Creative Media Recommendations to VPCC
Cross-Campus Discussion Group, 09 November 2020

Overview

MEETINGS
Creative Media (CM) programs were requested to meet, consider, and pose recommendations for consolidation and alignment opportunities. However, for broadly participative dialogue and input, eight faculty members from all CM-related programs across six UHCCs (excluding WinCC), along with the Founder and Director of ACM, Chris Lee, and Chief Academic Officer of ACM and VP for Student Affairs Emeritus, Doris Ching, participated in dialogue to inform the notes and recommendations presented here. VCAA Harriss (KauCC) and Dean Wilson (HawCC) were assigned as facilitators for these meetings. Two meetings occurred at 9:00 AM-11:00 AM on 28 October 2020, and 8:00 AM-10:00 AM on 03 November 2020 (a holiday). Note the brief timeline, short notice, and busy teaching schedules did not yet allow for more frequent or extended, deeper dialogues necessary to sufficiently explore the options, though some opportunities have been identified and some already implemented.

Faculty Participants
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UHMC: Brian Kohne, bkhone@hawaii.edu

IMPORTANCE TO THE STATE AND UH
Beginning with some overall highlights, CM is an important alternative industry towards the economic diversification of the State of Hawai‘i and it is essential for UH to consider the State’s (Governor, Legislature) projection for building this essential industry. To accurately reflect these industry and workforce needs, KapCC indicates that necessary CIP and SOC code changes should occur for ARPD in below discussions. Many of these fields also lend themselves to work from home/telework options expanded by
COVID-19 that might foster retention of creative talent in Hawaii‘i and further contribute to diversification of its economy.

The CCs have established articulation with UHWO contributing to the number of CM graduates who enter the profession and consequently help Hawaii‘i build this robust, alternative industry. Potential growth exists in articulation with UHH and UHM. Recently, growth of CM programs on some campuses (KauCC, HawCC, UHMC, etc.), is reflecting students’ and community’s interests in the field and is contributing to overall enrollment.

PROGRAM ESSENTIALS, INNOVATIONS, AND COST SAVINGS IMPLEMENTED
For these 21st century CM programs, high quality equipment must be available, properly maintained, and regularly updated for quality program viability. That said, programs are keenly aware of the necessity for cost savings and have already begun to seek and implement changes to that end. Examples include (and are further elaborated in subsequent sections):

- Swept position at HawCC;
- Sharing/loaning of equipment and resources between proximal campuses;
- Reduced sections taught by lecturers;
- Expanding relevant online offerings in service to student needs;
- Minimizing low-enrolled courses;
- Transfer of appropriate costs to students;
- Reduction of software licensing costs through Open Source software (KauCC);
- Capitalizing on alternative funding sources/grants and industry collaborations;
- Elimination of low interest areas (Internet Publishing LeeCC); and
- Established pathways and articulations.

EXPLORE OPTIONS FOR ENHANCED COST SAVINGS
Through the two meetings conducted and via program reports presented below, campuses have identified additional areas for further exploring collaborations, cost savings, alignment, and efficiencies such as:

- Sharing classes across campuses with distance learning options;
- Co-teaching courses across campuses;
- Reducing program or course options;
- Using Tablet Apps (KapCC) to reduce program costs;
- Sharing expensive production resources, faculty, and programs across the rail connected campuses of UHWO and LeeCC as a collaborative means to a professionally trained, local workforce required by Hawaii‘i’s expanding video and movie industries; and
- Examining possible program merger/consolidations (LeeCC Animation/Motion Graphics to KapCC NMA and DMED/TVPR).
We need to examine program relevancy relative to current industry practices to determine program reduction and/or consolidation options. Some programs have noted possible negative student impacts to these actions (not all students perform well in distance learning environments, options available to students and/or educational quality might be diminished, etc). However, this examination requires a deeper dive and more adequate time for data and trend analyses and conversations with industry partners to better inform any decisions and actions.

Below current program highlights and innovations are articulated as both an inventory and a platform from which we can begin deeper dialogues for further innovations, cost savings, efficiencies, and improvements that better serve our students, unique island communities, and the state.

