Testimony in Support of Academy for Creative Media System

To: Regents Lee (Chair), Akitake (Vice-Chair), Abercrombie, Higaki, and Paloma

My name is Janel Quirante and I am the Head Archivist of ‘Ulu'ulu: The Henry Kuʻualoha Giugni Moving Image Archive of Hawaiʻi at UH West O'ahu. I am writing today in support of the Academy for Creative Media System.

‘Ulu'ulu is the official state archive for moving images and was established in 2009 as a project of ACM System to create the first moving image archive in the state. Located at UH West O'ahu, ‘Ulu'ulu was the first actualization of the collaborative foundation of ACM's system-wide program.

The support and partnership from ACM System has been invaluable, and because of it ‘Ulu'ulu has accomplished several milestones and successes over the past 14 years including:

- Cultural and historical collections from Hawaii Congressional Media, Merrie Monarch Festival, Don Ho, PBS Hawai'i, Bishop Museum, and others
- Preservation of over 60,000 videotapes and films
- Digitization of 7,542 reels containing 3,725 hours of footage
- Nationally recognized training programs
- Key resource for local and international filmmakers and film festivals
- Moving Image Archives course and internships for ACM students

As a program within ACM System, ‘Ulu'ulu benefits from ACM's collaborative and progressive environment, its role as a catalyst for the creative IP industry in Hawaii, its instructional programs, international partnerships, and most recently the HIFF x ACM Accelerator program.

Thank you for allowing me to submit this testimonial.

--

Janel Quirante (she/her)
Head Archivist, ‘Ulu'ulu Moving Image Archive
University of Hawaiʻi - West O'ahu
(808) 689-2742 | quirante@hawaii.edu
uluulu.hawaii.edu
Testimony in Support of ACM System

Sharla Hanaoka <shanaoka@hawaii.edu>
To: bor.testimony@hawaii.edu

Mon, Oct 30, 2023 at 10:50 AM

Aloha,

Please see attached for our testimony.

Thank you,

Sharla

Sharla Hanaoka, MFA
Director, Academy for Creative Media UH - West O'ahu
91-1001 Farrington Highway // Kapolei // Hawaii // 96707
808.689.2392
https://linktr.ee/uhwoacm

"The value of design only exists when it's in relation to the other parts of a company's operations. Alone, design is a microworld of aesthetic high-fives. Integrated, design is a catalyst for interdisciplinary teaming, learning, and winning." - John Maeda

uhwo ACM testimony.pdf
889K
Dear Board of Regents:

RE: Academy for Creative Media System Support

Good morning. My name is Sharla Hanaoka. I am the Director of the Creative Media program at UH West Oahu. I am writing in strong support of the Academy for Creative Media System at the University of Hawaii. This innovative and forward-thinking program has seen immense growth and success over the past decades, thanks in large part to the vision and advocacy of Chris Lee.

When the creative media program at West Oahu first launched in 2014 with just 7 students, few could have predicted that in a mere 10 years it would expand to serve nearly 300 majors annually. This exponential growth is a testament to both the talent and drive of the West side and Leeward students as well as the faculty and leadership who nurtured the program. But none of this would have been possible without Chris’ crucial early and continued support and funding for our program.

Over the past 9 years, our program has graduated over 150 students who, at most, have found meaningful and gainful employment opportunities that span across all industries from working in education (public and private) to small businesses to large corporations to the government to nonprofits. Our graduates find work as educators, media specialists, content creators, graphic designers, product designers, web developers, digital marketers, just to name a few.

The Academy for Creative Media fills a vital need in Hawaii’s higher education system and economy. As our world becomes increasingly digital and technology-driven, creative media skills are more critical than ever before. This program rightly focuses on emerging technologies and strategies for effective communication and storytelling across all media platforms - from apps and video games to graphic design and content creation.

We cannot underestimate how pivotal the Academy for Creative Media is for driving innovation and diversifying Hawaii’s workforce and economy. But the program needs continued support and investment from the UH System to reach its full potential. The vision that launched the Academy more than 20 years ago must not stagnate now.

I urge you to continue supporting the growth of the Academy for Creative Media system, so it can provide even more local students with the world-class education they need to become the next generation of digital creators and innovators. Our program’s remarkable progress to date shows just how much can be accomplished when we come together to invest in our young people’s futures. Thank you for the opportunity to testify today.

Sincerely,

Sharla Hanaoka
Students who choose to study creative media will receive an innovative educational experience. The ACM program weaves art and design, narrative, information science, and various technologies necessary for a broad range of careers. Our graduates work in government, non-profit organizations, educational institutions, technological firms, and private businesses.

The program recognizes evolving technology, which drives content creation. While honoring both art and media foundations, UH West O‘ahu’s Creative Media program embraces digital media literacy, experienced through video, animation, video games, design, social media, web and app development, virtual and augmented reality, other forms of media communication and design and digital storytelling.

