manahan1-Haylee**

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**From:** Krystal Le Ann Van Putten [krystalv@hawaii.edu]  
**Sent:** Sunday, January 27, 2008 10:03 AM  
**To:** TACtestimony  
**Subject:** HB No. 2587

January 27, 2008

To: HOUSE OF REPRESENTATIVES  
THE TWENTY-FOURTH LEGISLATURE  
REGULAR SESSION OF 2008

COMMITTEE ON TOURISM & CULTURE  
Rep. Ryan I. Yamane, Chair  
Rep. Joey Manahan, Vice Chair

From: Krystal Van Putten, KCC New Media Arts student

HB No. 2587, Making an Appropriation to Establish Creativity Academies

I am writing to offer testimony in support of HB 2587 and the Administration's bills HB3066 and SB2988 which would establish Creativity Academies for middle and high school students statewide.

As an interface design student within the New Media Arts program at Kapi'olani Community College, I would like to see more educational opportunities for middle and high school students in the areas of art, new media, and all related creative local industry sectors associated with digital arts such as animation, web design, graphic design, digital video, film, etc. HB 2587 and the establishment of Creativity Academies seek to meet this demand in accordance with the Hawaii legislature and administration's recognition of the value of education in the creative arts as critical to our future workforce development.

Creativity Academies will be helpful for young students to develop workforce skills in creative problem solving, innovative thinking, science, technology, math, digital media, interface design, animation, and creative publishing - all key elements necessary to sustain a career in Hawaii's growing creative economy.

Thank you for allowing me to provide testimony in support of HB 2587 and the Administration's bills HB3066 and SB2988 which would establish Creativity Academies for middle and high school students statewide.

Sincerely,

Krystal Van Putten



manahan1-Haylee

---

**From:** Chris Gargiulo [gargiulo@hawaii.edu]  
**Sent:** Saturday, January 26, 2008 6:37 AM  
**To:** TACtestimony  
**Subject:** Testimony for HB No. 2587: Creativity Academies

**Chris Gargiulo**  
Instructor in New Media Arts  
Kapi'olani Community College  
4303 Diamond Head Road  
Honolulu, HI 96816  
gargiulo@hawaii.edu

January 26<sup>th</sup>,2008

**To: HOUSE OF REPRESENTATIVES  
THE TWENTY-FOURTH LEGISLATURE  
REGULAR SESSION OF 2008**

**COMMITTEE ON TOURISM & CULTURE**  
Rep. Ryan I. Yamane, Chair  
Rep. Joey Manahan, Vice Chair

**From:** Chris Gargiulo, Instructor KCC New Media Arts

**HB No. 2587, Making an Appropriation to Establish Creativity Academies**

I am writing to offer testimony in support of HB 2587 and the Administration's bills HB3066 and SB2988 which would establish Creativity Academies for middle and high school students statewide. This is an important step in developing the potential of all of our students to compete in the twenty-first century workforce.

As an interface design teacher within the New Media Arts program at Kapi'olani Community College, I am familiar with the demand for more education in the areas of art, new media, and all related creative local industry sectors associated with digital arts such as animation, web design, graphic design, digital video, film, etc. HB 2587 and the establishment of Creativity Academies seek to meet this demand in accordance with the Hawaii legislature and administration's recognition of the value of education in the creative arts as critical to our future workforce development.

Creativity Academies are a unique opportunity for middle and high school students to synergize their interests across multiple disciplines. Kapi'olani Community College's STEM (Science, Technology, Engineering, and Math) program has already had great success with students using a turnkey inter-disciplinary curriculum that will act as a model for the curriculum that will be developed for the proposed Creativity Academies.

Most importantly, Creativity Academies will provide the opportunity needed for Hawaii's students to succeed in our growing creative economy and for the state of Hawaii's innovative economy to flourish. By creating a curriculum and learning environment that combines the arts and sciences, the goal is to provide a framework of study that will encourage students to continue their post-secondary education and to develop workforce skills in creative problem solving, innovative thinking, science, technology, math, digital media, interface design, animation, and creative publishing – all key elements necessary to sustain a career in Hawaii's growing creative economy.

Thank you for allowing me to provide testimony in support of HB 2587 and the Administration's bills HB3066 and SB2988 which would establish Creativity Academies for middle and high school students statewide.

Sincerely,

1/28/2008

Chris Gargiulo

**manahan1-Haylee**

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**From:** HSTV (HAWAII STUDENT TELEVISION) [HSTV1@hotmail.com]  
**Sent:** Saturday, January 26, 2008 1:18 PM  
**To:** TACtestimony  
**Cc:** Sharon A Sussman  
**Subject:** HSTV supportsCreative Academy bill HB2587

**Creative Academy**

The date & time of the hearing (Jan 28, 9am)

measure number (HB2587)

TO: Rep. Ryan I. Yamane, Chair, Rep. Joey Manahan, Vice Chair, and fellow members of the COMMITTEE ON TOURISM & CULTURE

HSTV (HAWAII STUDENT TELEVISION ) supports bill HB2587

Robert Olague  
 Executive Producer  
 HSTV (HAWAII STUDENT TELEVISION )  
 A year-round Hawaii Student Film Festival outreach program.  
 1750 Kalakaua Ave, Suite 3-826  
 Honolulu, HI 96826  
 808-671-5219  
[www.HawaiiStudentTV.org](http://www.HawaiiStudentTV.org)

**ABOUT HSTV**

HAWAII STUDENT TELEVISION is an outreach program designed to get video projects for students and schools to develop for businesses, corporations, associations and non-profit organizations island-wide, while providing educational and financial assistance for their film and video programs. The projects are developed in collaboration with local educators and film and television professionals. This not only guarantees you broadcast quality and professional services, but also gives students hands-on education and professional experience.

