

Hawaii Schools Digital Media Initiative - 2003-2012

Fostering the development of a digital workforce through K-12 creativity.

The Hawaii Schools Digital Media Initiative (HSDMI) originates from an unusual model that differs from most workforce development programs. Conceived and formalized in July 2003, the Hawaii Schools Digital Media Initiative uses funds from cable television subscribers to directly drive K-12 classroom based digital learning.

The original vision of the Hawaii Schools Digital Media Initiative was stated as:

Hawaii schools, public and private, shall be the world leaders in preparing students to master the use of digital media to create, educate, communicate, and inspire.

The Hawaii Association of Independent Schools (HAIS) administers the HSDMI program with funding support from the Hawaii Educational Networking Consortium (HENC). Each school year HENC/HAIS solicits applications for annual awards that go directly to classrooms and classroom instructors who have detailed and defined a focus on the development of sustainable school curriculum. Schools who have received awards include K-12 public, private as well as charter schools within the State of Hawaii.

From 2003 through the 2011-12 school year the Hawaii Schools Digital Media Initiative has awarded a total of \$520,000 directly to the Hawaii's classrooms. NO government monies are used to fund these annual awards.

In return for the monetary award the school agrees to provide video programming acceptable for use on the Educational Access channels of PEG. During the life of this program the Hawaii State Department of Education's Video Technology Group has compiled individual video projects from the grant schools and assembles a one-hour monthly video program shown on their access channel (Oceanic Channel 356, QAM 46.56) on a weekly basis. This hour long program is entitled *Hawaii Student Digital Showcase*.

HSDMI records from January 2007 to present show that 1,216 individual video projects have been submitted to the HDOE Video Technology Group from schools relating to HSDM grant awards for school years from 2006-2011. Categories for these individual projects vary in format from news stories to PSAs, from computer-generated animation to documentaries. During this reporting period (through March 2012) 41 one-hour programs have been produced and aired by the HDOE Video Technology Group.

For the 2011-2012 school year there were 59 awards. The schools receiving HSDMI funding include:

School	Actual Award
Sacred Hearts Academy	\$1,000
Kalakaua Middle School	\$2,000
Waikiki Elementary School	\$1,000
Hawaii Preparatory Academy	\$1,000
Hawaii Preparatory Academy	\$500
Queen Ka'ahumanu Elementary	\$1,000
Damien Memorial School	\$500
Noelani Elementary School	\$1,500
Huakailani School	\$500
Sacred Hearts Academy	\$1,000
Kainalu Elementary School	\$1,500
Waianae Intermediate School	\$1,500
Punahou School	\$1,000
Mid-Pacific Institute	\$2,500
Waimea High School	\$1,500
Montessori School of Maui	\$1,000
Hawaii Technology Academy	\$1,000
Makalapa Elementary School	\$500
Christian Academy	\$500
Ka Waihona o ka Nāauao PCS	\$2,000
Maryknoll School	\$500
Island Pacific Academy	\$1,000
Ke Kula 'O Nawahiokalaniopūu	\$1,000
Honoka'a High and Intermediate School	\$2,000
Maui Waena Intermediate School	\$1,000
Fern Elementary School	\$500
Wai'anae Elementary	\$1,000
Lahainaluna High School	\$500
Ma'ili Elementary	\$500
Moanalua High School	\$2,000
Lunalilo Elementary	\$2,000
Hualalai Academy	\$1,500
Island School	\$500
Pauoa Elementary School	\$2,000
Kealakehe High School	\$2,500
Ho'ala School	\$1,000

Iolani School	\$1,500
St. John Vianney Church	\$1,000
President Theodore Roosevelt High School	\$1,000
Kamaile Academy PCS	\$500
Hongwanji Mission School	\$1,000
Farrington High School	\$1,000
Parker School	\$500
St. Anthony School	\$2,000
Christian Liberty Academy	\$500
Aliamanu Middle School	\$1,500
Waimanalo Elementary and Intermediate School	\$500
Hawaii Academy of Arts & Science PCS	\$1,000
Montessori Hale O Keiki	\$500
Waialua Elementary School	\$500
Maryknoll High School	\$500
Assets High School	\$1,000
Waipahu High School	\$500
Le Jardin Academy	\$1,000
Niu Valley Middle School	\$500
Waipahu Intermediate School	\$1,000

\$60,000

Over the course of the grants the “use of funds” has become a lot more sophisticated. For the first 2-3 years the requests were almost solely for camera and media (tapes). Today the requests are for green screen setups, teleprompter, boom and wireless mikes, media carts, etc. Additionally many schools are now converting to high definition cameras.