**CONCENTRATIONS**

**Design and Media**

The Design and Media concentration educates and trains designers for the visual communication needs of industry and society. Students will graduate with career-appropriate portfolios and be ready to analyze and discuss design trends and issues relevant to today’s workforce.

**Communications and New Media Technologies**

The Communications and New Media Technologies concentration moves beyond training for traditional jobs in broadcasting and film to a world of online digital content by providing a hands-on approach where skills are learned by doing. Students will gain a variety of communication, computer, and graphic design skills, preparing them for careers in management, advertising, media, communications, public relations and more.

**General Creative Media**

The General Creative Media concentration integrates design, storytelling, and technology. Students will produce, format and distribute content across all major media platforms and produce a professional portfolio to acquire a job within the media industry or corporate environment.

**Video Game Design and Development**

The Video Game Design and Development concentration envelops the entire game development cycle—from creating concept art and user interface and experience to coding. Students will develop specialized skills that prepare them for cutting-edge careers in a vibrant, multifaceted, and expansive industry.

**WHERE OUR GRADS WORK**

- 'Ōiwi TV
- 'Olelo Community Media
- BMW Hawai‘i
- C&C of Honolulu
- Civil Beat
- Easy Music Center
- Hawaiian Airlines
- Hawai‘i Restaurant Association
- Hawai‘i State DOE
- HMSA
- Honolulu Cookie Company
- KHON
- Marine Corps Community Services
- Palama Settlement
- PBS Hawai‘i
- Pro Camera Hawai‘i
- Purple Mai’a Foundation
- RVCM
- Square Enix
- UH Community Colleges (HCC, KCC, WCC, LCC)
- UH West O‘ahu
- USDA
- US Pacific Command
- And more.

*Graduates also pursue Master’s degrees.

“**The Academy of Creative Media expanded my creative capacities and empowered me to dream big—not just in my college experience but for my career and life after graduation. Only this program could have imbued me with the technical skills and interpersonal talents needed to make those dreams come true.**”

Ku‘u Kauanoe (‘16), Civil Beat, Digital Producer
Please find my attached letter in support of the incredible UH ACM program.

Should you have any question please feel free to call me at 808-223-6386

Rachel Whitley, CSA
Casting Director
OhanaCasting.com

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October 30, 2023

To: University of Hawaii Board of Regents Committee on Institutional Success

From: Rachel Whitley, Hawaii based Casting Director

On the Matter of: Agenda Item D. Presentation on ACM System Background and Funding to Campus ACM programs.

Dear Esteemed Members of the Board,

I am writing this testimony today in the support of the incredible ACM program offered throughout the UH campuses. A little about me, I have been casting actors for television and film projects here in Hawaii since 2003. I’ve had the incredible opportunity to work on projects such as LOST, Hawaii 5-0, Magnum PI, and NCIS Hawaii to name a few. In my 20 years of experience, I have watched first-hand the amazing students of UH ACM programs come thru our productions. These students provide an incredible service to local productions working in production offices, on set, and in front of and behind the camera. The skills they learn thru the ACM training are equal to some of the most revered Film Schools in our country. For local Hawaii kids to be able to stay home and attend a top-notch Film School at an affordable price and then have the opportunity to get work right away on the numerous productions that come thru our islands is something UH should be incredibly proud of. In addition, numerous ACM students have also made the leap to producing and directing their own projects. These films give a voice to the Hawaiian people and allows their stories to be shared with millions of people around the world thru film festivals. Again, something UH should hold in the highest regard. With the incredible new facility in West Oahu ACM has now entered another vital aspect of our business in film editing and animation. Another incredible opportunity for the young people of Hawaii to be able to learn these technical skills as home that will place them in high paying union jobs and allow them a life here at home working in the arts and contributing to the 500-million-dollar industry that TV and Film brings to Hawaii each year. Just this month at the Hawaii International Film Festival several past ACM students won esteemed awards and Chris Lee, ACM founder, was acknowledged for his incredible contribution to the industry here in Hawaii. The last 20 years would have looked very different if ACM didn’t exist so I can only hope the Board will continue its support of this prestigious program. Thank you for your time on this matter.
Dear BOR Representative,

Attached is my written testimony for Agenda Item IV-D for the Committee on Institutional Success meeting scheduled at 10:15am on 11/2/23.

Please let us know if you have additional questions. Thank you for your assistance.

