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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 WAYS AND MEANS**

Wednesday, February 20, 2019  
10:05 AM  
State Capitol, Conference Room 211

In consideration of  
**SB 1512 SD1**  
**RELATING TO CREATIVE MEDIA.**

Chair Dela Cruz, Vice Chair Keith-Agaran and members of the Committee. The Department of Business, Economic Development and Tourism (DBEDT) **supports** SB 1512 SD1 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.

**SB-1512-SD-1**

Submitted on: 2/19/2019 9:19:32 AM

Testimony for WAM on 2/20/2019 10:05:00 AM

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

Comments:

**SB-1512-SD-1**

Submitted on: 2/19/2019 8:30:52 AM

Testimony for WAM on 2/20/2019 10:05:00 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 Senate bill 1512 SD 1 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 SD 1.

Thank you,

Sharla

COMMITTEE ON WAYS AND MEANS

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

DATE: Wednesday,  
February 20, 2019  
TIME: 10:05 AM  
PLACE: Conference Room  
211  
State Capitol  
415 South Beretania  
Street

TESTIMONY IN SUPPORT

**SB 1512 SD1**

Submit Testimony

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

As a private citizen 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.

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.

**LATE**

**SB-1512-SD-1**

Submitted on: 2/19/2019 1:01:07 PM

Testimony for WAM on 2/20/2019 10:05:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Hadji Corpuz	Individual	Support	No

Comments:

To whom it may concern,

My name is Hadji Corpuz, an alumni of UH West Oahu, and a graduate in the ACM program. I am providing my testimony to support the passing of a full Creative Media degree at the university. I have always been involved with creative media, digital media, art, and illustration since high school. It made sense to me to further my education in media when attending college. Through the ACM program, I developed my skills as a graphic designer and illustrator. However, I found my passion in photography and videography after taking the classes. I graduated Spring 2018 with my Bachelor's in Applied Science with a concentration in Creative Media.

I've worked as a student assistant for ACM and learned about how the program does not have it's "own" degree. The students deserve to receive the degree that they are investing into. I've seen students beginning their young careers pursuing photography, videography, screenwriting, directing, graphic design, etc. As a graduate and now young professional, it would make more sense to have an all encompassing degree of Creative Media with a concentration in Photography; Videography; Screen Writing; Graphic Design; Mobile App Design; etc. I want to see a degree that actually reflects the education and experiences that a Creative Media student gained from his or her time at the university. UH West Oahu will continue to grow and develop, and so will the ACM program. It's going to be huge, and loads of potential students are going to be drawn to ACM. So those future students deserve to have the proper degree when finishing their time at the UH West Oahu. I believe the goal for anything campus is to better equip their students with the tools, skills, and knowledge for the professional path they'll create for themselves. Approving this degree will help future students move forward and continue to move forward even pass their college days.

Mahalo.

**LATE**

**SB-1512-SD-1**

Submitted on: 2/19/2019 4:10:34 PM

Testimony for WAM on 2/20/2019 10:05:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Emily Porter	Individual	Support	No

Comments:

Dear Chair Dela Cruz and Members of the Senate Committee on Ways and Means:

I submit this testimony **in support** of SB 1512 – 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 to 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



**LATE**

February 19, 2018

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

Re: Testimony in SUPPORT OF SB1512 - Relating to Creative Media

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

Aloha Honorable Senators Dela Cruz, Keith-Agran 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 SB1512 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 SB1512 and hope you will give full consideration in supporting it too.

Sincerely,  
L. Candy Suiso