



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
House Committee on Finance
April 1, 2008 at 2:30 pm

by

Linda K. Johnsrud

Vice President for Academic Planning and Policy, University of Hawai'i

SB 3168, SD2, Proposed HD2 – RELATING TO CREATIVE MEDIA

Chair Oshiro, Vice Chair Lee, and members of the House Committee on Finance:

I am Linda K. Johnsrud, Vice President for Academic Planning and Policy, University of Hawai'i System. I am providing this testimony on behalf of the University of Hawai'i System on Senate Bill 3168, Senate Draft 2, Proposed House Draft 2, which establishes the Academy for Creative Media at the University of Hawai'i; amends Act 11, Special Session of 2007, to delete provisions relating to leasing the Public Broadcasting System Hawai'i facility; and establishes and appropriates funds for the creativity academies programs under the Department of Business, Economic Development and Tourism.

We appreciate the Legislature's recognition of the success of the Academy for Creative Media since its establishment by the Board of Regents and the popularity of its programs among students. We also appreciate very much the intent of SB 3168, SD2, Proposed HD2, to provide support for the expansion of the program on University of Hawai'i campuses statewide.

For programs to be accessible to students at different campuses, it would be necessary to assess and plan courses on campuses statewide, coordinate course offerings at the different campuses and ensure that students are able to plan their course work, transfer credits, and progress smoothly toward achieving their academic goals and graduating. Given the scarce resources available for higher education in the state, it is important, for example, to determine the appropriate emphases of campus programs so as not to replicate each other.

We respectfully recommend amendments to clarify the language of SB3168, SD2, Proposed HD2. An example of the need to clarify is in Section 3(a). Academic programs, like the creative media program, are reviewed for approval by the Board of Regents and our accreditors by campus, and cannot be reviewed as system programs. Therefore, we need to establish the program at campuses statewide but cannot establish a "system or systemwide" program. Our recommended amendments are:

- SECTION 3 (a). Amend as follows:
 - There is established within the University of Hawai'i the academy for creative media program, which shall be a system-wide, statewide program at campuses administered by the University of Hawai'i;
- SECTION 4, last paragraph. Amend as follows:
 - The sum appropriated shall be expended by the University of Hawai'i for the purposes of this part [-]; provided that funds shall be expended to expand programs and facilities of the academy for creative media programs at a system-wide, statewide level administered by the University of Hawaii pursuant to section 304A- , Hawai'i Revised Statutes; provided further that the expansion of programs and facilities of the academy for creative media program shall be directed to the University of Hawai'i – west O'ahu campus. include expansion to the west O'ahu-Kapolei region."

The University would, in addition, like to comment that 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 proposed in this bill as well as other similar initiatives, through the efforts of the UH Community College system will provide our high school students with new skills to use in the innovation economy. We support the intent of creating programs such as Creativity Academies, provided that they do not replace or adversely impact priorities as indicated in our Board of Regents approved programs.

Thank you for your support of the University of Hawai'i, and for the opportunity to submit testimony.

Date of Hearing: April 1, 2008

Committee: House Finance

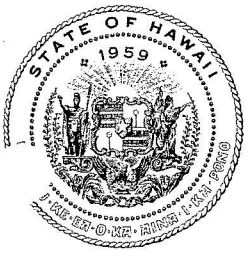
Department: Education

Person Testifying: Patricia Hamamoto, Superintendent

Title: S.B. 3168, SD2, HD1, Relating to Creative Media

Purpose: Establishes the system-wide, statewide academy for creative media program in statute under the University of Hawaii. Amends Act 11, special session 2007, to refocus the purpose section, delete all references to a lease agreement with PBS Hawaii, and provide that funds shall be expended to expand the programs and facilities of the academy for creative media program at a system-wide, statewide level directed to UH-West Oahu. Establishes and funds creativity academies.

