

Public Testimony Form - University of Hawaii Board of Regents

Please provide your testimony on this form for the next University of Hawaii Board of Regents meeting. Make sure you include all the requested information so that the Board of Regents is able to clearly understand the testimony provided.

*****All written testimony submitted are public documents. Therefore, any testimony submitted is public information and will be posted on the board's website.***

Your Name (required) *

Senate Vice President Michelle Kidani

Your Organization (optional)

Hawai'i State Legislature, Senate

Your e-mail address (in case we need to reach you) *

senkidani@capitol.hawaii.gov

Board of Regents Agenda Item (required) *

IS - IV.D. Presentation on Academy for Creative Media (ACM) System Background and Funding to Campus ACM Programs

Your Position (required) *

Support

Your Testimony/Comments

Your Testimony (pdf or word)

2023-1102 FINAL UH Board of Regent Hawaii Academy for Creative Media.pdf (121.1 kB)

Senator Michelle N. Kidani
Vice President of the Senate



Chair
Education

Vice Chair
Higher Education

Member
Ways and Means

The Senate
Ka 'Aha Kenekoa

STATE CAPITOL
HONOLULU, HAWAII 96813

November 2, 2023

Subject: Testimony in Support of the University of Hawai'i Academy for Creative Media

Aloha members of the Board of Regents,

As I have stated for many years, I am in full and unwavering support of the University of Hawai'i Academy for Creative Media (ACM), a groundbreaking initiative that is transforming the educational landscape in our state. As the Chairperson on the Senate Committee on Education, I was not only an early supporter of the program, but it was also one of the main reasons I totally supported building the University of Hawai'i-West O'ahu campus at its location – with ample room for the ACM next to this site. I also wholeheartedly believe in the transformative power of creative media education and cultivating local talent among our students.

The ACM program at the University of Hawai'i offers an innovative educational experience that intertwines art, design, narrative, information science, and cutting-edge technologies. This experience vertically aligns students with the skills and knowledge necessary for a wide array of careers, spanning government and non-profit organizations, educational institutions, technological firms, and private businesses. In a world where evolving technology drives content creation and emerging media platforms, ACM stands as a beacon of digital media literacy. Through its comprehensive curriculum, students are exposed to various facets of creative media, including video production, animation, game design, web development, and digital storytelling.

The ACM program has achieved significant milestones since its inception in 2004. Starting as concentrations in Humanities and Applied Science, it has evolved into a robust system offering concentrations in General Creative Media, Communications and New Media Technologies, Design and Media, and Game Design and Development. Notably, the program has extended its reach through online education, providing access to students residing on neighbor islands, thereby fostering inclusivity and equal opportunities for all.

The vision behind ACM, as articulated in 2002, aimed to address critical questions about Hawai'i's economy and cultural identity. How do we create high-paying jobs in our state? How do we preserve and share our unique stories with a global audience? ACM has not only provided answers to these questions but has also become a catalyst for 21st-century job development and a platform for indigenous narratives in cinema, video games, computer animation, and emerging media.

Moreover, ACM's emphasis on creative media skills as essential tools for employment aligns perfectly with the demands of today's job market. Creative Media Literacy is at the core of ACM's educational philosophy, preparing students not only for careers in media-related fields but also for diverse roles in any industry where visual communication and storytelling are paramount.

I urge you to continue supporting the University of Hawai'i Academy for Creative Media. This program is not just an investment in education; it is an investment in the future of our students, our economy, and our cultural heritage.

Mahalo for your consideration,
Senate Vice President Michelle N. Kidani

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Your Name (required) *

Adam Moura

Your Organization (optional)

Kapi'olani Community College

Your e-mail address (in case we need to reach you) *

adam.k.moura@hawaii.edu

Board of Regents Agenda Item (required) *

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Attached is the full slide deck from Kapi'olani's NMA Program

Your Testimony (pdf or word)

Kapi'olani's New Media Arts Program (NMA) Full Slides.pdf (559.4 kB)

The Academy for Creative Media's Support of Kapi'olani's New Media Arts Program (NMA)