Mahalo,
Carol Fukunaga

State Senator, District 11
(Manoa-Makiki, Punchbowl, Papakolea, Tantalus and University)
Phone: 808-586-6460
Email: senfukunaga@capitol.hawaii.gov

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Chair Lee and Members of Board of Regents
Committee on Institutional Success
University of Hawaii Board of Regents
2444 Dole Street, Bachman 209
Honolulu, Hawaii 96822

RE: Testimony on November 2, 2023 Committee Agenda Item IV-D
Presentation on Academy for Creative Media (ACM) System
Background and Funding to Campus ACM Programs

Thank you for the opportunity to provide written testimony in strong support of the
Academy for Creative Media’s system operations (2003-2023).

As a member of the State Senate during the early years of Academy for Creative
Media’s systemwide operations, I can attest to the State Legislature’s unequivocal
endorsement of ACM’s systemwide emphasis and its unique partnerships with
international and local media players to develop 21st Century jobs for Hawaii residents.

We supported Academy for Creative Media’s funding through biennial University of
Hawaii budgets and many House or Senate members participated in a variety of ACM-
based activities between 2003-2012.

We also encouraged the school’s participation in numerous educational and economic
initiatives, including formation of OLELO Community Media’s youth Xchange student
competitions, Hawaii International Film Festival's showcasing of student works and
strategic partnerships with educational Chinese, Korean and Japanese institutions (e.g.,
Tokai University at UH-West Oahu).

In part, because of Hawaii’s isolated location in the middle of the Pacific, the Legislature
has always recognized the unique role that University of Hawaii’s advanced degree and
specialized programs play in diversifying Hawaii’s economy.

Just as the John A. Burns School of Medicine and the William Shaw Richardson School
of Law are more than simply a medical school or a law school - with their operations
being integral to shaping the health and well-being of Hawaii residents or articulating the
native Hawaiian values that underpin Hawaii’s legal system, the Academy for Creative
Media System is more than just a film school. As noted in the University of Hawaii Board of Regents' January 16, 2004 minutes on establishment of the Academy for Creative Media, College of Arts and Sciences, University of Hawaii at Manoa:

"...ACM will be a systemwide 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..."

There is a recognized need in Hawai'i for a film, television or media center of learning at the post-secondary education level. Hawai'i is the lone state in the nation without such an entity...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."

Mahalo for your consideration of the above comments.

Senator Carol Fukunaga
State Senator, District 11

(Manoa, Makiki/Punchbowl, Papakolea, Tantalus and University)
Testimony:

"The academy of creative media has been a substantial supporter of our data visualization projects at UH Hilo. The impact of ACM has helped my research program to engage multiple students from various backgrounds and disciplines to create exciting tools to share information about marine conservation with public audiences. I am very thankful to ACM and appreciate all of the support they provide for the UH System"

--
John Burns, Ph.D.
Associate Professor - Marine Science and Data Science
University of Hawai‘i at Hilo
Affiliate Researcher - NOAA Papahānaumokuākea Marine National Monument
200 W. Kawili St.
Hilo, HI 96720
808-854-4057
Personal website: www.johnhrburns.com/
Lab website: www.themegalab.org/
10.30.23 Letter of support for Chris Lee
1 message

Katie Doyle <katiedoylecasting@gmail.com>  
To: "bor.testimony@hawaii.edu" <bor.testimony@hawaii.edu>  
Mon, Oct 30, 2023 at 6:46 PM

Members of the Institutional Success Committee

It is with great pleasure and conviction I am reaching out to write a letter of support for the ACM System and Chris Lee. To simply label Chris as a founder and director would be a gross understatement of his incredible contributions to the film and television industry both in Hawaii and beyond. In Hawaii, he has labored tirelessly to elevate the local film and television scene, becoming an integral part of critical legislative sessions that continue to shape the destiny of our industry. His tenacious spirit and innovative genius have unearthed practical real-world curriculums, bestowing upon students the tools they need to conquer this beautiful, yet treacherous world of television and film. I know this because I see the results of his contributions daily in my role as an Emmy Award winning casting director, based on Oahu.

Due to his earlier successes within the Hollywood elite, Chris brings forth an air of legitimacy and authenticity to the discussions that envelop Hawaii's own industry. With Chris as our herald, we assert our position with unwavering confidence, enticing studios and producers to invest their precious millions in bringing their visions to life within our enchanting islands. The students we have met who have completed programs and training through the ACM System have a solid foundation and are prepared to take the next steps in order to compete on a professional level. We have been able to cast more local talent in larger roles. Production teams have hired graduates in all departments. ACM beneficiaries have been making news at many of the most prestigious film festivals around the world. These are very real and tangible benchmarks.

And let us not forget the breathtaking $37 million dollar Student Production Center at UHWO ACM, an architectural marvel that stands proudly as a testament to Chris's unwavering vision. Its eminence knows no bounds as it claims the title of the most advanced production and post-production facility in the state. Through his inimitable persuasiveness, Chris secured support from the very fabric of our community, rallying community members, students, faculty, and the esteemed state legislature to come together and manifest this potent symbol of possibility. We share the vision Chris has for expanding opportunities for local talent to train with top industry professionals in order to compete with Mainland counterparts for the well paying and sustainable jobs within the creative industry. We look forward to supporting the efforts currently underway to build a new studio in West Oahu which we know is needed to attract the projects we all would like to work on.

