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Statement of
MIKE MCCARTNEY
Director

Department of Business, Economic Development, and Tourism
before the
HOUSE COMMITTEE ON FINANCE

Thursday, February 21, 2019
12:30 PM
State Capitol, Conference Room 308

In consideration of
HB 312 HD1
RELATING TO CREATIVE MEDIA.

Chair Luke, Vice Chair Cullen and members of the Committee. The Department of Business, Economic Development and Tourism (DBEDT) **supports** HB 312 HD1 that will establish a Bachelor of Arts in Creative Media degree program at the University of Hawaii, West Oahu Campus (UHWO).

Establishment of this program at UHWO would enhance UHWO's position as the designated hub for creative media education in the UH system. UHWO has articulation agreements that allow students in the creative media programs to transfer from the UH Community Colleges and UH Maui College.

Currently, UHWO offers a Bachelor of Applied Science or Bachelor of Humanities both with a concentration in Creative Media. Prospective employers may not see this degree as being on the same level as a Bachelor of Arts degree from UH-Manoa or another university. A Bachelor of Arts in Creative Media at UHWO's would allow students to be competitive with others when applying for jobs after graduation.

Thank you for the opportunity to testify.



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
House Committee on Finance
February 21, 2019 at 12:30 p.m.

By

Maenette K. P. Ah Nee-Benham, Chancellor
University of Hawai'i – West O'ahu

HB 312 HD1 – RELATING TO CREATIVE MEDIA

Chair Luke, Vice Chair Cullen and members of the committee:

The University of Hawai'i respectfully opposes HB 312 HD1, which requires the University of Hawai'i – West O'ahu (UHWO) campus to offer a bachelor's degree in creative media.

UHWO, adhering to our UH System, Office of the Vice President of Academic Affairs/Policies and Planning "Guidelines for Proposals for New Programs", presented our Bachelor of Arts in Creative Media proposal to the UH Board of Regents Committee on Academic and Student Affairs on February 14, 2019. The committee reviewed and recommended our Bachelor of Arts in Creative Media proposal for full Board of Regents approval at their February 28, 2019 meeting.

While this is an important degree that is fully supported by UHWO's administration, faculty and staff, we respectfully oppose the creation of a program or degree in statute.

Mahalo for the opportunity to testify on this matter.

HB-312-HD-1

Submitted on: 2/20/2019 11:53:12 AM

Testimony for FIN on 2/21/2019 12:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Melodie Aduja	O`ahu County Committee on Legislative Priorities of the Democratic Party of Hawai`i	Support	No

Comments:

February 19, 2018

To: Representative Sylvia Luke, Chair
Representative Ty J.K. Cullen, Vice Chair

Re: Testimony in SUPPORT OF HB312 - Relating to Creative Media

Submitted by : L. Candy Suiso
Program Director, Searider Productions
Wai`anae High School

Aloha Honorable Representatives Luke, Cullen and Committee Members

My name is Candy Suiso from Makaha, Founder and Program Director of Searider Productions - an integrated multi-media program at Wai`anae High School.

I am submitting testimony to request your support of HB312 for the approval of a stand alone Bachelor of Arts degree in Creative Media at UH West O`ahu (UHWO).

Since 2003, the University of Hawaii's System-Wide Creative Media Program has been a model for academic achievement and innovative educational practices in all areas of Creative Media. The focus is to provide a foundation for post high school academic and professional workplace preparedness. UHWO has helped to reinvent the academic culture through real world projects, academic rigor, creative scheduling, and high standards. This culture has produced an extremely high percentage of students in the field graduating and being placed in jobs. With the expansion of a State-of-the-Art Media Facility, a BA in Creative Media at UHWO would further opportunities for our graduates in the Film Industry here in Hawaii.

This is a tremendous opportunity for Hawaii to continue to take the lead in Creative Media. As educators, we want to make sure our students exit our schools with the skills and education they need to be successful in our workforce.

I enthusiastically support HB312 and hope you will give full consideration in supporting it too.

Sincerely,
L. Candy Suiso

COMMITTEE ON FINANCE
Rep. Sylvia Luke, Chair
Rep. Ty J.K. Cullen, Vice Chair

DATE: Thursday, February 21, 2019
TIME: 12:30 P.M.
PLACE: Conference Room 308
State Capitol
415 South Beretania Street

TESTIMONY IN SUPPORT

HB 312, HD1
(HSCR437)

RELATING TO CREATIVE MEDIA.

Requires the University of Hawaii, West Oahu, to offer a Bachelor of Arts degree in creative media.

Chair Luke, Vice Chair Cullen, Members of the Committee,

As a private citizen, I thank you for the opportunity to testify today in strong support for HB 312 and the approval of a stand alone Bachelor of Arts degree in Creative Media at UH West O'ahu.

First, I want to thank members of this committee and this legislature for your consistent support for the vision of the Academy for Creative Media as UH's first system-wide program. Beginning in 2003 with our first program at UH Manoa, the legislature has provided the resources to allow us to now serve 17 programs on all ten campuses throughout the islands.

Designated the hub of creative media in the UH System, the Academy for Creative Media-UH West O'ahu (ACM-UHWO) embodies all aspects of the UH System Academy for Creative Media (ACMS) vision. As the exemplar of UH creative media programs, ACM-UHWO contributes to and strengthens creative media programs on all ten UH campuses.