Department's Position: The DOE supports S.B. 3168, SD2, HD1 to establish the system-wide statewide academy for creative media programs. The UH community college system and the DOE must work closely to establish the creative media program. The continuity and transition from elementary programs to middle school programs to high school programs to postsecondary programs must be aligned to ensure progressive skills and knowledge development and avoid duplication. This program should be included in the Dual Credit Articulated Programs of Study (DCAPS) options for high school students. The DOE requests the opportunity to work with the Department of Business, Economic Development, and Tourism and the community colleges to draft the language in this Bill to ensure current DOE initiatives are not duplicated by the actions proposed in this Bill.



**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**

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Amended: 3/31/08

Statement of
THEODORE E. LIU
Director

Department of Business, Economic Development, and Tourism
before the

HOUSE COMMITTEE ON FINANCE

Tuesday, April 1, 2008

2:30 PM

State Capitol, Conference Room 308

in consideration of

**SB 3168, SD2, HD1, Proposed HD2
RELATING TO CREATIVE MEDIA.**

Chair Oshiro, Vice Chair Lee, and members of the Committee.

The Department of Business, Economic Development & Tourism (DBEDT) supports the intent of SB 3168, SD2, HD1, Proposed HD2, which seeks to broaden the Academy for Creative Media (ACM) program within the University of Hawaii's (UH) to one that is offered system-wide, to provide some level of funding for the UH-ACM, and amends Act 11, special session 2007, to delete all reference to a lease agreement with PBS Hawaii. The UH-ACM program has made great strides in developing a strong curriculum for our next generation of bright and talented Hawaii filmmakers, all with very limited resources. We defer to UH as to the specific language of the bill. Continued support for ACM and the development of Hawaii's creative sectors is a commitment we must make if we are to develop a robust creative economy. While there have been many good ideas introduced this legislative session that support the State's economic development goals, we note, that this appropriation for ACM was not included in the

Executive's Supplemental Budget, and request that this appropriation not displace the priorities contained in that budget.

The department supports the establishment of the Creativity Academies program as noted in SB 3168, SD2, HD1, Proposed HD2, as it is part of the Executive's Supplemental Budget but recommends further amending this draft with language that reflects the Department of Education career and technical education pathways and existing digital media programs as intrinsic components. The Creativity Academies will establish middle school and high school curriculum pathways that infuse creative disciplines of animation, game design, digital media and creative publishing into science, technology, engineering and math via standards-based curriculum. This is an important component in developing a pipeline of learning in the creative media arena as well as broadening the reach of science, technology, engineering, and mathematics (STEM) programs statewide.

The department supports wholeheartedly the leadership and work of programs such as ACM, Kapiolani Community College New Media Arts, Department of Education digital media and Career and Technical Education (CTE) programs which are integral to building a successful framework to support the growth of Hawaii's creative economy.

We appreciate this opportunity to testify.

Report Title:

Economic Development; Creativity Academies

Description:

Appropriates funds to support the development of the creativity academy program, including a turnkey digital media program.

(HB2587 HD1)

H.B. NO. 2587 HD SD1 -

AMENDED LANGUAGE REQUESTED
(highlighted in yellow)

A BILL FOR AN ACT

MAKING AN APPROPRIATION TO ESTABLISH CREATIVITY ACADEMIES.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

SECTION 1. The legislature finds that Hawaii's economic policies have been continuously focused on developing its human and economic resources by creating and developing its innovation capacity. Studies reveal that Hawaii students experience a sharp decline in math skills particularly after the sixth grade, signaling a need to find new ways to engage Hawaii's students in the core skills needed to succeed in the 21st century. A major challenge in Hawaii's education system is in providing an adequate number of high school graduates with the skills related to basic science, technology, engineering, and mathematics that are needed to allow them to be adequately prepared for engineering or science programs at either a community college or four-year college.

In fact, according to the National Center for Public Policy and Higher Education, only 18 per cent of Hawaii's

eighth graders test proficient in mathematics, compared with 38 per cent among top states in the United States.