Chris Lee's resplendent track record and unwavering dedication testify to his ability to navigate the treacherous undercurrents of the industry, forging a prosperous path for all who have the privilege to walk beside him.

Please do not hesitate to reach out should additional information be required, or if I can be of further assistance in any other capacity.

Katie Doyle, CSA, Local 996  
Casting Director – Hawai’i  
(c) 808.258.7185  
imdb.me/katiedoyle

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| Your Testimony (pdf or word) | La Croix BOR Testimony 2.Nov.2023.pdf (165.7 kB) |
Testimony Presented Before the University of Hawai‘i Board of Regents
Committee on Institutional Success
November 2, 2023 at 10:15 a.m.

By
Sumner La Croix, Ph.D. Economics

Committee on Institutional Success Chair Lee and Members of the Committee:

My name is Sumner La Croix, and I am Professor Emeritus in the UH-Mānoa Economics Dept and a Senior Research Fellow at the University of Hawai‘i Economic Research Organization (UHERO). I am testifying today in a private capacity and my views do not necessarily reflect those of UH-Mānoa or UHERO or the UHM Economics Department.

Professor Emeritus James Mak and I have previously written on the role of the Hawai‘i TV/film/digital production tax credit in diversifying the Hawai‘i economy. See https://uhero.hawaii.edu/understanding-the-role-of-the-hawaii-film-tv-digital-production-tax-credit-in-diversifying-the-hawaii-economy/. The State of Hawai‘i is one of more than 30 states to offer a tax credit to film, TV, and digital productions (hereafter “film credit”). Since the passage of the film credit in 2006, spending in Hawaii on TV/film productions has soared, with inflation-adjusted spending increasing by 116 percent between 2007 ($164.5 million) and 2019 ($355.6 million). This is much larger than the overall increase in Hawaii real gross domestic product over the same period, a modest 17 percent.

Why does a production company choose Hawaii as the location to film its project when costs of labor and rented capital are lower in many other locations? The main reason is the access the company gains to natural and cultural capital—Hawai‘i’s diverse natural landscapes, near perfect weather, the unique urban landscapes of the tropical city of Honolulu, and the many cultures intermingling in the islands. A production company will also consider the net of tax credit cost of filming a project in Hawaii vis-à-vis the net of tax credit cost of filming in another location.

There is more to building a robust film industry in Hawai‘i than just having a competitive film credit. Two other factors that attract film/TV productions to Hawai‘i are availability of workers with skills valued by the industry and availability of state-of-the-art production studios.

Expanded undergraduate education programs and facilities dedicated to film/TV/digital production at UH campuses are providing college students with skills and overall knowledge valued by film/TV/digital production companies. The new UH-West Oahu facilities have the potential to make UH’s Academy for Creative Media one of the leading schools for content production in the United States. The Academy’s expansion will make it easier for content production companies filming in Hawaii to staff jobs in their productions with local talent (when production resumes again when the actor strike settles), while other UH program graduates will be encouraged to start their own companies. Learning-by-doing for the many workers involved in the long-running Hawai‘i 5-0 and Magnum PI TV series has made them more skilled, more experienced, and more valuable employees. The combination of skilled, experienced local talent and fresh graduates from the Academy for Creative Media will serve as a magnet for production companies to choose Hawai‘i for future ventures.
Private investment in a film studio(s) for use by Hawai‘i and overseas production companies has potential to attract more film/TV projects to Hawaii. In general, U.S. states with thriving film industries are ones where substantial public and private capital investments in production studios and ancillary facilities have taken place. Private investors have, however, not made substantial investments in facilities for the film/TV industry in Hawai‘i. Both existing studios are fully occupied with ongoing productions filming in Hawai‘i. However, an adjacent site on Farrington Highway near the new UH-West Oahu facilities has been identified as a potential site for a private production studio to be developed with private funding on UH land. UH has solicited bids from film studio companies to develop the property, and will be evaluating them over the next two months.

A new privately-built and privately-operated film studio would bring economic benefits to Hawai‘i and, more specifically, to Honolulu residents.

- **New Jobs.** A new studio would create new construction jobs while it is being built; create new professional jobs in West Oahu when it begins operating; and create “spillover” jobs in the surrounding community via the spending by studio employees and the studio enterprise at Honolulu and Hawai‘i businesses.

- **New State Tax Revenues.** The new economic activity generated by a new film studio would yield additional GET and state income tax revenues.

