

**ATTACHMENTS TO AUTHORIZATION TO PLAN  
AN ACADEMIC PROGRAM AT MANOA  
for the Academy for Creative Media**

**9. Program Description**

The Academy for Creative Media (ACM) was established by the Board of Regents in January 2004 “within the College of Arts and Sciences at the University of Hawaii at Manoa” as an academic unit focusing on the study and production of cinematic (film) and digital media. The Board’s resolution states “The academic programs of ACM will be production-oriented programs, wherein students are systematically involved in creating original intellectual property for portfolio, research and exhibition purposes.” The Board continued:

“ACM will be a system wide endeavor for fostering a progressive and collaborative environment for students, faculty, campuses and departments, while effectively interfacing with global academic, technology and commercial economies. Initially, students will receive credit and degrees, where appropriate, through existing programs. New programs will be developed and approved via established Board of Regents’ procedures and processes.”

This Authorization request is for planning and formalizing a new B.A. program in the Academy for Creative Media on the Manoa campus.

ACM curriculum and a “major equivalent” have been established in conjunction with the Interdisciplinary Studies Program. ACM courses carry the IS alpha as it awaits the designation of its own (ACM) course alpha by the Vice Chancellor for Academic Affairs. This designation is anticipated upon approval of this “Authorization to Plan An Academic Program at Manoa” during the current (Spring 2005) semester.

The Academy has established initial academic tracks in Cinematic & Digital Production; Computer Animation and Game Design; and Critical Studies. Basic coursework in each track has been approved and offered beginning in Spring 2004 and continuing through Fall 2004 and Spring 2005.

ACM is led by a Chairman, Christopher Lee. Its original faculty was comprised of members assigned to it from other units. Those positions are now being assigned directly to ACM under its own budget. They include Associate Chair Tom Brislin, Chief Technologist Kaveh Kardan, Specialist Anne Misawa and Secretary Lily Ching. Five additional positions have been authorized: Three faculty and one staff (AO/FO). An additional FTE position is being held in reserve to utilize visiting Professionals in Residence for expert and specialized programs. This will bring the total of ACM personnel to 10.

ACM presently occupies a group of five offices and a storage/workroom in Crawford Hall, and one office and a small editing/production room in the KHET Public TV building. Production equipment stored in the KHET building for use in student productions includes digital video cameras, Apple G4 PowerBook laptop computers with editing and animation software, and some lighting and sound equipment. All equipment has been purchased through private fundraising.

ACM has raised more than half a million dollars through donations and contracts. In addition to designated donation accounts for student production equipment, ACM has raised funds for a Guest Speakers/Master Course program; an animation “RenderFarm” for system wide use to be

located at Leeward Community College; general programmatic support and specific student assistance programs.

## 10. Program Justification

In establishing the Academy for Creative Media, the UH Board of Regents noted, “There is a recognized need in Hawaii for a film, television or media center of learning at the post-secondary education level. Hawaii is the lone state in the nation without such an entity,

“What has not been forthcoming is a comprehensive, forward-looking proposal that leverages not only existing university resources and assets, but industry support, community investment and student and faculty interest. ACM is working to establish a robust academic, industrial and community framework for the formation and sustainability of a knowledge-based creative media industry in Hawai‘i. While Hawai‘i is the only state in the union without a media school in higher education, that is not enough in itself to justify an advanced media studies program. What does justify this program is the economic necessity, student demand, and the basic sociological and community responsibilities of our state university.”

The ACM mission is to empower students of Hawaii to tell stories of Hawaii, the Pacific and Asia rather than have those stories told for them, through a cultural lens that is too often different, distant and distorted.

ACM will contribute not only to the intellectual growth of the field – exploring the unique contributions to global cinematic and visual language from a Hawaii perspective – but also to a growing sector of the Hawaii economy that continually builds upon a knowledge base that creates new intellectual property.

## 11. Activities to be undertaken during the planning phase

- Curriculum Building: Approval of 10 new course proposals to bring the ACM curriculum to 21 courses, a powerful core base for a B.A. program.
- Faculty Recruitment: Four FTE positions in Screenwriting, Production, Indigenous Filmmaking and Computer Animation
- Faculty Advisory Council: A strong core of UHM faculty who teach film related courses in other units has agreed to serve on a Faculty Advisory Council to help ACM establish requirements for a B.A. major, and to serve as a Personnel Committee to review new faculty hires.
- Development: Continued Fundraising through donations and production activities.

## 12. Description of resources required and status of sources

Faculty: 8 FTE faculty positions and 2 staff positions authorized under current budget. Three faculty and one staff member are in place. Four faculty and one staff member will be recruited Spring 2005. One Faculty FTE will be used for visiting Professionals in Residence. Request for four additional faculty members contained in next biennium budget.

Library Resources: The Wong A/V Center in Sinclair Library has an excellent collection of feature films, short and animated films, films on filmmaking and filmmakers. Hamilton Library has an extensive collection of books and journals on film and digital media studies.

Physical resources: ACM is currently using all available office and programmatic space assigned to it. An Additional four offices will be needed for Fall 2005 to accommodate three faculty and one staff member.

Additional resources required: ACM could successfully utilize a Graduate Assistant to help coordinate the various academic and outreach production activities of the unit.

Estimate of additional position counts & budget implementation for first five years: In establishing ACM, the UH Board of Regents stated, "It is projected that the new center will require 14.00 faculty and staff, full-time equivalent (FTE) and \$1,000,000 annually."

The Board noted that "initial startup funding of \$353,252 has been made available through a reallocation of existing resources and redeployment of existing staff from various campuses and programs to support the ACM initiative;" a base budget of \$767,000 was successfully requested and allocated by the Legislature and Governor, and more than \$500,000 in extramural funds have been received.

### 13. Five-Year Projection.

Projected enrollment & Estimated Tuition Revenue:

AY:	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010
Enrollment:	120	160	200	220	240
Tuition :	\$52K	\$70K	\$87K	\$96K	\$105K

Additional Sources of Revenue: Fundraising from private donors; program & production agreements with external agencies.

Costs: \$300,000 in Production Equipment, to be covered by fundraising.

14. Does the current or proposed budget include funds or a request for funds for the proposed program?

Yes, funds have been allocated, and additional funds have been requested, as detailed in #9, 12 & 13.

15. Given a "flat budget" situation, how will be proposed program be funded?

ACM has been allocated funds and has raised additional funding on its own. The program could maintain its operation with no budget increases.