HawCC

HAWAI‘I COMMUNITY COLLEGE OVERVIEW
Comparing the enrollment data with other programs at HawCC the CM AS program has demonstrated consistent growth—the last three years of data indicates increased CM majors from 22 to 38 to 51 majors. Compared to other HawCC campus programs, the CM program has the highest percentage of growth from fall 2017 to fall 2018 at 72.73%, and from fall 2018 to fall 2019 at 34.2%. With COVID-19, our majors have decreased to 35 majors for Fall 2020. Beginning Spring 2021, our program has committed to offer the CM AS degree as a fully online degree taught through the University Center on the West HI Palamanui campus. Our CM lab is the best equipped computer graphics media lab on Hawai‘i island. Both CM labs, in East and West Hawai‘i campuses (~70 miles apart) house a CyberCANOE system.

The CANOE is an immersive space that allows students and researchers to explore worlds of data in 3-D. We aim to work on offering shared courses with Palamanui campus and UHH using the CANOE to participate in data visualization projects with Jason Leigh at UHM. Our large island has many remote communities which means physical distances and very poor broadband (missing and/or slow (3mb/s) serve as barriers in many communities. Many students struggle with online learning and fare better with contact with faculty, peers, and mentors. Our service to the community is to continue offering students the opportunity to interact with the most current technology through our production classes.

The CM program at HawCC had one full time faculty member assigned to the program. Unfortunately, with COVID-19, that position has been swept from the college. Because of shared physical space with UHH it makes sense for our program to work toward
sharing classes and lecturers with UHH. Although there are two institutions of higher education on Hawai‘i Island, singularly HawCC offers a CM program. The HawCC program will continue to work with the UHH Library in loaning our digital media equipment to HawCC and UHH students who register in our CM courses. In addition to our pathway to UHWO’s BA program HawCC also has a concentration in art that is a pathway to UHH.

**HonCC**

The MELE program will continue to facilitate collaborative projects and work with CM programs to determine appropriate cross course development.

**KapCC**

**NMA OVERVIEW**

The New Media Arts Program (NMA) prepares students for professional work in the converging fields of graphic design, animation/motion graphics, interface design, front-end web development and emerging industries (game design, 3D visualization, AR/VR) that require fluency, acumen and advanced skills in digital media production. The program serves professionals updating and refining their jobs skills and students preparing for further study and entry into competitive Bachelor Degree programs.

Since its inception in 1997, the NMA Program has been iteratively improving its AS degree to match the needs of employers and keep pace with the latest industry developments. NMA is unique in that it is the only CC CM program not to rely solely on lecturers to teach upper level classes in graphic design, animation/motion graphics, and interface design. The NMA degree is a strongly structured, cohesive curriculum led by four full-time faculty who are actively engaged in regularly updating all courses to collectively work together, providing comprehensive training in the most recent industry technologies and techniques. This close collaboration lends itself to the depth and breadth of NMA students’ proficiencies, to the extent that UHM has granted NMA graduates exclusive permission to articulate courses en route to a BA degree in CM.
Articulation pathways from KapCC’s NMA to UHWO CM have been in existence since 2016, with an addendum to the articulation agreement finalized in 2020. California College of the Arts has also reached out in interest of a possible articulation agreement with NMA.

Annual programmatic funding from ACM-S has been instrumental in supporting NMA’s development. As determined by faculty with several years of industry experience, NMA has budgeted for cross-specialization, industry-standard hardware and software to meet CTE-related requirements and industry expectations. ACM-S support has also provided for one FTE position as well as much-needed student lab assistant funding.

**CONNECTION TO INDUSTRY**
The NMA curriculum is portfolio/reel-based to prepare students with industry skills and student learning outcomes (example) that directly map to industry needs and real-world employment. NMA students’ active participation in local and national professional membership organizations such as AIGA (The American Institute of Graphic Arts) and the American Advertising Federation (AAF) connect them directly to the creative industry in Hawai‘i. NMA has built a reputation in the local creative industry of providing a quality education that readies students to enter the workforce as capable professionals.

**STUDENT AWARDS**
The quality of education in the NMA Program is evidenced by students consistently awarded industry honors at both the state and national level. Since 2016, 57% of the regional American Advertising Awards (Peles) in the College Division were won by NMA students. KapCC is the only community college listed among the top design schools in the country for winning national student awards, sharing the stage with students from such schools as the School of Visual Arts (SVA), Art Center College of Design, Ringling College of Art and Design and Savannah College of Art and Design (SCAD).