**A new film studio would also bring substantial benefits to the University of Hawai‘i, the Academy for Creative Media, and UH-West Oahu specifically.** The presence of a film studio adjacent to the Academy for Creative Media’s new facilities at UH-West Oahu would raise the value to students of attending the Academy because of the presence of complementary private industry assets, part-time employment activities, and internships for ACM students. It would also provide students with more opportunities to network with established professionals in the film/TV/digital production industries and to gain experience in studio production.

A new studio adjacent to the West Oahu campus would not only provide tangible benefits to current ACM students but it would raise the profile and reputation of ACM. This is important, as a higher-profile ACM would attract new out-of-state and in-state tuition-paying students to UH-West Oahu and potentially to Academy for Creative Media programs on other UH campuses. Additional students would increase tuition revenues, and allow UH-West Oahu to operate more efficiently and potentially with less direct state support.

The State of Hawai‘i has already taken two impressive steps to develop a viable sustainable film/TV/digital production industry by (1) putting in place a measured subsidy to production undertaken in Hawaii; (2) adding state-of-the-art education facilities via the Academy for Creative Media designed to educate skilled professionals for the Hawai‘i labor market. The third leg of these development activities is for the State and other interested public and private parties to take appropriate steps to encourage a film studio to locate new facilities in Hawai‘i. The opportunity to attract a film studio to Honolulu and simultaneously to enhance the reputation of the University of Hawai‘i and ACM is a rare one that has the potential to yield a spectrum of benefits for Hawai‘i’s students and workers.
Aloha,

I am writing regarding the ACM program and the impact it is having on student learning and research here at UH Hilo. My name is Ryan Perroy, I am a professor in the department of geography & environmental science at UH Hilo, and I run the spatial data analysis & visualization (SDAV) research laboratory. We work on environmental research projects involving the collection of high-resolution imagery, and that is how we came to be associated with ACM- through aerial photography.

The ACM program, through direct support and collaboration, has increased our capacity to respond to a number of environmental issues impacting Hawaii, including rapid ohia death and invasive species. ACM has provided powerful computers, to help process the 10,000s of images we produce from mapping flights, and a 3D printer to create custom camera mounts and other implements for aerial robotics. These resources provide our students opportunities to work with cutting-edge technology, applied to environmental issues that are impacting our Hawaiian forests and ecosystems.

During the past year, my group published one paper that incorporated 3D printing, made possible by ACM funds:


That one made the cover of the journal:

https://www.mdpi.com/2504-446X/6/10

We are happy to be part of ACM and strongly support the program.

Mahalo nui,

RP

--

**Ryan L Perroy**
Professor, Geography and Environmental Science
Director, Spatial Data Analysis & Visualization (SDAV) Research Lab
UH Hilo
808.932.7259 office
Testimony for Committee on Institutional Success

Candy Suiso <candysuiso@seariderproductions.com>
To: bor.testimony@hawaii.edu

Aloha
Attached is my written testimony for Thursday, November 2, 2023 Committee on Institutional Success at 10:15 am

Please feel free to contact me if you have any questions.
Thank you
Candy Suiso
(808) 255-2877

UH:BOR final.pdf
319K
Chair Lee and Members of Board of Regents
Committee on Institutional Success
University of Hawaii Board of Regents
2444 Dole Street, Bachman 209
Honolulu, Hawaii 96822

RE: Testimony on November 2, 2023 Committee Agenda Item IV-D
Presentation on Academy for Creative Media (ACM) System

Mahalo for the opportunity to provide written testimony in strong support of the
Academy for Creative Media's system operations.

I remain a strong passionate advocate for nurturing creative industries especially on
our Leeward Coast of Oahu. I've had the pleasure of witnessing the incredible talent and
potential of our students at Wai'anae High School in the field of creative media since 1993,
as a dedicated teacher and Founder of Searider Productions, a program that integrates
video production, graphic arts, photography, journalism, and 2D/3D animation.

Over the years, I've seen countless students who possess an innate creativity and
passion for their craft. They pour their hearts into their work, constantly pushing boundaries
and exploring new horizons. Their storytelling abilities are amazing...and endless. Pure
raw talent. Stories come alive once they are given a tool to create. However, it saddens me
to share that many of these talented individuals feel compelled to leave our beautiful
islands in search of better job opportunities and better pay on the mainland. This exodus
of creative minds not only deprives Hawaii of their immense potential but also hampers the
growth and development of our local creative industries.

Since 2003, the University of Hawaii's System-Wide Creative Media Program has
been a model for academic achievement and innovative educational practices in all areas of
creative media. Mr. Chris Lee's vision to create the Academy for Creative Media, a system-
wide initiative involving all ten campuses of the University of Hawaii has had a
transformative impact on our high school graduates who are passionate about pursuing a
career in creative media. By providing them with a local platform to continue their education
and hone their skills, ACM has played a vital role in retaining talent within our own
communities allowing our young, aspiring filmmakers to pursue their dreams without having to
leave their families and familiar surroundings behind. What better way to strengthen our community and foster a sense of pride among our youth.

