

**HB-312-SD-1**

Submitted on: 3/25/2019 9:02:24 AM

Testimony for WAM on 3/28/2019 10:15:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
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 HD 1 SD 1.

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 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. Our students deserve better. The future deserves better.

I strongly support House Bill 312 HD1 SD1.

Thank you,

Sharla



# UNIVERSITY OF HAWAII SYSTEM

## Legislative Testimony

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Testimony Presented Before the  
Senate Committee on Ways and Means  
Thursday, March 28, 2019 at 10:15 a.m.

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

### HB 312 HD1 SD1 – RELATING TO CREATIVE MEDIA

Chair Dela Cruz, Vice Chair Keith-Agaran and members of the committee:

The University of Hawai'i is grateful for the continued legislative support of our creative media program, however, we respectfully oppose Sections 1 and 2 of HB 312 HD1 SD1 which statutorily requires the University of Hawai'i – West O'ahu (UHWO) campus to establish the Bachelor of Arts degree in Creative Media.

UHWO, adhering to the UH System Office of the Vice President for Academic Planning and Policy "Guidelines for Proposals for New Programs", presented the Bachelor of Arts in Creative Media proposal to the UH Board of Regents Committee on Academic and Student Affairs on February 14, 2019 and the full Board of Regents on February 28, 2019. The Board approved the establishment of a provisional bachelor of arts in creative media at UHWO at its February 28, 2019 meeting, and UHWO has begun the process of seeking approval from the Western Senior College and University Commission (WSCUC). The earliest the degree will be reviewed by WSCUC is August 2019. This degree will be awarded by a signature program and it fulfills the promise of a tight link between the campus, its regional service area, and workforce demand.

Please note that this degree name may change over time reflecting the need and advancement of the professional field. Establishing such a statutorily created degree would require the University to return to the legislature if the name were to change in any form.

As for Section 3 of the bill, which appropriates an undetermined amount of funding to UHWO, we are appreciative of this support provided that its passage does not replace or adversely impact priorities as indicated in our BOR approved budget.

Mahalo for the opportunity to testify on this matter.

**HB-312-SD-1**

Submitted on: 3/26/2019 3:00:03 PM

Testimony for WAM on 3/28/2019 10:15:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Stephen Watkins	Testifying for Kauai Community College	Support	No

Comments:

Dear Chair Dela Cruz, Vice Chair Keith-Agaran and Members of the Committee:

Please accept my sincere appreciation for supporting the UH Academy for Creative Media System!

For the first time in the history of Kaua'i Community College, students are able to earn an Associate of Science Degree in Creative Media that includes introductory and intermediate-level courses in seven, viable digital media focus areas:

1. Still Photography
2. Video Production
3. Website Technology
4. Graphic Arts
5. Music Production
6. Event Technology
7. Animation

This curricula would “not” be possible without support and funding from the UH Academy for Creative Media. Our fully-equipped PC and Mac classrooms are now complemented by Student Editing Suites that closely parallel real-world working environments. In addition to teaching full-semester courses, these professional learning spaces are also used to offer free, Creative Media workshops for the general public. For example, over the last three days, our Creative Media instructors joined with instructors from the Berklee College of Music to offer “Kani Ka Computer” (Play the Computer); a series of free workshops designed to support native Hawaiian and Kauaian youth to preserve the Hawaiian language and spread the modern day folk art of electronic music and visuals into popular culture in the islands.

Your support for this bill to distribute funds through the ACM System will allow us to continue to offer our new Creative Media Degree program and workshops at Kaua'i CC which serve people on Kaua'i and beyond.

*All the best!*  
Stephen Watkins

Coordinator/Instructor, Creative Media  
Kaua'i Community College  
office: 808.245.0131  
*Courage, Hope, Opportunity, Teamwork, Action*

COMMITTEE ON WAYS AND MEANS

Senator Donovan M. Dela Cruz, Chair  
Senator Gilbert S.C. Keith-Agaran, Vice Chair

NOTICE OF DECISION MAKING

DATE: Thursday, March 28, 2019  
TIME: 10:15 AM  
PLACE: Conference Room 211  
State Capitol  
415 South Beretania Street

TESTIMONY IN SUPPORT

HB 312, HD1, SD1

(SSCR1354)

Status &  
Testimony

RELATING TO CREATIVE MEDIA.