**COVID-19**
As the pandemic pushed the delivery of classes online, NMA faculty advanced the initiatives they had already developed with the home support of Kapi‘olani’s nationally recognized Teaching Online Prep Program (TOPP), and pivoted quickly and
successfully to a fully online curriculum. 100% of NMA classes are currently online, combining synchronous and asynchronous modalities with cost-free industry development tools (e.g. Discord, Slack) and system-wide access to Laulima, allowing for fluid expansion of our cohort enrollment. As NMA moves into the future, face-to-face, hybrid, and online classes will be re-evaluated and adjusted based on current COVID-19 health regulations; continued online availability is being determined to serve as an option to neighbor islands students and those who are unable to attend face-to-face classes.

**CIP TO SOC CROSSWALK**

Working for the advancement of all campuses’ CM programs across the system, NMA faculty have initiated a fundamental change to ARPD data and the Classification of Instructional Programs codes (CIP), whereby more precise Standard Occupational Classifications (SOC) will be crosswalked to our shared CM CIP, more accurately capturing Demand Indicators at both state and county levels (examples of before and after). This revision will enhance workforce reach and the availability of Perkins funding for all CM campus programs, and is supported by the UH system ARPD analyst and ACM-S administration.

**COST SAVINGS**

- In 2019, NMA applied for and received Perkins Grant funding to support the purchase of two years of CTE-related software licensing and five years worth of equipment (total $35,352).
- Since 2018, KapCC has taken measures toward achieving a 66.67% fill rate across classes.
- As with all CM programs, NMA has received donations from private industry, including Hawai‘i 5-0.
- A request memo for the implementation of student program fees, reflecting cost recovery of course development and academic support, is pending approval.
- NMA is determining increased capacity in its now-online program, providing the same asynchronous and synchronous access to neighbor island students as for those on O‘ahu.
- Based on emerging trends seen in both online classes and mobile development, NMA is investigating the advantages of adopting tablet apps (iOS, Android) for
the curriculum of introductory and prerequisite classes. As many students indicate having more readily available access to tablets, this adoption would significantly reduce student expenditures on full-software applications or packaged bundles, while remaining in the same industry-standard suite of applications (Adobe, Autodesk) providing CTE-readiness.

INDUSTRY ADVISORY BOARD
NMA regularly meets with its Industry Advisory Board to discuss curriculum relevancy, current industry practices and trends, and to receive real-world assessment of coursework.

RECOMMENDATION
Kapiʻolani New Media Arts' recommendation to VP Erika Lacro’s 10/12 memo is the following: in regards to collaboration, KapCC faculty look forward to working together with all CM partners system-wide in pursuit of creating a more efficient, streamlined, and consistent experience for students. In regards to duplication concerns, if a decision is made for individual campuses to focus on specific CM sub-specializations to eliminate overlap, or if it is determined that it might be best if similar programs consolidate, then KapCC faculty are best suited to lead in the following three areas: Graphic Design; Animation/Motion Graphics; and Interface/Web Design.

ADDITIONAL DATA
Associate in Science Degrees Awarded, 2017-2020

ART112 Alignments Across Campuses
ART112 Introduction to Digital Art is a gateway prerequisite for the majority of UH Creative Media programs. The data here indicate course and TE alignment, class durations, section and enrollment counts.

NMA Internship List

NMA Instructors
Adam Moura  Emily Moody
Christopher Gargiulo  Jake Shimabuku

KauCC

CREATIVE MEDIA PROGRAM HIGHLIGHTS

KauCC has updated over fifty percent of its curriculum with new, CM-alpha classes that replaced courses with overlapping content. The redesigned program provides an AS degree and certificates in Graphic Design, 3D Animation, Video Production, Music Production, Still Photography, Event Technology, and Website Technology.