Please continue to provide the necessary funding to sustain the Academy of Creative Media. By doing so, we can empower our students, preserve our local talent, and create a thriving creative industry that will benefit our state for years to come.

Sincerely,

L. Candy Suiso
Co-Founder - Searider Productions
Executive Director - Searider Productions Foundation

Searider Productions Foundation is a 501(c)3 non-profit organization that supports the Searider Productions Creative Media program at Waianae High School
Jonathon (Jon) Goebel <goebelj@hawaii.edu>  
To: bor.testimony@hawaii.edu  

Tue, Oct 31, 2023 at 10:36 AM

Dear BOR,

ACM has been an integral part in the advancement of technology in the Art Department. Through their support, we have been able to establish developments in digital media, 3D printing, virtual reality and laser cutting. All of these areas were not present in the UH Hilo Art department prior to the ACM's support for bolstering technology on the UH campuses.

Mahalo,
Jon Goebel  
Chair, Art Department  
UH Hilo
Hello,

Attached is written testimony from Kapi‘olani CC’s New Media Arts Administration and Faculty in regards to the Thursday, November 2, 2023 Committee on Institutional Success.

Thank you,

Adam Moura

--
Adam Moura
Associate Professor, New Media Arts
Kapi‘olani Community College
University of Hawai‘i

Testimony for the Committee on Institutional Success, Final Draft (1).pdf
267K
Dear Committee on Institutional Success,

We, the faculty and administration of the New Media Arts Program (NMA) at Kapi'olani Community College, are writing this letter to express our deep appreciation for the Academy for Creative Media (ACM) System. Over the past decade ACM has had a lasting effect in shaping NMA, its students and faculty, and the larger community.

ACM’s support has been instrumental in maintaining the classroom labs crucial to our cohorts. Funding for lab monitors has also ensured student access to these labs during non-instructional hours.

Professional development backing has empowered faculty with opportunities for growth and industry connectedness, enabling us to further enhance the education we provide.

ACM’s guidance has established articulation for the NMA Program between both Mānoa and West O'ahu, and has cultivated collaboration across the system for all Creative Media programs.

This support, benefiting students and faculty alike, has propelled the NMA program to achieve numerous local (Pele) and national industry (ADDY) awards. These achievements not only strengthen Kapi'olani’s industry recognition, but also contribute to the strength of the industry itself. Our graduates contribute both to the advancement of more recently established programs at Mānoa and West O'ahu, as well as the creative media sector across the state, whether they continue to further their education or transition directly into the workforce.

We strongly endorse ACM’s support of all creative media programs and advocate for the continuation of this partnership. ACM’s support and guidance have not merely been investments in our program, but investments in the future of our students and the industries they will shape in Hawai‘i.

Sincerely,

Misaki Takabayashi, PhD
Chancellor
Kapi'olani Community College

Nāwa’a Napoleon
Vice Chancellor for Academic Affairs
Kapi‘olani Community College
Eric Denton
Interim Dean of Arts and Sciences
Kapi‘olani Community College

Sarah Bremser
Chair of Arts and Humanities
Professor, Art
Kapi‘olani Community College

Chris Gargiulo
Professor, New Media Arts
Kapi‘olani Community College

Adam Moura
Associate Professor, New Media Arts
Kapi‘olani Community College

Emily Moody
Assistant Professor, New Media Arts
Kapi‘olani Community College

Jake Shimabuku
Instructor, New Media Arts
Kapi‘olani Community College

Joseph Mahi
Lab Manager, New Media Arts
Kapi‘olani Community College

Steve Harris
Counselor, LGBTQ+ Co-Commissioner
New Media Arts
Kapi‘olani Community College
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.**

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Testimony of Walea Constantinau,
Film Commissioner, Honolulu Film Office
City and County of Honolulu

UNIVERSITY OF HAWAI'I
BOARD OF REGENTS COMMITTEE ON INSTITUTIONAL SUCCESS

Thursday, November 2, 2023
10:15 a.m.
University of Hawai‘i at Manoa, Information Technology Building,
1st Floor Conference Room 105 A/B

RE: AGENDA ITEM D, Presentation on Academy for Creative Media (ACM)

Dear Chair Lee, Vice-chair Akitake, and members of the committee:

The Honolulu Film Office would like to thank the Regents in advance for their long-standing support of the Academy for Creative Media and their commitment to educating the next generation of filmmakers across the state through the system-wide program.