The Americans for the Arts, a national nonprofit organization supporting arts education, reports that in order for the United States to maintain and expand its economy, America's schools must encourage more students to pursue careers in science, technology, engineering, and mathematics, and better prepare all students in the science, technology, engineering, and mathematics content areas. National studies are showing that adding a creative arts component to science, technology, engineering, and mathematics education significantly enhances the learning outcomes.

In a paper titled "How do you turn STEM into STEAM? Add the arts!" published in October 2007, Joan Platz, information coordinator for Ohio Alliance for Arts Education, states that "Ohio lawmakers are also concerned about STEM preparation and participation. Music and the arts are essential educational components for all students to learn, including students who are pursuing careers in the STEM areas. Educational opportunities in music and the

arts first and foremost prepare students for competitive careers in the \$316,000,000,000 communication, entertainment, and technology industries as musicians, artists, dancers, actors, directors, choreographers, videographers, graphic designers, architects, photographers, designers, film makers, arts administrators, and other professions. The growth of the visual technologies alone, from computer graphics to digital video, has had a tremendous impact on our nation's economy and the global economy."

According to "The Creative Industries Report", published by Americans for the Arts, more than 548,000 businesses nationwide are related to the arts and employ 2,990,000 people. In 2005, the research, economic analysis division of the department of business, economic development, and tourism reported that 28,884 people in Hawaii were employed in creative industries. Many of these arts-related jobs require employees to understand and apply higher order concepts in the science, technology, engineering, and mathematics content areas in addition to having a preparation in the arts. The knowledge, skills,

attitudes, and behaviors students acquire from studying the arts have been identified by the Partnership for 21st Century Skills, and other organizations, as the skills needed to be successful in the global economy. These skills include creativity and innovation, critical thinking and problem solving, communication and collaboration, flexibility and adaptability, and social and cross-cultural skills.

The creativity academies partnership between the University of Hawaii Kapiolani Community College, the department of education career and technical education and digital media programs, and the creative industries division of the department of economic development and tourism seek to integrate the teaching, learning and use of science, technology, engineering, and mathematics and new media arts-related skills throughout Hawaii's education system by:

- (1) Locally developing a turnkey creativity academies curriculum that is responsive to the educational and workforce development needs of Hawaii,

building upon best practices to create a standards based curriculum;

- (2) Pilot-testing this turnkey curriculum for the University of Hawaii, community colleges, and the department of education systems at Kapiolani Community College and a neighbor island community college involving area high school students in the first year of the program;
- (3) Developing and pilot-testing "teacher training program activities";
- (4) Establishing an after-school program for middle school students in animation, game development, and creative publishing; and
- (5) Establishing an after-school program for at-risk youth in animation, game development, and creative publishing.

The creativity academies will build on the best and promising practices of other similar innovative programs such as award winning programs in public schools on Oahu: Aiea high, Campbell high, Farrington high, Kalani high, Kawananako middle, Moanalua high, Kapolei high, Mililani

high, Nanakuli high, Waianae high; Chiefess Kamakahelei middle and Kauai high on Kauai; Maui high on Maui; and Waimea high and Keaau middle college high on the island of Hawaii, as well as career and technical education pathway programs in arts and communications and digital media.

The legislature further finds that the State's administration and lawmakers have recognized the need for the integration of creative cognitive, affective, and psychomotor processes in the classroom by supporting the establishment of programs such as project East, the establishment of science, technology, engineering and mathematics programs statewide and the academy model of Hawaii excellence through science and technology. These programs provide a framework to integrate new skill set development in the areas of creativity and innovation—both critical components to advanced problem solving, collaboration, and creative solutions to the challenges that face future generations.

To engage, ignite, sustain the interest of students, and to deepen their understanding of the core knowledge and skills necessary for the 21st century workforce, the

creativity academies will infuse science, technology, engineering, and mathematics course curriculum with animation, game development, digital media, and creative publishing projects. Creative academies will utilize the existing career pathway framework to blend the academic knowledge and the creative application of current technology.