The UHWO Center for the Academy for Creative Media is uniquely positioned to strengthen the ACM System Vision because it is the only program with articulation agreements to all seven community colleges, thus allowing

UHWO ACM to fulfill the mandate of the BOR for a system-wide program. It is the only program at UH that is available for students on every island.

ACM-UHWO further enhances the Vision of ACMS by housing the ACMS-developed 'Ulu'ulu, the State of Hawai'i's Official Moving Image Archive, a unique educational resource for UHWO students and faculty on campus, and throughout the islands on-line. The ACM-UHWO program's robust public and private support has already resulted in the ground breaking for UH's first purpose-built Student Production Center which will be available to students from throughout the UH System in 2020.

The legislature's \$37M investment in ACMS and the state's future would only have been made at UHWO and needs to be supported by a UHWO BA in Creative Media. UHWO further offers the opportunity to build the state's proposed public/private Motion Picture, Television and Digital Content Studio Complex, making ACMS one of the only Creative Media programs in the world to offer direct access to an actual studio. The attributes that only UHWO ACM can offer are the nexus of ACMS's promise to be the true catalyst for the diversification of the State of Hawai'i's economy.

Students at UHWO deserve a stand alone Bachelor of Arts degree in Creative Media and we greatly appreciate the efforts of the legislature to help us achieve that.

HB-312-HD-1

Submitted on: 2/19/2019 8:31:46 AM

Testimony for FIN on 2/21/2019 12:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Sharla Hanaoka	Individual	Support	No

Comments:

Aloha, my name is Sharla Hanaoka and I am an alumni of UH West O’ahu and a long time West side resident. I am also the Director for Academy for Creative Media (ACM) at West O’ahu who has been working closely with ACM system director Chris Lee.

I thank you for the opportunity to testify today in strong support for HB 312 HD1 and the approval of a stand-alone Bachelor of Arts degree in Creative Media at UH West O’ahu.

I also want to thank members of this committee and this legislature for your continued support of Chris Lee’s vision of the Academy for Creative Media as UH’s first system-wide program. Beginning in 2003 with their first program at UH Manoa, the legislature has provided the resources to allow them to now serve 17 programs on all ten campuses throughout the islands. This support is also critical to our program here at UH West O’ahu.

Designated as the hub of creative media in the UH System, the Academy for Creative Media-UH West O’ahu (ACM-UHWO) embodies all aspects of the UH System Academy for Creative Media (ACMS) vision. We believe in academic partnerships that not only support the success of the program but also provide the opportunity for students to matriculate to a bachelor’s degree.

Back in 2014, being one of the last campuses to come online with ACM, it was decided that the program would reside within the Humanities division where the program would be offered as a concentration in Creative Media and in the Applied Sciences as well. This agreement served both the Division and the program well. We were able create unique articulation agreements with our community colleges, and students are able to attain a BA in Humanities with a concentration in Creative Media or a Bachelor of Applied Science in Applied Science with a concentration in Creative Media. However, now that the program has grown from 11 to 160 students with evolving multiple articulation agreements, early college partnerships and industry partnerships, it’s imperative that the program be offered as a degree versus a concentration.

As a graduate of UH West O’ahu, I understand the struggles of getting a degree in a concentration versus a degree. I graduated with a Social Science degree with a concentration in Psychology. After I graduated, I found it difficult to get a job and spent most of my time explaining what kind of degree I had. Even pursuing a master’s degree

was difficult in that I could only go UH Mānoa. But I took a leap of faith and decided to get my Master's in Fine Arts from California, knowing that I'd have to start from scratch. But this time, I was not making any compromises. I had chosen West O'ahu for its convenience to my work (I couldn't spend time fighting the UH Mānoa traffic) therefore I had to make compromises on what kind of degree I would get. I was also paying for my own education.

I know my students, today, are making those same compromises. It's sad that as an institution we haven't evolved in the type and way of degrees we offered since becoming a 4 year granting institution in 2007 versus being a transfer college before then. My students deserve better. The future deserves better.

I strongly support House Bill 312 HD1.

Thank you,

Sharla

HB-312-HD-1

Submitted on: 2/19/2019 12:54:52 PM

Testimony for FIN on 2/21/2019 12:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jessica Fernandez	Individual	Support	No

Comments:

HB-312-HD-1

Submitted on: 2/19/2019 5:44:58 PM

Testimony for FIN on 2/21/2019 12:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Emily Porter	Individual	Support	No

Comments:

Dear Chair Luke and Members of the Committee on Finance:

I submit this testimony **in support** of HB312 – Relating to Creative Media. This measure would require the University of Hawaii, West Oahu campus, to offer a bachelor's of arts degree in creative media and also require the University of Hawaii system and Board of Regents to finalize the degree by no later than May 1, 2019.

The program is impressive, with great leadership, faculty and administrators, passionate and talented students, and strong support from the local community. I have had the opportunity to see firsthand the effectiveness and value of this program in my capacity as Chief Operating Officer of The MacNaughton Group, which is a partial owner of the nearby Regal Kapolei Commons 12 Theater, and also as a director and VP of The MacNaughton Group Foundation. In those capacities I have interacted with UHWO ACM's students, faculty and administrators. We have also been a financial supporter of the UHWO ACM through donations supporting the program. The works of the students of the ACM are of highest quality, and the opportunities the program can provide Hawaii's youth will help diversify and bring much needed creative jobs to our economy.

Thank you for the opportunity to provide testimony in support of this measure.

Respectfully submitted,

Emily Porter