There are four critical growth pillars for the film industry to survive and thrive in a locale, they are:

- Tax incentives
- Workforce Development
- Film Friendly policies
- Infrastructure Development

Through your leadership and the leadership ACM Founding Director, Mr. Chris Lee, a critical pillar of growth - workforce to build a sustainable film industry - has been established and is making a vital contribution to the growth of the industry.

HONOLULU. PRODUCTION CENTER OF THE TROPICS
At this moment, we are on the verge of another major milestone, poised to vault the industry forward also thanks to your leadership and that of Mr. Chris Lee. A Request for Proposals has gone out seeking developers to build a film studio complex adjacent to the state-of-the-art Academy for Creative Media building in West Oahu. The City and State are responding with legislation to facilitate studio development, the next game-changing step in the evolution of our film industry – creating an industry that generates over a billion dollars annually in the local economic impact. We are nearing that goal but have plateaued at approximately $800 million. Infrastructure, the final pillar, will drive us to achieve that goal.

All of this has been made possible by the vision, commitment and hard work of many working at the University, in the ACM Program and in the film industry who are excited to see decades of pursuit coming to fruition. Thank you for the opportunity to provide these comments and again, for your unwavering support.
Testimony to Support ACM System - Institutional Success Committee - for BOR meeting on November 2, 2023
1 message

Joel Moffett <moffett@hawaii.edu>  
To: bor.testimony@hawaii.edu

Tue, Oct 31, 2023 at 9:04 PM

October 30, 2023

To the Board of Regents,

I am writing this letter in support of the Academy for Creative Media (ACM) System. In 2004 I believe the University of Hawaii at Manoa (UHM) began receiving annual funds of $767,000.00 to support 10 new FTE positions for a creative media program. These positions were granted to us from the Legislature as part of a bill to support the ACM System. Since then, ACM System has nurtured our UHM creative media program (previously called ACM Manoa, and now called ACM: School of Cinematic Arts) in countless ways, including the facilitation of our relationship with the Hawaii International Film Festival, the creation of prestigious internships, master classes with international industry leaders, and countless equipment purchases. Since 2015, ACM System has spent $448,270.00 in support of various ACM related programs at UHM. Given the enormous financial commitment ACM System has made to UHM, I struggle to understand how anyone could state that our program is not being supported at the System level.

I was part of the original hire of three full-time faculty members in our department in 2005. At that time, and since then, it has been clear that our program works in collaboration with ACM System, which helps to support creative media programs throughout the various campuses of the University of Hawaii. When the Legislature chose to fund creative media at the University of Hawaii, they made the decision to support this effort at the system level to insure the development of creative media at all UH campuses, not just Manoa. This is how Manoa received support to build our program- within the context of a system-wide effort. Today, this is important for those of us at Manoa to remember- the legislature intended to create a system wide program, and this system is what the legislature continues to support to this day.

To be clear, the legislature funded ACM System with the understanding that UH creative media programs who received support from this system would work together and cooperate. Chris Lee has done an exceptional job in nurturing this cooperation by facilitating articulation agreements between multiple campuses and funding these different campuses to help them grow. Given all of this, I hope one can understand that after receiving almost 20 years of support from ACM System, the new School of Cinematic Art’s desire to now divorce itself from this System contradicts and undermines the very agreement under which this unit was created.

As the Director and Founder of ACM System, Chris Lee has had a profound impact on the University of Hawaii. Personally, I know of no other individual who has more dramatically impacted the entertainment industry within our state. Chris Lee is a rainmaker, and without him the simple truth is that there would be no creative media programs at any of our campuses. This is not to say I always agree with Chris. I don’t. Just like I don’t always agree with David Lassner and Michael Bruno- and a host of others. But this doesn’t mean I don’t understand and respect their perspectives. It’s easy to be an armchair quarterback, and something entirely different when you have your hands on the actual levers. All three of these men have done
exceptional work in balancing the priorities of countless programs and individuals over the last few years, a period where UH has undergone some of the most positive transformation in our history.

So, let’s not throw the baby out with the bathwater. I’m just a simple teacher. But from the beginning, my experience has been that ACM System and Chris Lee have supported us like none other. Now is not the time to second guess a brilliant plan that is clearly working.


Sincerely,

Joel Moffett

--
Joel Moffett
Associate Professor
Academy for Creative Media
School of Cinematic Arts
University of Hawai‘i, Mānoa
www.joelmoffett.com

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**Your Testimony/Comments**

Aloha Board of Regents,

Attached below is my letter in support of the ACM Program. Please feel free to reach out if you have any questions or need any additional information. The best way to reach me is through email and thank you for allowing me to send in this testimonial.

Best,
Kevin Nguyen

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October 31st, 2023

Aloha Board of Regents,

My name is Kevin Nguyen, and I am the UH Esports Program Assistant. I am writing this letter in enthusiastic support of the Academy of Creative Media. This program has played a pivotal role in the success of UH Esports, and much of that success can be attributed to the generous support and belief of Chris Lee.