Additional tables defining HSDMI school awards totaling \$460,000 from the years 2005 through 2010 are included at the end of this document.

HSDMI Successes

In many cases the grants have managed to extend the school day with before school routines (school video announcements), after school programs, video clubs, weekend training labs, etc. The last report shows that 72% of the schools reporting say that the HSDMI has had a high impact on their class and/or school.

The Hawaii Schools Digital Media Initiative identified and works toward the following goals:

1. Establish programs and processes to ensure that digital media content created by students in public and private schools in Hawaii will be broadcast on cable television public, education, and government (PEG) access channels.

2. Help to provide student and teacher access to the tools and knowledge to use digital media to create, educate, communicate, and inspire.
3. Develop programs that encourage student use and mastery of digital media and programs that recognize outstanding work.

HSDMI goals are to instill and encourage the development of early skill sets that help to feed local and national award competitions, as well as inspire students for careers in digital media. The latest report shows much success on this front. Schools report entries into local and national competitions including: Clarence TC Ching video awards, HMSA video awards, Olelo Youth XChange, Hawaii Grown, Farmers Insurance, Elks Club, and nationally the Scholastic and Student TV Network awards.

Additionally, the PBS Hawaii student news network known as Hiki NŌ is now in its third year of successful production. Upon review of the 75 participating K-12 schools in PBS Hawaii season three, more than half of these 75 schools have been recipients of the HSDMI grants shown in this report.

Finally, HSDMI has learned to not get in the way. Time appears to be the biggest hurdle in educating video students. Therefore the digital media initiative has tried to simplify our application and reporting process as much as possible. The last thing most technology educators need is a procedure that requires a lot of time away from their students. HSDMI recognized this early and makes all attempts at providing a concise and fair grant application and a short but effect reporting structure.

HSDMI Challenges

One of the original objectives of this endeavor included the following statement:

Developing processes and procedures for student digital media projects to be identified, reviewed, and scheduled for broadcast on cable television public, education, and government (PEG) access channels.

For the first years of this project the HDOE provided most of the above stated services. In recent years the cut-back in DOE funding that required all resource teachers to return to the classroom has greatly hampered the above objective. In the past many training activities for both instructors and students were tasked to the resource teacher. Additionally in the past each video submission was reviewed and rated on a matrix developed for student video assessment and returned to the teacher. Without the resource teacher this assessment is no longer being used.

Also pending at the current legislative session is possible legislation to “fix” the Educational Access funding at 2011 PEG funding levels. The “surplus” use of the PEG funds would be used to fund a student laptop program at public schools. With such legislation were to be implemented a review of the funding for the HSDMI program defined in this document may need to be made. This would be an interesting dilemma for a “digital” media program.

Special thanks to:

Hawaii Association of Independent Schools, who provides the flexibility needed to administer this project.

Olelo, Community Media, who releases 25% of their annual PEG funding to Educational Access programs.

The Department of Commerce and Consumer Affairs – Cable TV division.

HSDMI school awards totaling \$460,000 from the years 2005 through 2010

Note: Schools are shown in order of date of application.

For the 2010-2011 school year 48 HSDM awards were made. These include:

School	Actual Award
American Renaissance Academy	\$500
Makalapa Elementary School	\$1,000
Sacred Hearts Academy	\$1,500
Honoka'a High and Intermediate School	\$2,500
Lahainaluna High School	\$1,000
Huakailani School	\$1,000
Waimea High School	\$1,000
Montessori School of Maui	\$1,000
Mid-Pacific Institute	\$2,000
McKinley High School	\$2,000
Iao Intermediate School	\$1,000
Kalakaua Middle School	\$2,000
Sacred Hearts Academy	\$1,000
Niu Valley Middle School	\$1,000
Hawaii Preparatory Academy	\$1,000
Aliamanu Middle School	\$1,500
Farrington High School	\$2,500
Iolani School	\$1,500