The goal of the P-20 system is to create a bridge between education and workforce development needs. The Arts and Communication and Industrial, Engineering and Technology pathways provide the structure to ensure a non-duplicative, coherent program of study that progress from one level of education to the next which eventually will lead into the workforce. The establishment of creativity academies at the postsecondary level will provide expanded opportunities for elementary, middle, and high school students statewide with the goal of encouraging more students to enter into the community college and four-year university system.

Creative academies will be used to:

- (1) Foster creativity, innovation, and entrepreneurship;
- (2) Develop skill sets for creative problem solving at all stages of education;
- (3) Support department of education framework to graduate students proficient in math and science;
- (4) Offer a contextual approach to science, technology, engineering, and mathematics learning through creative engagement;
- (5) Provide an integrated program for the P-20 system;
- (6) Provide an articulated career pathway program of study for creative media that begins at the department of education and connects with the University of Hawaii community colleges and the University of Hawaii system;
- (7) Create science, technology, engineering, and mathematics and creativity programs for under-represented students.

As a logical progression to the effective "arts first" program in kindergarten through first grade, students in

grades two to six will be introduced to the relationships between the arts and sciences through a contextual learning approach.

At the middle school level, creativity academy program staff will create opportunities for and to train students to create projects that integrate art, science, math and technology. Through after-school programs, including programs for at risk youth, students will experience art and science concepts through hands-on learning opportunities and enrichment programs.

At the high school level, students will have the opportunity to earn dual credits by enrolling in selected high school career pathway programs of study and receive college credits upon successful completion of that program of study. High school students will also have the opportunity through their participation in the creativity academy to enroll in courses at the University of Hawaii's community college campus and receive both college and high school credit for successful completion of the course.

A pilot program for high school students will be spearheaded by the University of Hawaii, Kapiolani

Community College's science, technology, engineering, and mathematics program, and new media arts programs, and the department of business, economic development, and tourism, creative industries division. Kapiolani Community College staff will work in close collaboration with the department of business, economic development, and tourism, the department of education and local industry experts to develop standards and curriculum that is non-duplicative and is the basis for dual credit articulation and will meet the needs of business and industry.

Within the first year of the program, Kapiolani Community College's creativity academy program staff will work with department of education representatives to develop standards and a turn-key curriculum that ensures a non-duplicative progression of skills and knowledge utilizing the career pathway structure. The standards and curriculum will become the basis for dual credit opportunities and articulation agreements. Student participation requirements will be established to ensure student success in the program(s). Kapiolani Community College's creativity academies program staff will design

and implement teacher training programs within the career pathway structure for middle and high school teachers statewide and provide teachers with in-classroom and online support.

SECTION 2. There is appropriated out of the general revenues of the State of Hawaii the sum of \$ or so much thereof as may be necessary for fiscal year 2008-2009 to carry out the purposes of this Act, including equipping, training, hiring of instructors and guest lecturers, research and development of standards-based curriculum, conducting pilot program on Oahu and a neighbor island, travel costs for teacher and student participation in the creativity academies pilot programs, creative center incubator facility at Kapiolani Community College campus for teacher training and the development of the curricula programs and support for student and faculty participation at competitions out of state.

SECTION 3. The sum appropriated shall be expended by the department of business, economic development, and tourism for the purposes of this Act.

SECTION 4. This Act shall take effect on July 1,
2025.

Written Statement of
YUKA NAGASHIMA
Executive Director & CEO
High Technology Development Corporation
before the
HOUSE COMMITTEE ON FINANCE
Tuesday, April 1, 2008
2:30 PM
State Capitol, Conference Room 308

In consideration of
SB 3168 HD2 PROPOSED RELATING TO CREATIVE MEDIA.

Chair Oshiro, Vice Chair Lee, and Members of the House Committee on Finance.

The High Technology Development Corporation (HTDC) supports the passage of SB 3168 PROPOSED HD2 which proposes to expand the programs and facilities of the academy for creative media program at a system-wide, statewide level directed to UH-West Oahu. There have been many good ideas introduced this legislative session that support the State's economic development goals. We note, however, that this appropriation was not included in the Executive's Supplemental Budget, and request that this appropriation not displace the priorities contained in that budget.