Requires the University of Hawaii, West Oahu, to offer a Bachelor of Arts degree in creative media by the start of the 2020 spring semester. Appropriates funds. Effective 7/1/2050. (SD1)

Chair Dela Cruz, Vice Chair Keith-Agaran, Members of the Committee,

As MELE Program Coordinator at Honolulu Community College I have had the privilege of experiencing first-hand the positive impact and growth of creative media on students within our high schools and University of Hawaii System. As an educator it is my mission to teach, share, create experiences, facilitate and guide our diverse, story-telling, expressive and creative population of students. I thank you for this opportunity to share my testimony of strong support for HB 312.

Legislative support and funding of Academy for Creative Media has allowed the Music and Entertainment Learning Experience (MELE) the opportunity to create faculty positions, enhance audio labs and production studios, create multi-campus collaboration space and classrooms that support audio post production curriculum for the 21<sup>st</sup> century.

In 2017-2018 MELE and UH West Oahu ACM students and faculty worked together to record the 'Olelo Hawaii version of Disney's *Moana*. MELE was able to allow fifty plus students and five MELE graduates the opportunity to observe or assist in the production recording sessions. Disney invited three MELE graduates to travel to California to be a part of the final dubbing session and it was a life changing experience.

There are many other projects like this that has taken place over the past five years and will continue with your support. MELE is grateful for your support of ACM and all the opportunities it creates for University of Hawaii students and programs.

Mahalo

John Vierra, MELE Program Coordinator, Honolulu Community College

[COMMITTEE ON WAYS AND MEANS](#)

Senator Donovan M. Dela Cruz, Chair  
Senator Gilbert S.C. Keith-Agaran, Vice Chair

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RELATING TO CREATIVE MEDIA.

Requires the University of Hawaii, West Oahu, to offer a Bachelor of Arts degree in creative media by the start of the 2020 spring semester. Appropriates funds. Effective 7/1/2050. (SD1)

Chair Dela Cruz, Vice Chair Keith-Agaran, Members of the Committee,

As a private citizen, thank you for the opportunity to testify today in strong support for HB 312 which confirmed the Legislature's appreciation for Creative Media education at ALL University of Hawai'i campuses. Thanks in part to your efforts, the UH Board of Regents approved the provisional stand-alone Bachelor of Arts degree in Creative Media at UH West O'ahu on February 28, 2019.

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. ACM System coordinates complementary programs teaching 21<sup>st</sup> century skills at the nexus of evolving technology, art, storytelling and content creation that students need not just in the media fields, but across all industries. We are dedicated to helping our graduates find living wage jobs here in the islands.

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. With Act 134 in 2013, the Legislature provided additional funding that has been shared with every campus. But today, while our baseline funding has remained static for six years, twice as many programs on all campuses are now being funded than in 2013.

Your support for this bill to appropriate funds to be distributed to every campus through ACM System comes at a critical time of ever increasing demand from students, faculty and programs on all ten campuses on every island.

Mahalo. Chris Lee, Founder and Director, Academy for Creative Media System, UH

**HB-312-SD-1**

Submitted on: 3/25/2019 1:34:37 PM

Testimony for WAM on 3/28/2019 10:15:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Paul Jackson	Individual	Support	No

Comments:

Chair Dela Cruz, Vice Chair Keith-Agaran, and Members of the Committee,

I am a private citizen and appreciate the opportunity to submit testimony in support of HB 312 which supports the creative media education at the University of Hawai'i. I want to thank the Legislator for its continued financial and programmatic support of the UH Academy for Creative Media.

The number of creative media students enrolled at the University of Hawai'i continues to grow in the various campus programs supported on every UH campus because students realize how media impacts their daily lives and the growing number of creative media job opportunities after they graduate. The quality of their education and their creative portfolios are enhanced by well funded innovative educational programs.

I appreciate your support of HB 312 to appropriate additional funding to the Academy of Creative Media at the University of Hawai'i. Thank you.

Paul Jackson



**HB-312-SD-1**

Submitted on: 3/25/2019 1:39:07 PM

Testimony for WAM on 3/28/2019 10:15:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
robert omura	Individual	Support	No

Comments:

**HB-312-SD-1**

Submitted on: 3/25/2019 3:40:44 PM

Testimony for WAM on 3/28/2019 10:15:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Jessica Fernandez	Individual	Support	No

Comments:

**HB-312-SD-1**

Submitted on: 3/25/2019 4:04:08 PM

Testimony for WAM on 3/28/2019 10:15:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Jeffrey Galicinao	Individual	Support	No

Comments:

I support this bill to give the University and Academy for Creative Media West Oahu the tools to help strengthen the voices and creativeness of the next generation of Media Designers, Film Makers, and the future of the Creative Industry. To keep and foster a growth of our creative home talents and keep those individuals close to home, to go back into their communities and make a positive difference in the media world.