Thanks to Chris, we began the UHEsports journey in 2019 when he first provided us with our initial set of gaming computers for the iLab. Since that moment, Chris has continued to support UH Esports through his resources, enabling us to offer some of the best gaming opportunities to college students.

With ACM's support, UH Esports has achieved the following milestones:

- Collaborated to create workshops with the professional esports organization, Cloud9, in 2019.
- Partnered with the Overwatch League in 2021 and 2022 to host their global competitions.
- Earned a nomination for the Esports Awards' Best Collegiate Program in 2021 and won the award in 2022.
- Sent several students to intern at GenG, a professional esports organization based in South Korea, offering invaluable experience in marketing, content creation, and education.
- Cultivated a thriving community of 1,500 passionate gamers.
- Established numerous varsity and junior varsity esports teams spanning various titles.

In summary, the Academy of Creative Media has been a driving force in the UHEsports program's journey, playing a critical role in our success. Their unwavering support has propelled our program to where it stands today. Chris Lee's dedication to excellence and forward-thinking approach has given our students a platform to pursue their passion for gaming and esports. I look forward to reaching greater heights alongside ACM.

Sincerely,

Kevin Nguyen
UH Esports Program Assistant, Information Technology Services
University of Hawai‘i at Mānoa
2532 Correa Rd building 37, Honolulu, HI 96822
Honolulu, HI 96822
Phone: (808) 383-2367
E-mail: kevmn@hawaii.edu
Aloha,

See attached for testimony on:

- **BOARD OF REGENTS COMMITTEE ON INSTITUTIONAL SUCCESS**
  - **AGENDA ITEM D. ACM Presentation**

Mahalo,
Francis Ray Cristobal
UH Hilo Computer Science
Junior Specialist faculty
October 31, 2023

Aloha Board of Regents,

I am Francis Ray Cristobal, Junior Specialist Faculty for the Computer Science Department at the University of Hawaii at Hilo. I would like to provide a testimony for the Academy for Creative Media System (ACM). ACM has partnered with UH Hilo in the past couple of years.

ACM has supported and funded many initiatives that support Advanced Science research, courses and projects in scientific visualization at UH Hilo. These ACM supported initiatives provide Hilo/Big Island based students with exposure to leading edge technologies, interaction with experts and scientists in the field and direct work on world class projects. Once students graduate, these unique experiences help students build a strong resume, provide a highly desirable skillset and secure a rewarding career in the technology field.

Below are some of the projects at UH Hilo that the ACM have supported:

1. **Coral VR Museum, Exploration of Coral Reefs in Hawaii in Virtual Reality** - Awarded best Visualization showcase in the globally recognized ACM Practice and Experience in Advanced Research Computing Conference. This project was a collaboration of Francis Cristobal, Computer Science, Dr. John Burns Marine Science, UH Hilo students in Computer Science, Art, and UH Manoa Engineering student.

2. **Rapid Ohia Death Visualization** - Use of Virtual reality to educate the public on the spread of infection that kills Ohia trees on the Big Island. Accepted at PEARC 21 conference. This project involved Francis Cristobal at Computer Science, Dr. Ryan Perroy, Geography and UH Hilo students in Computer Science and Art.

3. **CS475, Data Visualization course** - an Interdisciplinary course covering topics and projects on Data Visualization involving students from a variety of majors: Computer Science, Art and a Domain Science. The main projects draw on the strength of the collaborations. Previous visualization projects: Hawaii Island Tidal Waves Simulation, Mongoose Control Educational App, Crown of Thorns Eradication app, etc. Taught by Dr. Keith Edwards, Computer Science and Raymond Pajek Art.

4. **CyberCANOE lab** - We use the CyberCANOE system as the platform for research, collaborative teaching and distance learning. In the past couple of years, the CyberCANOE system has been supporting research in Artificial Intelligence under Dr. Travis Mandel, as well as supporting courses in Data Science. It has also been very useful in co-teaching from many points of Hawaii islands, for example an Art and Business classes can be taught in UH Hilo and simultaneously at HawCC Palamanui, a community college on the Kona side of Hawaii.

More of our projects can be seen here, [datavizlab.uhh.hawaii.edu](http://datavizlab.uhh.hawaii.edu)

In closing, the Academy for Creative Media System is an invaluable partner of the University Hawaii at Hilo. Their support helps provide more pathways for student success. We strongly support ACM’s mission and vision.

If you have questions, feel free to reach out to me at [frcristo@hawaii.edu](mailto:frcristo@hawaii.edu).

Mahalo Nui Loa,

Francis Cristobal
UH Hilo Computer Science
Junior Specialist