The University of Hawaii has done an excellent job of nurturing the growth of the Academy for Creative Media (ACM), and we defer management and operational comments to appropriate policy makers. However, we strongly support academic and research growth in West Oahu and believe programs such as ACM will support growth of technology-based companies and jobs.

Supporting academic institutions with research functions and centers of excellence is an important foundation for growing good paying jobs, such as technology jobs. In order to support these pursuits we need facilities, such as technology parks and innovation centers in close proximity to these academic and research institutions that will house technology companies that create jobs.

As you are aware there is limited land to expand, if any, surrounding the main campus of the University of Hawaii at Manoa. Within the last few years, the university testified that it has been successfully growing its research capacity by securing major research grants, and their need for expansion is only increasing. Furthermore, while Kakaako Makai is an extension of the Manoa Campus, its land capacity for long term research development and tech-based economic development growth is limited. Therefore, it is important for these reasons and others (workforce availability, infrastructure, transportation, etc.) to look at West Oahu as the new and next major campus and tech industry sector on Oahu.

Thank you for the opportunity to submit testimony on SB 3168 HD2 PROPOSED.



Working Together for Hawaii

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Hawaii Government Employees Association
AFSCME Local 152, AFL-CIO

The Twenty-Fourth Legislature, State of Hawaii
House of Representatives
Committee of Finance

Testimony by
HGEA-AFSCME, Local 152, AFL-CIO
April 1, 2008

SB 3168, SD2, HD2 RELATING TO CREATIVE MEDIA

The Hawaii Government Employees Association, AFSCME Local 152, AFL-CIO offers the following comments regarding SB 3168, SD2, HD2.

In part, this measure provides funds to expand programs and facilities of the University of Hawaii Academy for Creative Media at a system-wide and statewide level. It also stipulates that the expansion of programs and facilities of the Academy for Creative Media be directed to the University of Hawaii – West Oahu campus.

Currently, the Academy for Creative Media is located on the University of Hawaii at Manoa campus. Its' staff includes HGEA Bargaining Unit members. While the HGEA is always supportive of efforts by the Legislature to provide funding and further develop programs offered to students of the University of Hawaii, we are concerned that current employees may be forced to relocate to a new and distant worksite without timely consultation with the union as provided by Chapter 89 of the Hawaii Revised Statutes and the respective HGEA Collective Bargaining Agreements. A change in work location without timely and meaningful discussion could potentially create hardships for Academy for Creative Media employees.

Thank you for the opportunity to provide comment to SB 3168, SD2, HD2.

Sincerely,

Nora Nomura
Deputy Executive Director

To: Rep. Marcus R. Oshiro, Chair
Rep. Marilyn B. Lee, Vice Chair
House Committee on Finance

From: Dolores Foley
Evaluator, Waianae Digital Media Halau

Date: April 1, 2008

Re: Testimony in Support of S.B. 3158 SD2 HD1

For: Hearing on Tuesday April 1 (Conference Room 308)

I would like to indicate my support for **SB 3168 SD2 HD1**

For the last two years I have been an evaluator for a digital media project is based in Waianae. The goal of the project is to promote the pipeline from high schools to college. I am very impressed with the development of the media programs in the Waianae schools and the impact I see in the students. This bill will help support the development of a digital media program at UH West Oahu. The students in the Waianae schools as well as the other west oahu schools would benefit from an increased presence at UHWO. The *Wai'anae Coast Community-Based Youth Education, Entrepreneurship and Economic Development Initiative: Digital Media Halau* project is a school-community based effort designed to support Wai'anae's most vulnerable youth in becoming more successful in school, life and their careers. The program engages students via immersion in new and innovative learning programs that prepare them for continued education and employment in multiple digital media professions. It is a wonderful program that is producing talented youth. Many of these youth want to attend ACM and would like the program based in West Oahu. Youth are inspired to learn and go to college and not necessarily for careers in digital media. Students have indicated that they were disengaged with school until they got involved with Searider Productions. There are many stories but I'll end with a quote from one of the Waianae students "I love being here, I intend to go to college and I was so different a few years ago. I was ready to drop out." The impact of the digital media programs has been extensive but there is much more that can and should be done to support our youth and one way is through the development of digital media programs in our schools—from elementary schools through college.