**HB-312-SD-1**

Submitted on: 3/25/2019 11:20:48 PM

Testimony for WAM on 3/28/2019 10:15:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
George Wang	Individual	Support	No

Comments:

Chair Dela Cruz, Vice Chair Keith-Agaran, Members of the Committee,

Mahalo for the Legislature's consistent support for the Academy for Creative Media. Your continuous support for this bill to appropriate funds to be distributed to every campus through ACM System is crucial and much needed to sustain and nurture the Creative Media education at all University of Hawai'i campuses.

Mahalo!

George Wang, Faculty, ACM Manoa

**HB-312-SD-1**

Submitted on: 3/26/2019 2:59:13 PM

Testimony for WAM on 3/28/2019 10:15:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Adam Moura	Individual	Support	No

Comments:

Aloha Chair Dela Cruz, Vice Chair Keith-Agaran, Members of the Committee,

My name is Adam Moura and I am an Associate Professor and Program Coordinator for the New Media Arts program at Kapi'olani Community College.

Thank you for the opportunity to offer testimony in **strong support** of HB 312.

After 15 years in the development of feature films, I returned home to Hawai'i to share my knowledge and experiences— a reality made possible through the legislature's provision of a teaching position that transferred to Kapi'olani. Through this position I have seen firsthand how the resources provided by your support are contributing to the success and industry recognition of our students. Your support of this bill to appropriate funds distributed throughout the ACM System allows our increasing number of programs to maintain the learning and teaching environments appropriate to the development of emerging sectors of Hawai'i's economy.

Sincerely,

Adam Moura

[COMMITTEE ON WAYS AND MEANS](#)

Senator Donovan M. Dela Cruz, Chair

Senator Gilbert S.C. Keith-Agaran, Vice Chair

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415 South Beretania Street

TESTIMONY IN SUPPORT

[HB 312, HD1, SD1](#)

[\(SSCR1354\)](#)

[Status & Testimony](#)

RELATING TO CREATIVE MEDIA.

Requires the University of Hawaii, West Oahu, to offer a Bachelor of Arts degree in creative media by the start of the 2020 spring semester. Appropriates funds. Effective 7/1/2050. (SD1)

Chair Dela Cruz, Vice Chair Keith-Agaran, Members of the Committee,

Thank you for the opportunity to testify today in strong support for HB 312 which helps to ensure that Creative Media education at ALL University of Hawai'i campuses continues to thrive. As a Multi-Media professional, music producer (*Barefoot Natives, Willie K*), and motion picture writer/director/producer (*Get A Job, Kuleana*), I made a commitment to finance, produce, and distribute entertainment products in the islands by investing in the talent of an all-Hawaii cast and crew. Now a Creative Media program coordinator, I am working to share what I've learned over thirty years in the business to provide students the mentorship, experience, and skills that will serve them in media fields, and across all industries.

At University Hawaii Maui College we are growing forward a robust two-year A.S. degree with Filmmaking and Communication Design specializations, all through the generous funding we receive from ACM. Our enrollment is increasing as are operational costs; we are upgrading computers, hiring high-level instructors, purchasing cameras and motion picture gear, and striving to improve the quality of our facilities and program.

Your support for this bill to appropriate funds to be distributed to every campus through ACM System is absolutely essential, and truly appreciated.

Mahalo, Brian Kohne  
UHMC Creative Media — Program Coordinator

**HB-312-SD-1**

Submitted on: 3/27/2019 4:20:26 AM

Testimony for WAM on 3/28/2019 10:15:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Doris Ching	Individual	Support	No

Comments:

[COMMITTEE ON WAYS AND MEANS](#)

Senator Donovan M. Dela Cruz, Chair

Senator Gilbert S.C. Keith-Agaran, Vice Chair

**NOTICE OF DECISION MAKING**

DATE: Thursday, March 28, 2019

TIME: 10:15 AM

PLACE: Conference Room 211, State Capitol

**HB 312, HD1, SD1** RELATING TO CREATIVE MEDIA.

**TESTIMONY IN SUPPORT**

by Doris Ching, Educator, State of Hawai'i.