Ka'ala Elementary School	\$1,000
Aina Haina School	\$1,000
Kalani High School	\$500
Kealakehe High School	\$2,500
Lunalilo Elementary	\$1,000
Ma'ili Elementary	\$1,000
Maryknoll High School	\$2,000
Maui Waena Intermediate School	\$500
Moanalua High School	\$2,500
Kauai Pacific School	\$2,000
Queen Ka'ahumanu Elementary	\$1,000
St. Joseph Jr/Sr High School	\$1,000
Pauoa Elementary School	\$1,000
Punahou School	\$500
Hawaii Academy of Arts & Science PCS	\$1,000
Hualalai Academy	\$1,000
Waianae Intermediate School	\$2,500
Waipahu High School	\$500
Waipahu Intermediate School	\$1,000
Laie Elementary	\$1,000
Kanu o ka 'Aina New Century PCS	\$1,000
President Theodore Roosevelt High School	\$1,000
Ho'ala School	\$1,000
Saint Louis School	\$1,000
Waikiki Elementary School	\$1,000
Hongwanji Mission School	\$1,000
Maui High School	\$2,000
Montessori Hale O Keiki	\$1,000
Kanuikapono PCS	\$500
Waialua Elementary School	\$1,000

\$60,000

For the 2009-2010 school year 65 awards were funded. These include:

School	Actual Award
Maryknoll High School	\$1,000
Makalapa Elementary School	\$500
Sacred Hearts Academy	\$1,500
Honoka'a High and Intermediate School	\$2,000
Mid-Pacific Institute	\$2,500
Iao Intermediate	\$1,000

Waipahu Intermediate School	\$500
Webling Elementary	\$1,000
Waianae Intermediate School	\$1,500
Waimea High School	\$1,000
Wilcox Elementary School	\$1,000
Hawaii Academy of Arts & Science	\$500
Hilo High School	\$500
American Renaissance Academy	\$500
Waipahu Intermediate School	\$500
August Ahrens Elementary School	\$500
Waipahu Elementary School	\$500
Waipahu High School	\$500
Hawaii Preparatory Academy	\$1,000
Kaleiopuu Elementary School	\$500
Punahou School	\$1,000
Wai'anae High School	\$1,500
Konawaena High School	\$1,000
Montessori School of Maui	\$1,000
Kilauea School	\$500
Kalakaua Middle School	\$1,500
Kauai Pacific School	\$1,000
St. Anthony Jr. Sr. High School	\$500
Waimea Canyon Middle School	\$500
Leihoku Elementary School	\$500
Aina Haina School	\$1,000
Ka'ala Elementary School	\$500
Damien Memorial School	\$1,000
Mokapu Elementary School	\$1,500
Hawaii Baptist Academy	\$1,500
Queen Ka'ahumanu Elementary	\$1,000
Island Pacific Academy	\$1,000
Aliamanu Middle School	\$1,500
Kapolei High School	\$500
Parker School	\$500
Ka Waihona o ka Na'auao Charter School	\$1,000
Moanalua Middle School	\$1,500
Moanalua High School	\$2,000
Kapaa High School	\$500
Montessori Hale O Keiki	\$500
President Theodore Roosevelt High School	\$1,000
Kealakehe High School	\$500

Lunalilo Elementary	\$1,000
Radford High School	\$500
Iolani School	\$1,000
Pauoa Elementary School	\$1,000
St. John Vianney Religious Ed. Program	\$1,500
Waimanalo Elementary & Intermediate	\$1,500
Ahuimanu Elementary School	\$1,000
Hongwanji Mission School	\$1,000
Sacred Hearts Academy	\$500
Farrington High School	\$1,000
Pu'u'hale Elementary School	\$500
Kawananakoa Middle School	\$1,500
Waikiki Elementary School	\$1,000
Clearview Christian Girl's School	\$1,000
Hualalai Academy	\$500
Waiialua Elementary School	\$500
Kahalu'u Elementary School	\$500
McKinley High School	\$500
	\$60,000

The 67 HSDMI awards for the school year 2007-08 include:

School	Amount Awarded
Honoka'a High School	\$1,000.00
Hanalei Elementary School	\$1,500.00
Waimea Canyon Middle School	\$500.00
Sunset Beach Christian School	\$500.00
Montessori School of Maui	\$1,000.00
Punahou School	\$500.00
Sacred Hearts Academy	\$1,500.00
Damien Memorial School	\$500.00
Kapaa High School	\$1,000.00
Hawaiian Mission Elementary & Intermediate School	\$1,500.00
Leihoku Elementary School	\$500.00
Waianae Intermediate School	\$1,500.00
Makalapa Elementary School	\$500.00
Waimea High School	\$1,000.00
Kahala Elementary School	\$500.00
Aiea Elementary School	\$500.00
Aina Haina Elementary School	\$500.00

