

Digital/Creative Media Meeting – UHM, UHWO, UH System

July 13, 2012

1-3 p.m.

Bachman 203

Present: Reed Dasenbrock, Hye-Ryeon Lee, Dan Boulos, Anne Misawa (UHM); Stan Orr, Susan Pelowski, Jacque Kilpatrick (UHWO), Louise Pagotto (Kap CC) and Ron Umehira (Lee CC), Linda Johnsrud and Joanne Itano (UH System)

### **Meeting Highlights**

Linda provided a historical background on ACM which was approved by the BOR as a system wide program. The program is located at UHM and the funding was provided to UHM. President Greenwood's goal is for UH to be the best performing system and one way to achieve this is to practice systemwide academic planning. Systemwide academic planning is based on the principles of maximize the use of resources, distance delivery, develop pathways from CC degree and collaboration among campuses.

UHM ACM have 8 faculty FTE, 4 in digital cinema, 2 in animation, 2 in critical studies. There are 18 credits of core courses, 12 credits in each track and elective courses. There are about 185 majors. About 70% of ACM students are in the digital cinema track, 25% in animation and the remaining in the critical studies track.

While the UHM ACM has about 17% of their students who have credits from UHCC campuses, the ACM program does not build on any AS degree. Two years ago UHM ACM was rebuilding their animation track. Since then one faculty has been hired and another one will start in Fall 2012.

ACM does not have a production studio and it is anticipated that they will move to the existing PBS studio when PBS moves to their own studio (possibly in two years). Students use their own laptops, may borrow equipment and as students have access to relevant software without charge. (See attached email from Tom Brislin for additional details). ACM views themselves as "the film school" which offers advanced animation and entrepreneurial instruction. Their internal vision includes development of a MFA.

Kap CC reported on their new media arts program whose philosophy is to create artists who work in digital media. Students have a strong background in art courses before they are admitted. There are two concentrations, animation (69 credits) and interface design (78 credits). It is a selective admission, cohorted program with 15 students per cohort. Not all students complete the degree as they are often hired before graduating because of their skill sets. It is an expensive program to maintain with intensive hands-on experience. Animation students complete a 3-5 minute animation movie as a final project.

Lee CC's digital media program has about 150 majors and graduate about 25 students/year. They have four concentrations, digital photo, animation, motion graphics and internet publishing. There is high

retention within the program and graduates are generally able to find jobs in industry sometimes before completion of the degree. TVPro has about 60 majors with retention and job placement high. These graduates are employed as technicians. None of their programs prepare graduates as directors/producers. There are three dedicated labs (one recently renovated), two for digital media and one for TV pro which are costly to maintain and update. Lee CC has had some discussion on developing third year advanced certificates in several areas which fits in with the current BAS degrees at UHWO (current degrees build on AS in CENT, IT, Culinary, Respiratory Care).

UHWO shared a summary (see attached) of their ATP in which a BA in humanities with a concentration in digital media is proposed with a choice of four clusters, Animation, Digital Cinema, Creative Producing, or Digital Archiving. There are overlaps with the existing UHM ACM degree. Discussion focused on why a BA and not a BAS degree; why a BA in Hum versus a BS in creative media; are there sufficient resources to build a four year degree versus focusing on upper division courses; what pathway might best support student success for students from Searider Production from Waianae HS? The Waianae Ed Center currently has about 500 students enrolled in mostly general education courses (40% are remedial/developmental courses). Space is currently limited so few CTE courses are taught at the Waianae Ed Center. This will likely change with the new expanded facility.

Linda and Joanne will follow up with a discussion with UHWO regarding possible next steps.