

UNIVERSITY OF HAWAI‘I SYSTEM LEGISLATIVE TESTIMONY



SB 3168 – RELATING TO CREATIVE MEDIA

Testimony Presented Before the
Senate Committees on Economic Development and Taxation
and Education

February 2, 2008 at 9:00 am

by

Linda K. Johnsrud
Vice President for Academic Planning and Policy
University of Hawai'i System

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Chairs Fukunaga and Sakamoto; Vice Chairs Espero and Tokuda; and members of the Committees:

I am Linda K. Johnsrud, Vice President for Academic Planning and Policy, University of Hawai'i System. I am providing this testimony on behalf of the University of Hawai'i System on Senate Bill 3168 which establishes the Academy for Creative Media at the UH West O'ahu campus, and amends Act 11, Special Session of 2007, to delete all references to a lease agreement with PBS Hawai'i.

Senate Bill 3168 acknowledges the vitality of the Academy for Creative Media program since it was created by the Board of Regents three years ago, its value to the state's economy, and its need for a central facility and permanent home. We concur. We also object to the intent of this bill to move a Board of Regent's approved program from one campus to another within the UH system.

Since August 2004, ACM Chair Tom Brislin has developed the ACM curriculum, hired and developed its faculty, created its major requirements and basic organizational structure, and drafted a proposal for a UH Mānoa Bachelor of Arts degree in Arts and Sciences which is under review by UH Mānoa Faculty Senate. ACM has been steadily growing for four years as a Mānoa Arts and Sciences major and has achieved high measures of academic respect on the campus and throughout the system. More than 100 Mānoa students have applied to become majors in ACM. An additional 80 students are enrolled in ACM pre-major courses. ACM engages in both system wide and lower education initiatives to create an educational pipeline from digital media programs in high schools and community colleges to Mānoa.

ACM students have benefited from being part of the Mānoa campus. They draw heavily from strong departments in English, History, Philosophy, Theatre, Computer Science, Political Science, Foreign Language Studies, Sociology, Hawaiian Studies, Asian Studies, and Ethnic Studies. Their skills as story-tellers are enriched by not only the breadth, but the depth of a liberal arts education available at the Mānoa campus.

There is a rich inter- and cross-disciplinary collaboration among ACM faculty as well as students. Video game design courses rely on the programmers and coders from Computer Science as much as they rely on ACM's own artists and creators. The Music

Department wants to partner with ACM to provide its students the opportunity to compose original soundtracks and music for film. Art students share their time with ACM animation courses. Scientists in Marine Science programs want to collaborate with ACM in producing science documentaries. The Richardson School of Law is interested in jointly exploring issues of indigenous intellectual property rights. These are the kinds of intellectual and creative collaborations available at the Mānoa campus.

ACM has a solid and respected academic home at UH Manoa with a budget of nearly \$1 million, 10 faculty, and 2 staff positions. Thirty-two courses have been approved through the Mānoa academic review system. The accomplishments of hundreds of interested and active students have brought the program national and international recognition. These are not hallmarks of a program in search of a home. They are the outcomes of an academic and creative collaboration of students, faculty, and administration.

I have discussed Senate Bill 3168 with Chancellors Virginia Hinshaw of the University of Hawai'i at Mānoa and Gene Awakuni of the University of Hawai'i at West O'ahu. Chancellor Hinshaw expressed appreciation for the support shown for the Academy of Creative Media by Senate Bill 3168 and the intent to provide support for the program. She welcomes the financial support which as amended is consistent with Mānoa's priority for repairs and maintenance and campus refurbishment. Such support will enable Mānoa to secure enhanced facilities for ACM. The Chancellor does not support the movement of the Academy of Creative Media from the Mānoa to the West O'ahu campus. Chancellor Awakuni defers to UH Mānoa's position in this matter.

For these reasons, the University of Hawai'i, while expressing appreciation for the legislature's support, opposes the move of the Academy for Creative Media from one campus to another as proposed by Senate Bill 3168.

Thank you for the opportunity to testify.