Hawaii Preparatory Academy	\$1,500.00
Waialae Elementary Public Charter School	\$1,000.00
Christian Academy	\$500.00
Lanakila Baptist High School	\$500.00
King Kekaulike	\$1,000.00
Kawananakoa Middle School	\$1,500.00
Kapolei High School	\$1,500.00
Moanalua Middle School	\$1,500.00
Kea'au Elementary	\$2,000.00
Hawaii Academy of Arts & Science	\$1,000.00
Kalakaua Middle School	\$1,500.00
St. John Vianney	\$2,000.00
Ka'u High & Pahala Elementary School	\$1,000.00
King Kaumuali'i Elementary School	\$500.00
Kula High and Intermediate	\$1,000.00
Ma'ili Elementary School	\$1,000.00
Doris Todd Christian School	\$500.00
Maryknoll High School	\$1,000.00
Laie Elementary	\$1,000.00
Saint Louis School	\$1,000.00
Hilo High School	\$500.00
Jarrett Middle School	\$500.00
E.B. de Silva Elementary School	\$500.00
E.B. de Silva Elementary School	\$500.00
E.B. de Silva Elementary School	\$500.00
Clearview Christian Girls School	\$500.00
Hakipu'u Learning Center	\$1,000.00
Hawaii Baptist Academy	\$1,000.00
Radford High School	\$1,000.00
Kealakehe High School	\$1,500.00
Aliamanu Middle School	\$500.00
Moanalua High School	\$1,500.00
August Ahrens Elementary School	\$1,000.00
Maryknoll School	\$1,500.00
Kanu o ka 'Āina New Century Public Charter School	\$1,000.00
Iolani School	\$1,000.00
Seabury Hall	\$500.00
Fern Elementary School	\$500.00
Le Jardin Academy	\$500.00
Hualalai Academy	\$500.00
Mililani High School	\$500.00
Saint Louis School	\$1,000.00
Lunalilo Elementary	\$1,000.00
Kamalii Elementary School	\$500.00
Hawaiian Mission Academy	\$500.00
Waialua Elementary School	\$1,000.00

Kamehameha Middle School	\$500.00
Ka'ala Elementary School	\$500.00
Queen Ka'ahumanu Elementary	\$500.00
Farrington High School	\$1,000.00
	\$60,000.00

The awards for 2005-2006 include:

School	Final Award
Moanalua High School	2,000
Aliamanu Middle School	1,500
King Kekaulike High School	2,000
Waikele Elementary	1,000
Kula High & Intermediate	1,500
Farrington High School	2,000
Laie Elementary	1,000
Pearl Ridge Elementary	1,000
Ke Kula Ni'ihau O Kekaha Learning Center	1,000
Island School	1,000
Kea`au Elementary	1,000
Kalani High School	1,000
Aiea Intermediate School	1,000
Maryknoll School	1,500
Ma`ili Elementary School	1,000
Waipahu High School	1,500
Kealakehe High School	1,500
Hakipu`u Learning Center	1,000
Waialua Elementary School	1,000
Digital Media Arts Academy	1,000
Hawaii Preparatory Academy	2,000
Kapunahala Elementary	1,000
Seabury Hall	1,000
Horizons Academy of Maui, Inc.	1,000
Waialae Elementary PCS	1,000
Ka`u High & Pahala Elementary School	1,000
Manana Elementary	1,000
Waikiki School	1,000
Jarrett Middle School	1,000
Honoka`a High School	1,000
Waianae Intermediate School	1,000
Hawaii Baptist Academy	1,000
Honoka`a High School	1,000
Mokapu Elementary	1,000
Pearl Harbor Elementary School	1,000
Mid-Pacific Institute	1,000
Aina Haina Elementary	1,000

Education Laboratory School	1,000
Punahou School	1,000
Pacific Buddhist Academy	1,000
Hawaii Academy of Arts & Science PCS	1,000
Sacred Hearts Academy	1,000
Montessori School of Maui	1,000
Wahiawa Middle School	1,000
Konawaena High School	1,000
Kahala Elementary	500
Waihe`e	1,000
Mauna Loa School	500
Le Jardin Academy - Middle School	1,000
Hanalei Elementary	1,000
St. John Vianney	1,000
Lanakila Baptist School	500
Hawaiian Mission Elem & Inter	1,000
Kula Elementary School	500
Kalaheo Elementary School	500
Waimea Canyon School	500
Kapolei High School	500

60,000