



# UNIVERSITY OF HAWAII SYSTEM

## Legislative Testimony

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Testimony Presented Before the  
Senate Committee on Higher Education  
February 7, 2019 at 2:50 p.m.

By

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

SB 1512 – RELATING TO CREATIVE MEDIA

Chair Kim, Vice Chair Kidani and members of the committee:

The University of the Hawai'i supports SB 1512, 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.



DAVID Y. IGE  
GOVERNOR

MIKE MCCARTNEY  
DIRECTOR

## DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

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Statement of  
**MIKE MCCARTNEY**  
Director

Department of Business, Economic Development, and Tourism  
before the  
**SENATE COMMITTEE ON HIGHER EDUCATION**

Thursday, February 7, 2019  
2:50 PM  
State Capitol, Conference Room 229

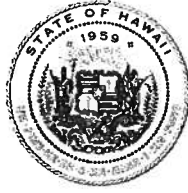
In consideration of  
**SB 1512**  
**RELATING TO CREATIVE MEDIA.**

Chair Kim, Vice Chair Kidani and members of the Committee. The Department of Business, Economic Development and Tourism (DBEDT) **supports** SB 1512 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.



## WASHINGTON PLACE

320 SOUTH BERETANIA STREET · HONOLULU · HAWAII · 96813  
PH: 808.586.0249 EMAIL: CYNTHIA.L.ENGLE@HAWAII.GOV

Senator Donna Mercado Kim, Chair  
Senator Michelle N. Kidani, Vice Chair

Committee on Higher Education

Cynthia Engle, Curator  
Washington Place  
320 South Beretania Street  
Honolulu, HI 96813

Thursday, February 7, 2019

Support for S.B. No. 1512, Establishing a BA in Creative Media at UH West Oahu,

Aloha Senator Donna Mercado Kim and Committee on Higher Education,

My name is Cynthia Engle and I am the Curator at Washington Place. I am writing on behalf of the historic house museum and our support of S.B. No. 1512, establishing a BA in Creative Media at UH West Oahu.

Best known as the home of Hawai'i's beloved Queen Lili'uokalani, this National Historic Landmark, Washington Place, represents over 170 years of Hawaiian history. With our collaboration with the University of Hawai'i at West Oahu (UHWO), Academy for Creative Media, First Lady's vision to open the home to our community and encourage place-based learning in our educational programming is becoming a reality thanks to the Creative Media students and staff.

With their development of *The Washington Place Experience* website and augmented reality app, visitors can now stand in the present and virtually experience the past at the click of the button. They can learn about the Queen and her passion of music, while experiencing what it might feel like to sit at her piano.

Our tours are now a full sensory experience that completely engages the visitor, especially our youth as it captivates their minds through a technological instrument that they already feel connected too.

This technology has also expanded our outreach efforts by being able to connect with our neighbor island communities and even on a national level as individuals can now access our website and explore without needing to physically walk into the home.

Local students are learning, designing, and implementing these technology trends into a local historical treasure. UHWO Creative Media has helped Washington Place stay relevant in a technological world as well as helped to preserve these stories, historical items, and our past for our future.

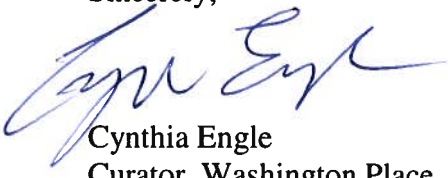
Now if you can only imagine the positives this can have on our future generations. Not only can we talk about how our local students are helping to preserve our local heritage, but we can foster and encourage our keiki's dreams. By establishing a degree program, students who tour and experience Washington Place can have the ability to seek a degree in this field. The home shows what creative media can accomplish, the path to these accomplishments can be achieved with the establishment of a degree seeking program.

This project has also allowed Washington Place to collaborate with other local cultural heritage sites, archives, and libraries. New projects are already underway to help to connect institutes and resources to users, while providing these users with primary sources that help tell the complete story of our islands.