March 31, 2008

Committee: Finance

RE: SB3168

Chair Marcus Oshiro:

We are writing this letter to express our strong support for Senate Bill SB3168. We would first like to thank the committee members for their time in considering our testimony.

We are all graduates of the Seaside Productions program at Wai'anae High School and employees at a digital media start-up located in Wai'anae called Makaha Studios. We consider ourselves lucky to have had the chance to go through SP when we were in high school. We feel even more blessed that we are now working in our chosen field, doing what we love to do, here at home. We feel that more kids from Hawai'i should have the same opportunity to live their dreams just like we are living ours. One of the things to help make this happen is to provide these kids with something we didn't have: the chance to attend an affordable, production-focused college media program close to home.

Those of us who went to college to hone our media skills chose a production-focused program at the Art Institute in California. Many of our high school classmates could not afford to go the mainland for school. We feel there is a need for a true, production-focused media program in Hawai'i with strong ties to industry, similar to what we experienced. By moving the main ACM offices to a permanent home at UH West O'ahu, you will be moving the program to a campus that focuses less on research and academia and more on student career preparation. While UH Manoa retains the very important role of serving as Hawai'i's flagship research institution, UH West O'ahu seems more focused on addressing Hawai'i's employment needs by implementing programs in critical shortage areas like health care and education. It makes sense to add media production to this list. It also just seems like the ACM home will fit better at UHWO.

We like to think that we are part of the beginning of the rapid growth of media industries here on west O'ahu. The construction of a large movie production facility in Kalaeloa and the decision by Disney to build its first standalone resort at Ko Olina are some indicators that west O'ahu is becoming the center of Hawai'i's growing digital media industries. For a program like ACM to truly flourish, there needs to be strong partnerships with a diverse group of industry players. Part of our program in California included spending time at various media companies and production houses. The ACM needs to create and nurture industry partnerships. For these partnerships to be successful, the ACM must be located as close as possible to industry. And, like we said, the industry is growing in west O'ahu.

The experience we gained working with production companies gave us confidence that we could work in this field. Confidence not only to work, but maybe even to start our own ventures. If you locate the ACM at UHWO, you could turn it into a digital media incubator, inspiring the launch of dozens of small but innovative production businesses. And these small media production businesses, founded and staffed by local kids, will be the real engine that powers our production industry. Housing the ACM at West O'ahu will lead to the creation of more successful small businesses, more production jobs, and a growing production industry in Hawai'i.

As a business, we stand ready to partner with a UH West O'ahu-housed ACM. We hope to one day have UHWO ACM students as regular interns and future employees.

We thank you for your time considering our testimony.

Sincerely,

Solomon Alfapada

Chad Brown

Keoni Fernandez

Sam Kapoi

Nick Smith

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SCHULER DIVISION

April 1, 2008

Honorable Representative Marcus Oshiro, Chair and Members
COMMITTEE ON FINANCE
State Capitol, Room 308
Honolulu, Hawaii 96813

Chair Oshiro, and Members of the Committee:

Subject: S.B 3168 SD 1, HD 2 RELATING TO CREATIVE MEDIA.

I am Dean Uchida, Vice President—Ho'opili, D.R. Horton, Schuler Division. We have been involved in building homes for first time home buyers in Hawaii since the 1980's. We are in the process of securing entitlements for our proposed Ho'opili development in East Kapolei which is adjacent to the University of Hawaii, West Oahu campus.

