



DAVID Y. IGE
GOVERNOR

MIKE MCCARTNEY
DIRECTOR

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

No. 1 Capitol District Building, 250 South Hotel Street, 5th Floor, Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804
Web site: www.hawaii.gov/dbedt

Telephone: (808) 586-2355
Fax: (808) 586-2377

Statement of
MIKE MCCARTNEY
Director

Department of Business, Economic Development, and Tourism
before the
HOUSE COMMITTEE ON LOWER & HIGHER EDUCATION

Friday, February 8, 2019
2:30 PM
State Capitol, Conference Room 309

In consideration of
HB 312
RELATING TO CREATIVE MEDIA.

Chair Woodson, Vice Chairs Hashem and Perruso and members of the Committee. The Department of Business, Economic Development and Tourism (DBEDT) **supports** HB 312 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 Lower and Higher Education
February 8, 2019 at 2:30 p.m.

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

HB 312 – RELATING TO CREATIVE MEDIA

Chair Woodson, Vice Chairs Hashem and Perruso, and members of the committee:

The University of Hawai'i supports HB 312, 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", will present our Bachelor of Arts in Creative Media proposal to the UH Board of Regents Committee on Academic and Student Affairs on February 14, 2019. If reviewed favorably by the BOR Committee, the proposal will go to the full Board of Regents for approval at their February 28, 2019 meeting. This is an important degree that is fully supported by UHWO's administration, faculty and staff.

Mahalo for the opportunity to testify on this matter.

HB-312

Submitted on: 2/7/2019 2:23:20 PM

Testimony for LHE on 2/8/2019 2:30:00 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:

COMMITTEE ON LOWER & HIGHER EDUCATION

Rep. Justin H. Woodson, Chair
Rep. Mark J. Hashem, Vice Chair
Rep. Amy A. Perruso, Vice Chair

NOTICE OF HEARING

DATE: Friday, February 8, 2019
TIME: 2:30 p.m.
PLACE: Conference Room 309
State Capitol
415 South Beretania Street

HB 312 RELATING TO CREATIVE MEDIA

IN SUPPORT

Chair Woodson, Vice Chairs Hashem and Perruso, Members of the Committee,

I thank you for the opportunity to testify today as private citizen 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 their own Bachelor of Arts degree in Creative Media and we greatly appreciate the efforts of the legislature to help us achieve that goal.

HB-312

Submitted on: 2/6/2019 3:23:07 PM

Testimony for LHE on 2/8/2019 2:30:00 PM

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

Comments:

As a former UH-Wo student this degree is long overdue.

HB-312

Submitted on: 2/7/2019 9:25:17 AM

Testimony for LHE on 2/8/2019 2:30:00 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 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.

Thank you,

Sharla

Rian-Angelica Barreras
(808) 225-3318

Thursday, February 7, 2019

Support for HB No. 312, relating to creative media.

I am a member of the University of Hawaii at West O'ahu campus community. I serve as an instructional designer for the Office of Distance Learning as well as a lecturer for the Academy for Creative Media. I am testifying in support of HB 312, relating to creative media, which would serve to establish a Bachelor of Art in Creative Media degree at the University of Hawaii at West Oahu.

As a learning community, the Academy for Creative Media at UHWO has provided foundations and launch pads for creativity on the west side of O'ahu. We have helped our engaged scholars focus their inspiration and ideas into multimedia productions.

A Bachelor of Arts in Creative Media degree will allow our graduates to stand shoulder to shoulder with peers from other institutions. These types of advantages will enable our future industry members to succeed and thrive in their endeavors and one day bring their projects and mana'o back to the west side to help our community flourish.

I urge the passing of HB No 312. Mahalo nui loa for this opportunity to testify.

LATE

HB-312

Submitted on: 2/8/2019 1:07:52 AM

Testimony for LHE on 2/8/2019 2:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
George F Stowe III	Individual	Support	No

Comments:

GEORGE F STOWE III

February 8, 2019

Full-Time Student: UH West Oahu

Graduation Date: Spring 2019

Disposition: Yes on HB 312

Ladies and Gentlemen of the Committee

First and foremost, I want to give The Most High, Yahawa, His Son, Yahawashi, and also His Holy Spirit great praise for affording me this opportunity to be able to address the Committee on behalf of, not only myself, but the next generation of imaginative hearts and creative minds.

Both of which, having been and will continue to be, confidently launched into a society that is communication driven from a well-rounding, all inclusive, success-oriented mentorship program that is University of Hawaii--West Oahu. With that being said, whichever the outcome, victorious for the Creative Media designation we all pray, quality personnel and well-trained individuals, within the CM concentration, will continue to be a traditional mainstay in each and every graduating class.

