



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
Senate Committee on Ways and Means
February 25, 2008 at 10:30 am

by

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SB 3168, SD1 – RELATING TO CREATIVE MEDIA

Chair Baker, Vice Chair Tsutsui, and members of the Senate Committee on Ways and Means:

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, S.D.1, 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.

SB 3168, S.D.1, seeks to establish an academy of creative media at the University of Hawai'i at West O'ahu. It appears that this revised bill is intended to establish another academy of creative media rather than to move the UH Mānoa academy from UH Manoa to UH West Oahu as seemed to be the purpose of the original bill. We appreciate the revision of the Legislature's intent to move an academic program from one campus to another.

The revised bill makes the case for an academy of creative media to be located at the UH West O'ahu "as a cornerstone of the State's development of the Kapolei-West O'ahu region as a hub of Hawai'i's creative media industry." We respectfully suggest that the Legislature charge the University of Hawai'i with the responsibility of exploring the feasibility and potential contribution of a creative media program at UH West O'ahu. The campus is currently up-dating its academic plan in keeping with its mission to provide access to professional, career-related, and applied fields, based on state and regional needs, through its partnerships and distance delivery of programs.

Because there is a flourishing program located at UH Mānoa, it is important to ensure that an additional program adds value to the industry and meets the demands of the workforce. Given the scarce resources available for expanding higher education in the state, it is important to determine the appropriate emphases of an additional program so as not to replicate the strength of the UHM program and to determine the needed resources and timing for development of new academic programs at UHWO. Ground-

breaking for the new campus will occur fall 2009 which provides ample time for appropriate planning.

SB 3168, SD1 includes language that the Academy for Creative Media will be “permanently established at and administered by the University of Hawai‘i at West O‘ahu.” The University cannot support any language that moves any academic program – or its administration – from one campus to another or that replaces sound and timely academic planning for UH West O‘ahu with Legislative management.

Thank you for the opportunity to submit testimony.

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