Analyzing Creative Progress and Achievement

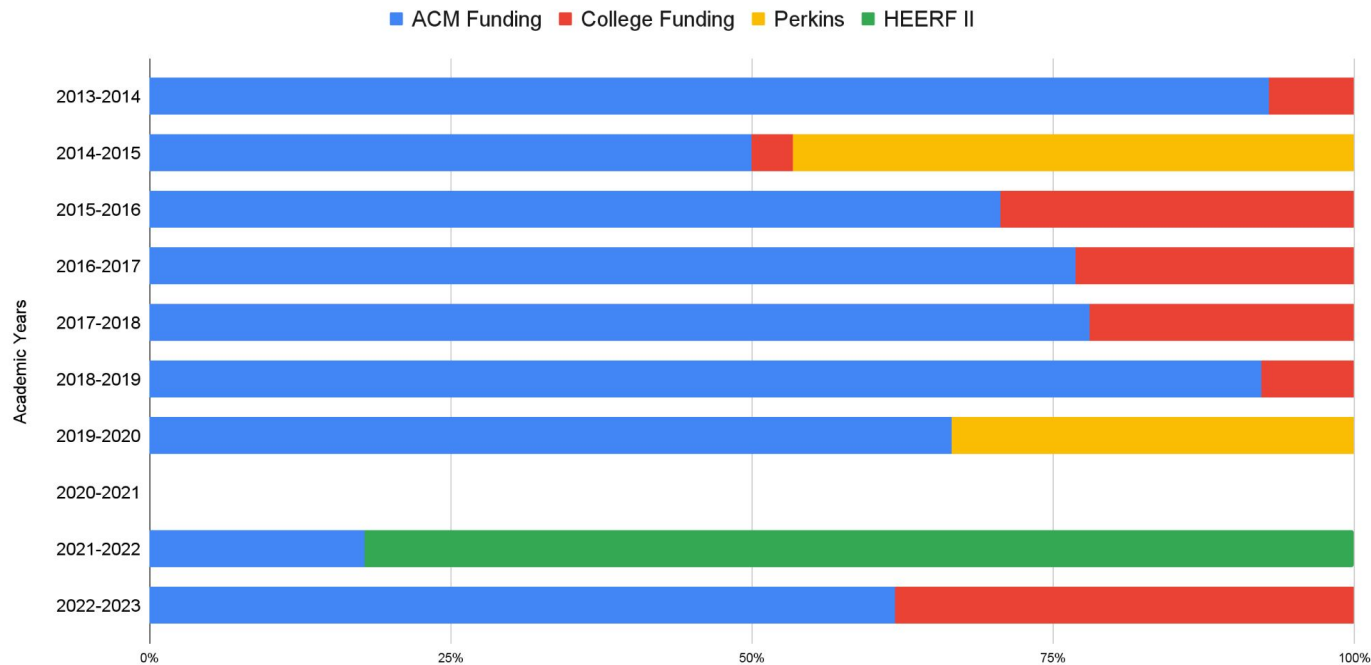
Program Funding Overview

2013 to Current

Sustained support for the New Media Arts Program at Kapi'olani through ACM's partnership has fostered growth, innovation, and lasting impact.

Financial Support for the New Media Arts Program

A Decade of Sustained Support for New Media Arts: Comparison of Sources / Allocations 2013–2023



–
**NMA received over \$400K
between 2013 and 2023 via
ACM, used for maintaining
labs, updating equipment,
professional development
and student monitors.**

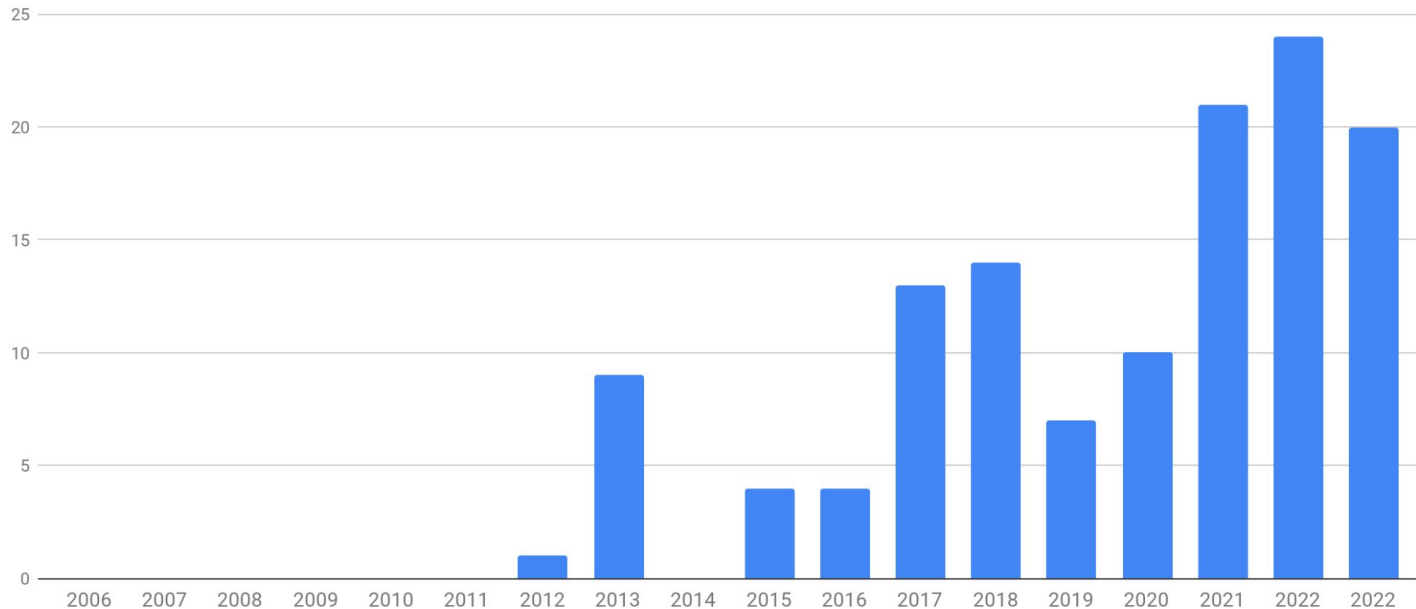
NMA Student Achievement

2006 to Current

ACM's support has played a pivotal role in NMA students' award-winning success, as evidenced by the increased achievements in local and national competitions.