S.B. No. 3168 SD 1 HD 2 proposes to further enhance the growth of the academy for creative media, which is contributing successfully to Hawaii's economic development, as well as providing creative career and business opportunities for students from throughout the State, by establishing the academy for creative media at the University of Hawaii west Oahu campus.

Over three decades ago, city planners set out to create a "second" or "new" city in West Oahu to provide residents an alternative to living and working in downtown Honolulu. They wisely foresaw early on that if Oahu was going to thrive and compete at a world-class level, a second major primary employment center and supporting harbor system would be vital to its success.

Efforts are now underway to complete this vision of creating a dense urban core within Ewa. The new University of Hawaii at West Oahu campus is being constructed and will serve as one of the major focal points in the region. Establishing the Creative Media Center at the University's West Oahu campus will provided much needed career opportunities to for the next generation, many of whom live in the region and have shown a propensity to excel in this digital media industry.

Finally, having a strong research/education base will surely create opportunities for commercial users and with it, a growth of quality jobs in the region. Moving quality employment opportunities closer to planned growth areas will also alleviate traffic congestion and add to the overall quality of life in the region.

We are in strong support of S.B. No. 3168 SD 1, HD2.

Thank you for providing us with the opportunity to testify on this bill.

Testimony Presented Before the House Committee on Finance
State Capitol, Conference Room 308
in consideration of
SB 3168, SD2, HD1, Proposed HD2
RELATING TO CREATIVE MEDIA.
Tuesday, April 1, 2008
2:30 PM
by
Mark Loughridge
Ulua Media

HB 2587, HD1, SD1 - Making an Appropriation to Establish Creativity Academies

Chair Oshiro, Vice Chair Lee, and Members of the Committee:

Thank you for this opportunity to offer testimony in support of the HB SB 3168, SD2, HD1, Proposed HD2. In particular I wish to testify in strong support of the proposals to establish Creativity Academies for middle and high school students statewide. I think this is a very important step in completing a pipeline to help our students gain 21st century skills and compete effectively in the rapidly changing global economy.

The proposed Creativity Academies combine creative arts, digital media and STEM (science, technology, engineering, and mathematics). As outlined in the proposal, these Academies will ignite passion in our students to master essential skills in the arts and sciences through the disciplines of animation, original game development, and creative publishing. As outlined, the Academies will be integrated with the Department of Education's Digital Media and Career and Technical Education (CTE) programs. This allows the Academies to become an excellent starting point and pipeline for our middle school and high school students to then go on to succeed at the college level in programs such as the UH Academy for Creative Media, and community college programs such as Kapiolani Community College New Media Arts. I have no doubt that a complete pipeline like this will produce the sorts of well-qualified graduates we and other companies like us need to thrive in digital media.

Ulua Media works in education and technology to help learners of all ages gain 21st century skills. We are already working towards this vision in partnership with public and private schools throughout the state, with local colleges as well as with the MIT Media Lab and the California Institute of the Arts. We are contributing capital, industry talent, and many hours to help make these programs work. We are recruiting other local firms to join in the effort, including Aloha Island Inc and Avatar-Reality. The Creativity Academy programs we have helped start here are generating great excitement and excellent results among middle school students. We seek your support to help expand this public-private partnership. We seek your help to accelerate the effort so Hawaii can lead the country and the world in innovative programs that teach STEM and creative arts in ways that truly excite and empower students. Top global institutions such as the MIT Media Lab and the California Institute of the Arts (best animation school in the world) are eager partners in

what we are pioneering. The Chinese Ministry of Education and leading digital media companies in Beijing, China and Singapore are also eager to extend partnerships. Please signal that you, too, are interested in helping Hawaii lead globally in education and innovation.

Hawaii is at a crossroads. As reported recently in the media, 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 21st 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 21st 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 launching Game Academy courses this spring (2008). Kealahou High School on the Big Island responded to our program with the strongest student response ever for an after school program. One of our goals is to equip their older students to then turn around this fall and teach the elementary school students in their complex how to make their own games and animations while developing 21st century skills.

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.