Since the update was implemented, the program has grown from twenty-six majors (Spring 2018) to sixty-two majors (Fall 2020). Awarded Degrees and Certificates also continue to increase.
Creative Media Majors

### Active Students by Age

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### Graphs

- **Demographic Selection**
  - Major
  - Specialization
  - Age
  - Award Type
  - Enrollment Status
  - Gender
  - UIH Ethnicity
  - IPEDS Ethnicity
  - Program Type
  - Registration Type

- **Term Type**
  - (Multiple values)

- **Term**
  - (All)

- **STEM?**
  - (All)

- **Early College?**
  - (All)

- **Color Coding**:
  - Under 18
  - 18-19
  - 20-21
  - 22-24
  - 25-29
  - 30-34
  - 35-39
  - 40-49
  - 50-64

- **Percentage Distribution**
  - FALL 2017
  - SPRING 2018
  - FALL 2018
  - SPRING 2019
  - FALL 2019
  - SPRING 2020
  - FALL 2020


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Degrees Awarded

Certificates Awarded
Spring 2020, KauCC launched an online, streaming, end-of-term Creative Media Student Showcase. The event featured works produced by students during the term. The showcase attracted 162 attendees. The CM Student Showcase has raised the level of commitment in students, challenging them to produce their best work.

Each term, students in all CM classes join to create professional fundraising programs for local, non-profit organizations, including Easter Seals, Big Brothers/Big Sisters, K.O.R.E and the Kaua‘i Humane Society. CM students also produce video programs that promote programs at KauCC including Business, Accounting, Culinary, and Automotive. Additionally, the KauCC Marketing Department exclusively hires CM students who create advertising materials, podcasts, and video programs that promote lecturers, individual programs, and the college.

The success of KauCC’s CM program is largely due to fiscal support provided by the ACM system. Every initiative in KauCC’s program has required an investment in industry-standard equipment for students. New equipment including a cinema-quality video camera, live-event lighting systems, professional audio recording equipment, iMac computer workstations, and ergonomic furniture for two computer labs has been funded through the ACM system office. ACM leaders provide an unprecedented level of advice, support, and encouragement, which has effectively removed barriers impeding program growth. KauCC’s articulation agreement with UHWO is another positive outcome for students which was driven by ACM leaders.

KauCC’s CM program received donations from private industry in excess of $50,000 from both Hawaii 5.0. and Disney Films. Students have been hired by both companies, which may be a contributing factor that led to the donations. All donations have been used to purchase industry-standard equipment that students use to complete class projects.

**POTENTIAL COST SAVINGS**

Fall 2020, KauCC began to integrate Open Source software (OSS). Students have the choice to use proprietary applications like Adobe Creative Suite (at the students’ expense) or OSS. This shift created cost savings of a $400 Adobe license per computer workstation, and across 45 stations totals an annual savings of $18,000. Moreover, OSS gives students free, viable options to create projects and fosters an innovative mindset that students can apply after graduation.

Spring 2021, CM will reduce course offerings by fifty percent and require students to take courses in a specific sequence. Based on the success of existing cohort
programs, this change is expected to increase graduates and reduce lecturer costs by approximately ten TE’s per term.

During COVID-19, hybrid course delivery allows students to use industry-standard equipment, work together on field productions, and receive one-on-one coaching. KauCC secured Noah Domingo to teach 3D animation synchronously online. Noah was recommended by Brittany Biggs, former KauCC 3D Animation lecturer subsequently hired by UHM. Connections with UHM may bridge a gap and open future opportunities for KauCC graduates. 3D animation should be hybrid-delivered for student access to computers needed to run Maya (3D software). Students could meet in one of KauCC’s computer classroom/labs. During the class, the KauCC faculty member would act as the classroom coach to help students with assignments and resolve technical issues. A qualified faculty/lecturer from another CM program could teach the course. As a co-teaching effort, the faculty/lecturer’s TE’s would be reduced by one TE for the class.

Another cost-saving measure may be to postpone classes that have been impacted by COVID-19. Event Technology (ET) is a candidate because the topic area involves live performances. Removing ET courses, however, may have a negative impact on student satisfaction because when the pandemic is over, ET will immediately return to be a ubiquitous and lucrative field, with Audio/Visual Technicians earning an average of $60,000, annually in Hawaii. Some students could be left behind because during the pandemic, it is an optimal time for Event Technologists to polish their skills.