Establishing a degree in Creative Media solidifies and encourages students' goals. I have had the opportunity to experience first-hand what these students and staff can create and I urge the committee to pass S.B. No. 1512.

Thank you for your time and the opportunity to testify. If you would like to read more about our project and collaboration, please visit <https://ags.hawaii.gov/washingtonplace/>.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Cynthia Engle', written in a cursive style.

Cynthia Engle  
Curator, Washington Place

**SB-1512**

Submitted on: 2/4/2019 1:15:31 PM

Testimony for HRE on 2/7/2019 2:50:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Mahealani Kahala	Individual	Support	No

Comments:

Aloha mai,

My name is Mahealani Kahala and I am testifying in support of measure SB 1512. I am a graduate of the University of Hawaii West Oahu having earned my Bachelors degree in Humanities with a concentration in Creative Media in December of 2016. Following my graduation, I worked for a year and a half at the Capitol and have seen your work up close and personal.

There is only one point I endeavor to make in this testimony: ***a stand alone, Bachelor's Degree in Creative Media is the most logical, next step for our program.*** Our creative media program at UHWO is the fastest growing program across all 10 campuses in the UH system; yet we do not have a stand alone degree. We have had a creative media graduate every bi-annual graduation since May of 2015. And during the legislative session of 2017, the very lawmakers reading this, allocated funding for our Creative Media Building that we just broke ground on in January.

The desire for a stand alone degree is there; the students and future industry workers will appreciate it and be better for it. Make this logical, next step, and help further the growth of the film industry in Hawaii by giving our students the stand alone degree.

Mahalo nui.

**SB-1512**

Submitted on: 2/5/2019 10:20:35 AM

Testimony for HRE on 2/7/2019 2:50:00 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 SB 1512 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 Senate Bill 1512.

Thank you,

Sharla

**SB-1512**

Submitted on: 2/5/2019 1:13:33 PM

Testimony for HRE on 2/7/2019 2:50:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Heather H. Giugni	Individual	Support	No

Comments:

Committee of Higher Education

Senator Donna Mercado Kim, Chair

Senator Michelle N. Kidani, Vice Chair

**TESTIMONY IN SUPPORT of SB 1512**

Aloha Chair Kim, Vice Chair Kidani, Members of the Committee,

I have been involved in the media community for over thirty years from my work in broadcast news, as an independent filmmaker, a founding member of Pacific Islanders in Communications, an early board member of ‘Olelo Community Television to today’s efforts to help find and preserve Hawai’i’s moving image history at the University of Hawai’i at West O’ahu (UHWO).

The Academy for Creative Media-UH West O’ahu (ACM-UHWO) embodies all aspects of the UH System Academy for Creative Media (ACMS) vision and contributes to and strengthens creative. It has been awe-inspiring to have watched the creation, development and expansion of the Academy for Creative Media program over the years grow from Manoa to programs on all ten UH campuses. In 2020, UHWO will soon have a Creative Media Center that will rival schools on the US continent. It is only fair and reasonable that students attending ACM-UHWO have the honor and opportunity to receive a stand-alone Bachelor of Arts degree in Creative Media.

Thank you for the opportunity to testify today in **strong support for SB 1512**. We are extremely grateful for your support.

Heather Haunani Giugni

‘Aiea Resident

Former Representative, District 33





**SB-1512**

Submitted on: 2/5/2019 1:28:06 PM

Testimony for HRE on 2/7/2019 2:50:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Renea Stewart	Individual	Support	No

Comments:

Honorable Chair Kim, Vice Chair Kidani and Members of the Committee,

I Renea Veneri Stewart of Rock Salt Media, Inc. am writing to express my full and enthusiastic support of a stand-alone Bachelor of Arts degree in Creative Media at the University of Hawai'i at West O'ahu Academy for Creative Media.

As a local film maker it is crucial to our progress to train and mentor the next generation. SB1512 will help support this effort.

Thank you for this opportunity to submit testimony.

