MEMORANDUM

TO: Allan R. Landon  
   Chairperson, Board of Regents

VIA: David McClain  
     President, University of Hawai‘i

VIA: Virginia S. Hinshaw  
     Chancellor

FROM: Reed Dasenbrook  
      Vice Chancellor for Academic Affairs

SUBJECT: Establishment of a Bachelor of Arts Degree in Creative Media, in the Academy for Creative Media, University of Hawai‘i at Mānoa

SPECIFIC ACTION REQUESTED:
It is requested that the Board of Regents approve the Bachelor of Arts in Creative Media to be administered by the Academy for Creative Media at the University of Hawai‘i at Mānoa.

ADDITIONAL COST:
No additional funds required. The proposed program will utilize existing courses and faculty in the Academy for Creative Media. Existing faculty and facilities are sufficient to run the program, and tuition associated with the program will cover program costs.

RECOMMENDED EFFECTIVE DATE:
To be effective Fall 2009.

PURPOSE:
The purpose of the proposed Bachelor of Arts in Creative Media is “...to empower students to tell their own stories of Hawai‘i, the Pacific and Asia rather than have those stories told for them.” This proposal is to establish the Bachelor of Arts program in the Academy for Creative Media, as it is currently administered through the Interdisciplinary Studies Program.

BACKGROUND INFORMATION:
Pursuant to Board of Regents Policy 5-1, the Board of Regents has the authority to approve new degree programs upon the recommendation of the President.

1 Strategic Plan for the Academy for Creative Media
The Academy for Creative Media (ACM) was established by the Board of Regents in January 2004 as an academic unit focusing on the study and production of cinematic and digital media. The program emphasizes narrative, story telling, theories, skills and application across multiple platforms of digital media and within a context of cultural and aesthetic values.

ACM stresses the interdisciplinary nature of media production and study within an arts and sciences foundation that reflects the development of academic, technical, creative and critical thinking skills. All ACM courses reflect a combination of our student learning objectives across the curriculum. These program outcomes are organized around the following themes: Critical Thinking, Writing, History and Aesthetics, Professional Skills, Creativity, Responsibility and Student-Centered Learning.

ACM has experienced noteworthy growth in its five years. Its original three course offerings have expanded to 39 courses in the areas of Digital Cinema, Computer Animation and Game Design, and Critical Studies. Student enrollment has grown from 37 in Spring 2004 to 320 in Spring 2009. Student majors have grown from 0 to 120 active majors in Spring 2009. Thirty-four have graduated from UHM with the Interdisciplinary Studies/Creative Media major.

ACM supports both UH System and K-12 initiatives to create an educational pipeline from digital media programs in high schools, community colleges, and UH Mānoa. It has established a collegial UH System Articulation Agreement so that UH community college students interested in pursuing a Bachelor’s Degree in Creative Media can make a smooth transition to Mānoa; provided an instructor for a Kapi‘olani Community College class in animation; opened seats in its own animation courses to community college students via Outreach College; co-sponsored and jointly publicized with UH community college programs presentations by visiting industry leaders; sat on Kapi‘olani and Leeward digital media program advisory boards; and raised funds to install a computer animation “Renderfarm” at Leeward Community College for use via broadband by animation and digital media classes system-wide, and by high school digital arts programs.

ACM has partnered with Wai‘anae High School in pursuing their successful $3 million grant from the Kellogg Foundation for expansion of mentoring and outreach programs for leeward coast schools.

Since its inception, ACM has raised nearly $1.5 million through donations and contracts, including a half-million dollar federal contract for production of a documentary film on the 50th anniversary of Hawai‘i’s Statehood, and $50,000 to create a program of student film co-productions with Shanghai University’s School of Film and Television Arts. In addition to the $200,000 “Renderfarm at LCC,” ACM has developed designated
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donation accounts for student production equipment; a Guest Speakers/Master Class program; support for Hawaiian language films; specific student assistance programs for internships, scholarships, and awards; faculty development; and general programmatic support, including an $86,000 endowment.

ACM contributes not only to the intellectual growth of the field – exploring the unique contributions to global cinematic and visual language from a Hawai‘i and Pacific perspective – but also to a growing sector of the Hawai‘i economy that continually builds upon a knowledge base that creates new intellectual property. Through the proposed Creative Media program, ACM supports the building of a Hawai‘i-based film and digital media economy by preparing students to take creative and leadership roles as directors, producers, designers, etc., and who can originate productions and attract global productions to the Islands. Through ACM, the University supports the State’s economy by ensuring that the best of Hawai‘i’s media talent can remain in Hawai‘i and support the growing technical and production crews.

The proposed Bachelor of Arts in Creative Media has the support of the Arts and Sciences faculty, and has been reviewed and recommended for approval by the Mānoa Faculty Senate. It has been reviewed at a special meeting of the Systemwide Council of Chief Academic Officers on May 13, and has been endorsed by this group.

Board of Regents Policy 5-1(a) provides that all new academic programs, once approved, shall have provisional status until a review is conducted. As a baccalaureate degree program, the required review would be scheduled to take place during the 2014-2015 academic year.

ACTION RECOMMENDED:
It is recommended that the Board of Regents establish the Bachelor of Arts Degree in Creative Media to be administered by the Academy for Creative Media at the University of Hawai‘i at Mānoa, to be effective Fall 2009.

Attachment