Dearest Members of the Committee, it is my earnest endeavor to convey to you my heartfelt sentiments that would concretely convince, those who need an octane additive to go the extra mile, and that the safeguarding of earlier said confidence, by the distinction of designation of CM's very own degree program, would be a good thing, the right thing and a sure thing for huge occupational dividends in the not-too-distant future.

Being fully aware of the gravity and sanctity of this very moment, I address the Committee with a professional reverence for the many years of service and the vast amounts of wisdom acquired. I stand completely crushed under the sheer weight of

responsibility to act as well as being helplessly propelled by an academic obligation to voice my opinion on such a critical piece of student body legislation. In other words, if I do not stand for a CM degree in the Spring, I myself will Fall without one, come graduation.

The petitioning of this CM degree designation, from Bachelors of Art Humanities to Bachelors of Art Creative Media, possess all the necessary ingredients, the weight of responsibility and the pressure of uncharted change, to being named a bonified paradigm shifting phenomenon.

This never before seen, but often dreamt about, "Game-Changer" has long captivated the Creative's hearts and minds of UH West Oahu for some time now. Regardless of what side of the designing table the hopeful elect stands, if ratified, the tangibility of a faith-based proposal would undoubtedly be retained, by all parties involved, as an "attitude of gratitude" for having been awarded the distinct pleasure of being the 1st recipients of a truly unforgettable blessing.

Despite the years of strategizing, hours of dialoging and the many inches of shoe leather worn beating the streets, there is still much work to be done. Understanding, the ownness falls on CM to effectively shed the much-needed light of significance about CM's personal affairs of heart. And, how its dimly-lit desires beat passionately to the tempo of distinction of designation. One that will forever change the way our current Creatives and future graduates are perceived and received by their perspective employers within a CM field.

Realistically, it is next to impossible to quantify the importance of clarity. However, one can only assume that all perspective employers would greatly benefit from this decisive move towards distinction. For an employer to know concretely, without shadows of doubt, crucially needed key positions are being applied too and subsequently filled by Creatives who have been specifically designated and purposely trained for key positions, "priceless" would be the sentiment, and sound sleep would be the result.

In Conclusion:

This proponent for progress, initiative for innovation, will single-handedly galvanize the wherewithal that is capable of dispersing any clouds of confusion about UH West Oahu student's creative ability as well as their educational endowment. In short, it will utterly eradicate any ambiguousness of the educational or situational exposure to modern day CM challenges. This soon celebrated achievement will be made possible by the plainly spelling out, in black and white, the specific educated plan of attack by an UH West Oahu student or alumni, on a perspective employers CM dilemma.

Let us be clear. This specific designation, BA Creative Media, showcases nothing less than an exemplary work ethic, an exhibition of driven dedication, and a stretched

capacity to receive more creative ability to achieve. Bare in mind, all of which, has been and is currently being meticulously orchestrated and systematically implemented by the steady and advocating hands Sharla Hanaoka, Director of the Creative Media program.

Although we live on one, no one person is an island. Therefore, being accompanied by an array of other like-minded professionals, unapologetically, these gifted mentors are able to exhibit a collaborative spirit of success that is not only seen, but it's actually felt. If truth be told, I believe this designation is as equally important to the instructors, as well as with the students.

Arguably, this distinction of designation ensures that the instructor's countless hour of selfless empowerment, in and out of the classroom, will not be thwarted by the right words not being said or the wrong words being mis-read. Rather, it will not only open-up the "doors of possibilities" and the "windows of opportunities" but will totally knock them clean off their hinges while employed in the occupational field of Creative Media.

LATE

HB-312

Submitted on: 2/8/2019 11:44:02 AM

Testimony for LHE on 2/8/2019 2:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Donne Dawson	Individual	Support	No

Comments:

Testimony of Donne Dawson before the House Committee on Lower & Higher Education

Friday, February 8, 2019, 2:30pm State Capitol Conference Room 309

In consideration of HB 312

Relating to Creative Media.

Chair Woodson, Vice Chairs Hashem and Perruso, Members of the House Committee on Lower & Higher Education.

I would like to testify in **strong support** of HB 312 which would establish a Bachelor of Arts of Creative Media at the University of Hawaii, West Oahu campus. As part of the overall growth and development of Hawaii's film and digital media industry, it is imperative that we provide Hawaii's Creative Media students with the absolute best educational opportunities we can offer in this industry. UH West Oahu is already doing an exemplary job with its academic programs in support of this important goal, especially with the recent ground breaking of the campus' new Creative Media complex. I would ask that you approve this measure that would distinguish the program as the best Hawaii can offer. Mahalo nui for your continued support of the film and digital media industries and mahalo for this opportunity to offer this testimony.