In gratitude & aloha, Renea Veneri Stewart

**SB-1512**

Submitted on: 2/5/2019 2:18:13 PM

Testimony for HRE on 2/7/2019 2:50:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Landon Ogomori	Individual	Support	No

## Comments:

Thank you to the committee for the opportunity to submit a testimony. My name is Landon Ogomori and I am a Senior at the University of Hawaii at West Oahu. I am majoring in Applied Science with a concentration in Creative Media. Even though I will not be graduating with a bachelor's degree in Creative Media, this degree is important for the future. Therefore, I strongly support establishing a degree in Creative Media.

Sincerely,

Landon Ogomori

Committee on Higher Education  
Senator Donna Mercado Kim, Chair  
Senator Michelle N. Kidani, Vice Chair

Thursday, February 7, 2019

IN SUPPORT of SB 1512

Honorable Chair Kim, Vice Chair Kidani and Members of the Committee:

I am writing to express my full and enthusiastic support of a stand-alone Bachelor of Arts degree in Creative Media at the University of Hawai'i at West O'ahu Academy for Creative Media.

As an award-winning documentary filmmaker and college-level educator with over 15 years of experience in my field, I have hired countless creatives in a variety of positions; it's important to recognize that the specificity of the degree matters. It not only formalizes the incredible work that UHWO has done to build their program, elevating its quality and esteem not only locally but in terms of recognition beyond our islands; it also gives further credence to the education graduates of the program have received. Supporting this stand-alone BA in Creative Media ensures our graduates have a better chance at success when they enter the workforce.

Thank you for your consideration of this testimony, and for supporting our state's students!

Yours truly,

A handwritten signature in black ink, appearing to read 'Ciara', with a stylized flourish extending to the right.

Ciara Lacy Kwock, Filmmaker

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**CIARA LACY KWOCK FILMMAKER**

808.375.6485 | ciaralacy@gmail.com | www.ciaralacy.com

Committee on Higher Education  
Senator Donna Mercado Kim, Chair  
Senator Michelle N. Kidani, Vice Chair

Thursday, February 7, 2019  
State Capitol  
IN SUPPORT of SB 1512

Honorable Chair Kim, Vice Chair Kidani and Members of the Committee,

I, Janel Quirante of Honolulu HI, am writing to express my full and enthusiastic support of a stand-alone Bachelor of Arts degree in Creative Media at the University of Hawai'i at West O'ahu Academy for Creative Media.

With its innovative programs, dedicated instructors, and state-of-the-art equipment and technology, the Academy for Creative Media at UH West O'ahu has limitless potential for educating the next generation of media makers and designers. The talented Creative Media students at UH West O'ahu deserve a stand-alone BA degree.

Thank you for this opportunity to submit testimony.

Aloha,  
Janel Quirante

**SB-1512**

Submitted on: 2/5/2019 7:16:16 PM

Testimony for HRE on 2/7/2019 2:50:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Mellissa Lochman	Individual	Support	No

Comments:

To whom it may concern,

Aloha, my name is Mellissa Lochman and I am the first graduate from the University of Hawaii - West Oahu Creative Media program. I have been a long time supporter of the Academy of Creative Media at the University of Hawaii - West Oahu and it's long-awaited Creative Media degree. Back in 2015 as I anticipated graduation, being an aspired Graphic Designer, I always felt that working so hard for this degree, its labeled as a BA in Humanities with a concentration in Creative Media felt a bit diminished as it is overarchingly considered a Humanities degree.

Working at UH West Oahu as a part-time employee in the Student Life Department, I can see how the program has developed throughout the years since I've graduated. More students developing a directed career path in videography, screenwriting, photography, and graphic design but still limited to the same Humanities concentration in Creative Media or Applied Science in Creative Media. If there is ever a time to get these students the degree they require, it is now. Its time for a BA in Creative Media so that the program can provide the appropriate concentrations that our students need with a degree that is truly tailored to their career goals.