Accolades and Scholarships Achieved by Students

Total Number of Awards & Award Scholarships Won by NMA Students (2006 - Current)



Total Number of Awards & Award Scholarships Won by NMA Students

National Award Winning NMA Student Work

Competition	Award	Medium	Project	Year
National American Advertising Awards (AAF)	National Silver	Online/Interactive	Extended Play Bar	2022
	National Silver	Animation/Special Effects	Up In Smoke	2020
	National Silver	Publication Design	This is Love Trilogy Book Covers	2020
	National Gold	Packaging	The Shrubbery	2018
	National Silver	Web Design	On The Street	2018
	National Silver	Point of Purchase	Floristry	2018
	National Silver	Animation/Special Effects	National Parks Service Short	2017
	National Gold	Web Design	CMYK Magazine	2016



State Regional Award Winning NMA Student Work

Competition	Awards	Year
Hawai'i Regional American Advertising Awards (PELE)	NMA students/graduates win 19 out of 24 awards	2023
	NMA students/graduates garner 22 out of 23 awards, including "Best in Show"	2022
	NMA students/graduates garner 21 out of 26 awards, all Judges' Recognition Awards, including "Best in Show"	2021
	NMA students/graduates garner 8 of 11 awards, including "Best in Show"	2020
	NMA students/graduates win 6 out of 11 awards	2019
	NMA students/graduates win 9 out of 15 awards	2018



—

ACM's support has since paved the way for many NMA students to earn numerous awards and recognition

Elevating Education

2003 to Current

ACM's contribution to faculty enhancement has provided for industry veteran instructional faculty, promoted professional development initiatives, and orchestrated presentations by esteemed guest speakers

From Staffing Challenges to Faculty Growth

"[In 2006] staffing New Media Arts courses remains a concern. Several applicants that completed the application process did not have the necessary portfolios and skills to adequately fulfill it and therefore no offer was made to them."

from the 2006 NMA Annual Report of Program Data (ARPD)

"In 2013, NMA hired a full-time faculty member supported by ACM System to bridge the needs of two new degree programs at UHWO Creative Media - Bachelor of Arts in Humanities and Bachelor of Applied Science."

from the 2016 NMA Annual Report of Program Data (ARPD)

–
**Instructors in NMA
now include industry
veterans from Disney,
Dreamworks, Sony
Imageworks and
Digital Domain.**

Industry Connectedness

2006 to Current

ACM's unwavering support has elevated NMA's standing within the industry, enriching both the program and the broader field

100%

*of the designers I've hired over the past 5 years have been graduates of NMA.
You have a fantastic program and I now seek out Kapi'olani NMA graduates*

-David Chatsuthiphan, Cofounder, Mantle

Success Stories: Companies Hiring NMA Talent



Blinkk



[ANTHOLOGY]
MARKETING GROUP



ellemsee
M E D I A



WALL-TO-WALL STUDIOS



Upspring
M E D I A



HYERSPECTIVE

CLARENCE design!



DIGITAL
MEDIUMS



saeDESIGN



chryseis studio canada inc.

revaComm



PBS Hawaii



REEL
INC.

ZERO



BOR Testimony

1 message

Ty Sanga <tyronesanga@gmail.com>
To: bor.testimony@hawaii.edu

Thu, Nov 2, 2023 at 2:22 AM

Aloha,

Attached is my testimony for the Academy for Creative Media. Please let me know if you have any questions.

mahalo,
Ty Sanga

 **Ty Sanga Testimony - ACM.pdf**
31K

Aloha mai kākou,

My name is Ty Sanga and I was born and raised in Kalihi, O'ahu. I am an Emmy Award winning filmmaker who has been working in the industry for the past 15 years. I am also a proud product of University of Hawai'i at Mānoa.

I was fortunate to develop my passion for filmmaking at the Academy for Creative Media (ACM) back in 2005, when the program was just starting. I have never picked up a camera before and film wasn't even on my radar as a career, but I was lucky to have wonderful instructors and mentors in the ACM program like Merata Mita, Joel Moffett, and Anne Misawa. They uncovered my potential and made me believe that film was a possibility. Those first years of the ACM program were filled with extremely talented and passionate students. We pushed each other to grow. Chris Lee created a program that attracted storytellers who had important messages to share, and we finally had a way to tell our stories. The Academy for Creative Media helped us find our voice.

The program also offered real world experience. As an undergraduate, I was fortunate to be selected to the Shanghai International Film Festival. It was my first time traveling out of the country to promote a film I directed. At times it felt intimidating, but looking back, it was a pivotal moment for me. It proved that our stories aren't just for Hawai'i, but the world. Chris Lee was there every step of the way, connecting us to industry professionals, coaching us through different events, but also making us feel like we belong.

I can honestly say the Academy for Creative helped shape me as a filmmaker. Not only did the program develop my skills as a storyteller, but it also nurtured my values and culture.

Me ke ha'aha'a,
Ty Sanga