HSTV is endorsed by the NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES (EMMY AWARDS). WINNER 2007 NATIONAL STUDENT TELEVISION AWARDS

**HSTV PRODUCTIONS**

HSTV students have created productions and provided services for the NATIONAL ACADEMY OF TELEVISION (EMMY AWARDS), in collaboration with MOANALUA HIGH SCHOOL, HONOLULU ADVERTISER; UNIVERSITY OF HAWAII HEALTH CAREERS OPPORTUNITY PROGRAMS (HCOP); CHILD AND FAMILY SERVICE THERAPEUTIC FOSTER PARENT program, WALLY AMOS Chip and Cookie commercial, in collaboration with KITV4 and students from BIG BOTHERS BIG SISTERS; anti-road racing PSA's in collaboration with KITV4 and LEEWARD COMMUNITY COLLEGE; GLADSTONE INTERNATIONAL PUBLIC RELATIONS, PSA for literacy in collaboration with PIZZA HUT FOR LITERACY and KAMEHAMEHA SCHOOLS; PUBLIC RELATIONS SOCIETY OF AMERICA - HAWAII, DAUGHTERS OF HAWAII (Queen Emma Summer Palace and Hulihe`e Palace) in collaboration with KEALAKEHE HIGH SCHOOL; PARTNERS IN DEVELOPMENT FOUNDATION in collaboration with ECONOMIC DEVELOPMENT ALLIANCE OF HAWAII and NOAA Sea GRANT PTOFP Program, a anti-smoking television campaign for KOKUA KALIHI VALLEY Comprehensive Family Services starring MAYOR MUFI HANNEMANN and SENATOR SUZANNE CHUN OAKLAND, in collaboration with FARRINGTON HIGH SCHOOL, PACIFIC AMERICAN FOUNDATION, PACIFIC AND ASIAN AFFAIRS COUNCIL, HAWAII STATE DEPARTMENT OF HEALTH, ALOHA FESTIVALS, U.S.S. MISSOURI MEMORIAL ASSOCIATION, SONY PICTURES/COLUMBIA PICTURES SURF'S UP LOCAL PUBLICITY and more.

**HSTV BROADCAST DISTRIBUTION**

HSTV student productions have been televised and can provide local and national broadcast distribution to - KHON2, KITV4,

KHNL/K5, KGMB9, KWHE 14; Oceanic Time Warner Cable stations: OC16, CNN, Fox News, MTV, VH1, Court TV, ESPN, ABC Family, Nickelodeon, Food Network, Comedy Central, Discovery Channel, Sci-Fi Channel, Turner Classic Movies, A&E, The History Channel, Travel Channel, etc., PBS Hawaii, Hawaii Department of Education Teleschools, (targets the more than 400 public and private schools island-wide, representing over 300,000 teachers and students); Hawaii TV/Visitors Network: 30,000 hotel rooms in Waikiki; National Cinemedia: 1,105 movie theatres and 13,567 movie screens in 45 states.

To: House of Representatives' Committee on Tourism and Culture  
From: Sheldon Tawata, Coordinator/Counselor  
Kuilei High School to College Connections Program  
Kapi'olani Community College  
Hearing: Monday, January 28, 9:00am, State Capitol Conference Rm. 325  
Measure #: HB 2587: Making an appropriation for to establish creativity academies

To Whom It May Concern:

I am writing to support House Bill 2587 because it provides an alternative to engage high school students interested in the academic subjects less desired, but highly required in today's workforce which are science, technology, engineering, and math.

The community college open door admissions policy provides an opportunity for everyone, regardless of educational background and socio-economic status, to complete a college degree. It is the most cost effective option for individuals to test their potential through a range of courses. It also connects them to a community of resources ranging from classmates to campus support networks, different from their previous educational experiences that will expand their learning outcome. However, students encounter challenges along this journey, which at times discourage students from maximizing their talents. Some of those challenges are gatekeeper courses required for degree advancement and eventually graduation. Math is one of those courses on the gatekeepers list. Failure to complete such courses causes ripple effects academically and personally. For example, the repercussions could lead to disappointment in oneself and later withdrawal from college. The retention rates of community colleges students nationwide are around 50%, meaning on average only 1 out of 2 students make it through their first year of college. Kapi'olani Community College (KCC) is confronted with the similar statistics largely because of students being underprepared and perhaps disengaged. I believe House Bill 2587 will confront these challenges and statistics by getting students excited to learn and persist.

I have worked as college counselor for about 10 years assisting students from high school all the way to the non-traditional returning adult. In those years, I noticed more times than any a disconnect from what was taught in high school and the demands of college. I remember conversations with students who voiced concerns of being unprepared for the rigor of college work. House Bill 2587 will respond by strengthening the bridge between high school and college through exposure of actual college-level course work, expanding their support network between high school and college, and best of all, engaging students in science, engineering, and math through innovative use of technology. House Bill 2587 will get students to maximize the present and get them excited about the future.

If there are concerns about the future stability of Hawai'i's economy then House Bill 2587 will play an important role. It will produce local talent who in turn will give back to the Islands. House Bill 2587 is important for our youth and a necessity for our state.

Thank you for this opportunity to share.