Mahalo for your time,  
Mellissa Lochman

COMMITTEE ON HIGHER EDUCATION

Senator Donna Mercado Kim, Chair  
Senator Michelle N. Kidani, Vice Chair

DATE: Thursday, February 7, 2019  
TIME: 2:50 PM  
PLACE: Conference Room 229  
State Capitol  
415 South Beretania Street

TESTIMONY IN SUPPORT

**SB 1512**

Measure Title: RELATING TO CREATIVE MEDIA.  
Report Title: UHWO; Creative Media; Bachelor's Degree  
Description: Requires the University of Hawaii, West Oahu campus to offer a bachelor's degree in creative media.

Chair Kim, Vice Chair Kidani, Members of the Committee,

I thank you for the opportunity to testify today as a private citizen in strong support for SB 1512 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.

Thank you again and I am happy to answer any questions that I can.

CHRIS LEE



**SB-1512**

Submitted on: 2/6/2019 10:03:41 AM

Testimony for HRE on 2/7/2019 2:50:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Donne Dawson	Individual	Support	Yes

Comments:

Testimony of Donne Dawson  
before the Senate Committee on Higher Education

Thursday, February 7, 2019, 2:25pm  
State Capitol Conference Room 229  
In consideration of SB 1512

**Relating to Creative Media.**

Chair Kim, Vice Chair Kidani, Members of the Senate Committee on Higher Education.

I would like to testify in **strong support** of SB 1512 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 testify.

Michelle Kidani, Chair  
Senate Higher Education Committee

Rian-Angelica Barreras  
(808) 225-3318

Thursday, February 7, 2019

Support for SB No. 1512, 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 SB 1512, 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 committee to pass SB No 1512. Mahalo nui loa for this opportunity to testify.

**SB-1512**

Submitted on: 2/6/2019 2:13:59 PM

Testimony for HRE on 2/7/2019 2:50:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Bradley Ashburn	Individual	Support	No

Comments:

As one of the first students who took Creative Media/upper division Art courses at UH West Oahu when the BA in Humanities with a concentration in Creative Media was announced, I highly encourage you to support the creation of a true BA in Creative Media degree.

One of the major deterring aspects for not obtaining that degree was the large amount of non-Creative Media courses that I would have had to take. I do not have anything against Shakespearean literature, Philosophy, History, etc and I believe that they are important for lower-division general education. But as a transfer student with an AA in General Education/Liberal Arts who was looking to improve my skills in the field of Creative Media, taking 10+ non-major courses was the deciding factor in my leaving the university without the degree.

There are a large number of mainland schools with online degree programs specifically tailored to Creative Media and students earn BA degrees in the field. UH West Oahu would be more competitive with those institutions if allowed to have a properly specialized degree.

Associate Director Sharla Hanaoka has grown the program exponentially and is a phenomenal instructor herself. She is a proven leader and creative professional. I urge you to allow Director Hanaoka and UH West Oahu to offer a true BA in Creative Media to Leeward O'ahu students. Then I could come back and finish my degree.

Mahalo for your time and consideration.

**LATE**

**SB-1512**

Submitted on: 2/6/2019 3:52:30 PM

Testimony for HRE on 2/7/2019 2:50:00 PM

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

Comments:

**SB-1512**

Submitted on: 2/6/2019 5:34:12 PM

Testimony for HRE on 2/7/2019 2:50:00 PM

**LATE**

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Carolyn Weygan-Hildebrand	Individual	Support	No

Comments:

Greetings!

Please make it possible for a growing number of students to earn a bacheor's degree in Creative Media at the UH West Oahu. Students should be able to use their specific college degree to communicate what their education is all about and signal to the economy and community what knowledge, skills, and abilities they are ready to offer.

Opening the doors through this is not just about a college degree but a clearer opportunity to help themselves and one another as well as their families and communities. The potential impact can be gleaned from the current UHWO enrollment as follows: Hawaiian/Part-Hawaiian 29%; Filipinos 24%; Mixed 15%; All Other 14%; Caucasian 10% Japanese 4%; Pacific Islander 2%; Chinese 1%. Many come from the Waianae Coast area and the growth areas of Ewa, Kapolei, and Waipahu.

Mahalo!