UNIVERSITY OF HAWAI'I SYSTEM
Legislative Testimony

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House Committees on Tourism and Culture
and
Economic Development and Business Concerns
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by
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SB 3168, SD2 – RELATING TO CREATIVE MEDIA

Chairs Yamane and Yamashita, Vice Chairs Manahan and Wakai, and members of the House Committees on Tourism and Culture and Economic Development and Business Concerns:

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, Senate Draft 2, which establishes the Academy for Creative Media at the University of Hawai'i and amends Act 11, Special Session of 2007, to delete provisions relating to leasing the Public Broadcasting System Hawai'i facility.

We appreciate the Legislature's recognition of the success of the Academy for Creative Media since its establishment by the Board of Regents and the popularity of its programs among students. We also appreciate very much the intent of SB 3168, SD2 to provide support for the expansion of the program on University of Hawai'i campuses statewide by appropriations in fiscal years 2007-2008 and 2008-2009.

SB3168 SD 2 would make possible the academic planning necessary to assess program and student needs, coordinate course offerings at the different campuses and ensure that courses are articulated statewide. With carefully articulated programs, students are able to plan their course work, transfer credits, and progress smoothly toward achieving their academic goals and graduating. Planning also ensures that the creative media program meets accreditation requirements while it uses resources efficiently. Given the scarce resources available for higher education in the state, it is important, for example, to determine the appropriate emphases of campus programs so as not to replicate each other.

In view of these requirements for academic planning, coordination, and careful use of resources, we respectfully recommend amendments to the language of SB3168 SD2.

We recommend deleting the language in Section 2(b) that establishes the management structure of the Academy of Creative Media and specifies the qualifications of the creative director of the program. The personnel qualifications of the director of an academic program are within the purview of the University's Board of Regents, and to specify them in law limits UH's ability to respond to differences in programmatic needs by campus and future changes in focus.

Our recommended amendments are:

- SECTION 1 (1). Amend as follows:
  - (1) Establishing the academy for creative media program at the University of Hawai‘i ~~and specifying its management structure~~; and
- SECTION 2 (a). Amend as follows:
  - (a) There is established within the University of Hawaii the academy for creative media program, which shall ~~be a~~ have programs on campuses system-wide ~~program~~ and be administered by the University of Hawai‘i…
- SECTION 2 (b). DELETE whole section:
  - ~~(b) The creative director of the academy for creative media program shall have training and experience in creative media,~~
- SECTION 2 (c). Change section number to (b) and amend as follows:
  - (c) The academy for creative media program shall articulate its courses and coordinate its offerings at University of Hawai‘i campuses statewide and shall encourage and support mentor opportunities at all school levels throughout the state.
- PART II. SECTION 2 (first paragraph). Amend as follows:
  - SECTION 2. Since being approved by the University of Hawai‘i board of regents four ~~three~~ years ago, the academy for creative media program at the University of Hawai‘i at Mānoa is the fastest growing new program at the University of Hawai‘i.
- PART II. SECTION 2 (last paragraph). Amend as follows:
  - In spite of its success, the academy for creative media program has outgrown its space on the Mānoa campus and has needs for specialized teaching and creative space.
- PART II. SECTION 3 (last paragraph). Amend as follows:
  - The sum appropriated shall be expended by the University of Hawai‘i for the purposes of this part [~~.~~]; provided that funds shall be expended to expand programs and facilities of the academy for creative media programs ~~at a system-wide,~~ statewide ~~level~~ administered by the University of Hawaii pursuant to section 304A- , Hawai‘i Revised Statutes; provided further that the expansion of programs and facilities of the academy for creative media program shall ~~be directed to~~ include expansion to the west O‘ahu-Kapolei region."

Thank you for your support of the University of Hawai‘i, and for the opportunity to submit testimony on SB 3168, SD2.