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Statement of
THEODORE E. LIU
Director
Department of Business, Economic Development, and Tourism
before the
HOUSE COMMITTEES ON TOURISM & CULTURE
and
ECONOMIC DEVELOPMENT & BUSINESS CONCERNS

Monday, March 17, 2008
9:30 AM
State Capitol, Conference Room 325

in consideration of

SB 3168, SD2
RELATING TO CREATIVE MEDIA.

Chairs Yamane and Yamashita , Vice Chair Manahan and Wakai , and members
of the Committees.

The Department of Business, Economic Development & Tourism (DBEDT)
provides the following comments on SB 3168, SD2, which seeks to broaden the
Academy for Creative Media program within the University of Hawaii's (UH) to one that
is offered system-wide, adding qualifications and responsibilities required for the head of
the UH Academy for Creative Media (ACM), to provide some level of funding for the
ACM, and amends Act 11, special session 2007, to delete all reference to a lease
agreement with PBS Hawaii. 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 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. Continued support for the ACM program is a commitment we must make, as it is a critical component to the development of this important sector of Hawaii's creative economy.

The department supports wholeheartedly the leadership and work of ACM and applauds the program's ability to excel to the degree it has with its students in just a few short years.

We appreciate the opportunity to testify.

Date of Hearing: March 17, 2008

Committee: House Economic Development &
Business Concerns/Tourism and
Culture

Department: Education

Person Testifying: Patricia Hamamoto, Superintendent

Title: S.B. 3168, SD2, SSCR2849, 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 the west Oahu-Kapolei region. (SB3168 DS2)

Department's Position: The Department of Education (DOE) supports S.B. 3168, SD2, SSCR2849 to establish the system-wide, statewide academy for creative media program. 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.



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
House Committees on Tourism and Culture
and
Economic Development and Business Concerns
March 17, 2008 at 9:30 am
by
Linda Johnsrud
Vice President for Academic Planning and Policy, University of Hawai'i

SB 3168, SD2 – RELATING TO CREATIVE MEDIA

Chairs Yamane and Yamashita, Vice Chairs Manahan and Wakai, and members of the House Committees on Tourism and Culture and Economic Development and Business Concerns:

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, which establishes the Academy for Creative Media at the University of Hawai'i and amends Act 11, Special Session of 2007, to delete provisions relating to leasing the Public Broadcasting System Hawai'i facility.

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 to provide support for the expansion of the program on University of Hawai'i campuses statewide by appropriations in fiscal years 2007-2008 and 2008-2009.

SB3168 SD 2 would make possible the academic planning necessary to assess program and student needs, coordinate course offerings at the different campuses and ensure that courses are articulated statewide. With carefully articulated programs, students are able to plan their course work, transfer credits, and progress smoothly toward achieving their academic goals and graduating. Planning also ensures that the creative media program meets accreditation requirements while it uses resources efficiently. 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.

In view of these requirements for academic planning, coordination, and careful use of resources, we respectfully recommend amendments to the language of SB3168 SD2.

We recommend deleting the language in Section 2(b) that establishes the management structure of the Academy of Creative Media and specifies the qualifications of the creative director of the program. The personnel qualifications of the director of an academic program are within the purview of the University's Board of Regents, and to specify them in law limits UH's ability to respond to differences in programmatic needs by campus and future changes in focus.

Our recommended amendments are:

- SECTION 1 (1). Amend as follows:
 - (1) Establishing the academy for creative media program at the University of Hawai'i ~~and specifying its management structure~~; and
- SECTION 2 (a). Amend as follows:
 - (a) There is established within the University of Hawaii the academy for creative media program, which shall be a have programs on campuses system-wide program and be administered by the University of Hawai'i...
- SECTION 2 (b). DELETE whole section:
 - ~~(b) The creative director of the academy for creative media program shall have training and experience in creative media;~~
- SECTION 2 (c). Change section number to (b) and amend as follows:
 - (c) The academy for creative media program shall articulate its courses and coordinate its offerings at University of Hawai'i campuses statewide and shall encourage and support mentor opportunities at all school levels throughout the state.
- PART II. SECTION 2 (first paragraph). Amend as follows:
 - SECTION 2. Since being approved by the University of Hawai'i board of regents four ~~three~~ years ago, the academy for creative media program at the University of Hawai'i at Mānoa is the fastest growing new program at the University of Hawai'i.
- PART II. SECTION 2 (last paragraph). Amend as follows:
 - In spite of its success, the academy for creative media program has outgrown its space on the Mānoa campus and has needs for specialized teaching and creative space.
- PART II. SECTION 3 (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 include expansion to the west O'ahu-Kapolei region."