Chair Dela Cruz, Vice Chair Keith-Agaran, Members of the Committee:

I strongly support HB 312 HD1 SD1 which requires the University of Hawai'i - West O'ahu to offer a Bachelor of Arts in creative media by spring 2020 and appropriates funds for the UH Academy for Creative Media System (ACMS) to support ACM programs on all UH campuses. The BA in creative media at UH West O'ahu is consistent with the Board of Regents' approval of the BA degree on February 28, 2019

and will provide a long-awaited baccalaureate degree for students at UH West O'ahu and a smooth BA degree pathway for students completing the Associate of Arts and Associate of Science degrees at the community colleges.

ACMS continues to recognize the compelling need for digital media and visual literacy among all of Hawai'i's students in the 21st century knowledge-based economy. The UH ACMS is today a globally competitive production-oriented program that serves as a catalyst for a robust new media industry and economic pillar for the State of Hawai'i. Building on the state's successful film and television industry, creative media production in all of its evolving forms offers Hawai'i its best chance at diversifying the state economy, lessening its dependence on the service industry, and keeping Hawai'i's students in the state with living-wage jobs. ACMS motivates inter-campus collaboration, exchange, and shared facilities among faculty, staff, and students across the UH campuses. Taxpayers can be assured that funds are cost-effectively utilized.

We are grateful for the Legislature's past and ongoing support of the UH creative media program with its expanding student and industry interest and increasing enrollments across the ten campuses. Thank you for the opportunity to testify strongly in support of this bill to appropriate funds to be distributed to every campus through the UH System ACM.



**LATE**

March 27, 2019

To: Senator Donovan Dela Cruz, Chair  
Senator Gilbert S.C. Keith Agaran, Vice Chair

Re: Testimony in SUPPORT OF HB312, HD1, DS1 - Relating to Creative Media  
Requires the University of Hawaii, West Oahu, to offer a Bachelor of Arts degree  
in Creative Media by the start of the 2020 spring semester. Appropriates funds.  
Effective 7/1/2050

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

Aloha Honorable Dela Cruz, Vice Chair Keith-Agaran, 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 to appropriate funds  
throughout every campus of the Academy for Creative Media system at the University of  
Hawaii.

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

**LATE**

**HB-312-SD-1**

Submitted on: 3/27/2019 8:29:19 PM

Testimony for WAM on 3/28/2019 10:15:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Melodie Aduja	Testifying for O`ahu County Democrats Legislative Priorities Committee	Support	No

Comments:

**LATE**

**HB-312-SD-1**

Submitted on: 3/27/2019 5:03:28 PM

Testimony for WAM on 3/28/2019 10:15:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Kimberlee Bassford	Individual	Support	No

Comments:

Chair Dela Cruz, Vice Chair Keith-Agaran and members of the committee:

Thank you for supporting the Academy for Creative Media and for considering this bill, which will appropriate funds to be distributed to every campus in the ACM System. I teach Creative Media courses at Windward Community College, which is one of the newest Creative Media programs in the system, and see the impact of this funding on my students every day. I have had some students change career paths after seeing how their work is received in the community. But every student, regardless of career choice, learns important 21st century skills through the classes. Creative Media teaches critical thinking, communication and collaboration. It also empowers students to tell their own stories and those of their communities and to be more critical consumers of media in general. I hope you will continue to support these programs.

Mahalo,  
Kimberlee Bassford

**LATE**

**HB-312-SD-1**

Submitted on: 3/28/2019 11:20:17 AM

Testimony for WAM on 3/28/2019 10:15:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Irwin Yamamoto	Testifying for Leeward Community College	Support	No

Comments:

I stringly support HB 312. As the coordinator of the Digital Media (DMED) Program at Leeward Community College, I have worked closely with the University of Hawaii West Oahu (UHWO) and their Academy of Creative Media (ACM) Program. We recieve critical funding from the ACM that helps support our DMED Prgram at Leeward Community College. This includes monies to fund software, hardware , and student help.

We succesfully articulated our courses in Spring 2014 with the UHWO ACM Program, and many of our DMED graduates go ont to UHWO to pursue a four-year degree. These graduates learn skills that will help our community develop the qualified workforce neccsary to expand an expanding industry here in the state of Hawaii.

I strongly urge you to vote "yes" to HB 312.

Mahalo