Thank you for your support of the University of Hawai'i, and for the opportunity to submit testimony on SB 3168, SD2.

To: Hon. Ryan Yamane, Chair Committee on Tourism and Culture
Hon. Joey Manahan, Vice Chair

Hon. Kyle Yamashita, Chair Committee on Economic Development and Business
Concerns
Hon. Glenn Wakai, Vice Chair

Re: Testimony in SUPPORT of SB 3168, SD2

Dear Rep. Yamane, Rep. Yamashita and committee members:

Thank you for the opportunity to provide testimony in SUPPORT of SB 3168, SD2..

As a member of the Honolulu City Council in the 1980's and a State Senator in the 1990's I have initiated or strongly supported efforts to create a permanent campus for the UH West Oahu. The effort has been a long one, but significant strides were made during my years in the Senate, particularly enacting legislation to secure land from Campbell Estate for a permanent campus in the "Second City" of Kapolei.

I have always believed that good land use planning for the island of Oahu involved the establishment of a "second city" on the Ewa plains. I further believed that a UH West Oahu campus was a critical component to the success of a second city – a campus teeming with students was an anchor institution to attract businesses and jobs to the second city so that it was a place where people not only lived, but worked.

I also believed that having an institution of higher learning on Oahu's Leeward Coast would inspire our young students to go to college and could provide much needed outreach activity to those in need on the Leeward Coast.

A functioning, vibrant, and meaningful UH West Oahu will not arise merely because land has been secured and buildings are built. What is critical are the programs which are offered to students at this "new" campus. For UH West Oahu, an academy for creative media is a perfect fit. As noted in sec. 1 of the bill "Waianae Searider Productions has demonstrated the transformational power of multi-media literacy to engage our most at-risk students." It is my understanding that creative media programs are the "happening" thing in West Oahu high schools. Waianae H.S. is the most notable but I'm told that high schools like Campbell and Kapolei have programs as well.

Obviously, the University of Hawaii's priority mission is to provide excellent post secondary education to our young adults. But I also believe that it has another mission as well - as a member of our community, to contribute to the proper planning and growth in this State. A permanent UH West Oahu campus in Kapolei, and establishing an academy for creative media at the campus fulfills both goals.

Thank you for the opportunity to testify. I ask for your favorable consideration of this important bill.

Aloha,
RANDY IWASE

S.B. 3168, Relating to Creative Media
2008 Legislative Session

To: COMMITTEE ON TOURISM AND CULTURE
Ryan Yamane, Chair and Members of the Committee
COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS
Representative Kyle T. Yamashita, Chair and Members of the Committee

From: Sheryll Bonilla
Resident of Kapolei

Please support S.B. 3168, to re-situate the School of Creative Media at the new University of Hawaii West Oahu campus. There are several reasons why this is a prudent move on the part of the Legislature.

One, facilities are best fit for the needs, purposes and functions of a new department at the outset. Establishing the school at a new, to-be-built site gives the school the chance to design the rooms in the optimal shape, size and arrangement, and include equipment and other instructional needs in the building plans.

Second, the new film studio will decentralize support resources for Hawaii's film industry, spreading out around the island talent and facilities that can be tapped as required.

Third, the new megamall and industrial complex in the Ewa plains are in their planning stages. Situating the School of Creative Media at the UH West Oahu will enable developers and businesses to fashion leasing arrangements that are optimal for supporting and profiting from the film industry in Hawaii.

Fourth, new hotels. Development plans for the Leeward coast include hotels that can serve visiting film industry professionals, creating a mutually beneficial arrangement that provides jobs on the west coast. This helps the job market on the disadvantaged side of the island.

Fifth, the traffic. Bringing this sought after department to the west side will also draw the student population, instructors and workers, and with them, all the cars. Diverting drivers westward takes a chunk of cars off the eastbound freeway, alleviating townbound congestion.

This bill will improve the job market on the Leeward coast, bringing the opportunity of good paying jobs within the reach of workers at a reasonable commute, as well as alleviate some of the traffic burden. I hope the Senate will look favorably upon this bill. Thank you.