A UHCC CM program lecturer pool could also be created from which co-teaching could occur for the following, intermediate-level courses:

- ART 225 - Intermediate Graphic Design
- CM 171 - Intermediate Event Technology
- CM 191 - Intermediate 3D Animation

The KauCC faculty can assist students in the classroom/lab while lecturers for these courses teach synchronously, online. As a co-teaching effort, TE’s would be reduced by one TE for each class and allocated to the KauCC faculty member/coach. The articulation agreement with UHWO would need to be addressed to ensure seamless transfers to UHWO for KauCC graduates.
LeeCC

TVPRO (TELEVISION PRODUCTION) PROGRAM

The LeeCC TVPRO program is the first and only Career and Technical movie / TV production accredited degree program in Hawai‘i, and is thus unique to both UH and Hawai‘i. TVPRO offers a CO, CA, and an AS Degree at 63 credits. Workforce skills courses include three semesters of beginning, intermediate, and advanced digital camera operation, lighting, audio, script writing, digital editing, digital graphics, directing, digital engineering, aesthetics, ethics, film history, copyright law, internships, and job prep classes. If stopped out there will be no in depth CTE degree specifically teaching movie or TV workforce job skills in Hawai‘i.

A program merger with LeeCC’s DMED (Digital Media) has been proposed by administrators, but vigorously opposed by the TVPRO Faculty and Program Coordinator as inappropriate. A cursory examination of the Classification of Instructional Programs (CIP) to Standard Occupational Classification (SOC) codes reveals virtually no similarities between the two programs, curriculum, subjects, majors, or workforce jobs.

TVPRO SOC CODES

27-4012 - Broadcast Technicians
27-4031 - Camera Operators, Television, Video, and Motion Picture
27-4032 - Film and Video Editors

DMED SOC CODES

15-1143 - Computer Network Architects
27-1024 - Graphic Designers
15-1122 - Information Security Analysts
27-1014 - Multimedia Artists and Animators
15-1134 - Web Developers

Compare the DMED program description from the LeeCC catalog to TVPRO.
DMED PROGRAM

The Digital Media curriculum provides creative individuals with the art and design training needed to explore and express ideas using leading edge technology and skill-sets. Students receive integrated digital media training incorporating art theory, web design and development, computer graphics, digital video, business and marketing, media ethics, digital photography, animation, and motion graphics media authoring, and 2D and 3D animation. Students become life-long learners, developing the skills required for a vast array of digital media careers.

TVPRO PROGRAM PURPOSE/MISSION

To provide the skills, experiences, and learning for TVPro majors required by employers to enter the television production profession and related film industry HDTV career areas. Students develop skills in lighting, audio, location & studio production, directing, editing, camera operation, and television graphics. This career-oriented program is designed for students seeking job-entry skills, retraining, or upgrading in professional digital cinematography, with emphasis on all aspects of video production. The program is demanding, condensed, academically challenging, and requires substantial time commitments. Courses and extensive hands-on labs include the use of state-of-the-art digital video technology and equipment, emphasizing video equipment operation, storytelling, application and mastery of equipment, and aesthetics. Leeward’s TV PRO program is uniquely co-designed by industry leaders and university educators to provide the knowledge skills necessary to enter the TV production profession. Our courses, taught by working professionals and subject specialists, train students for entry-level positions in broadcast and non-broadcast operations in the television and HDTV film production field.

There is minimal overlap and few similarities between the learning objectives of DMED and TVPRO, making the merger ill-advised and a potential disservice to LeeCC students by diminishing the depth and rigor of both majors. Such a merger may force students to mainland colleges for purposes of entering this lucrative career, furthering the “brain drain” from Hawai‘i. The potential impact of eliminating in-depth TVPRO workforce training is a State reversion to where it was prior to TVPRO implementation in 1989, forcing all productions coming to Hawai‘i, local TV stations, and commercial producers to hire exclusively from sufficiently trained Mainland personnel.

The primary indicator of CTE program success is graduate job placement within the industry. Since the 1988 TVPRO program inception, industry placements average 71%, thus proving local program need. In 2019, all three Health Indicators of Demand, Efficiency, and Effectiveness are Healthy for TVPRO. The “TVPRO” brand has high
recognition and respect amongst the movie and TV industries in New York, Hollywood, and in Hawai‘i.

In recognition of supplying professionally qualified interns and employees directly to Hawai‘i’s movie and television industries, those industries have reciprocated with significant grants and gifts. As recognition of the LeeCC’s TVPRO program’s excellence in providing the industry with qualified employees, the CBS television network and EYE Productions (“Hawaii 5-0”) donated $56,725 to the program in July 2017. This generous donation has provided funding for a remote four camera 4K production van required for Electronic Field Production instruction. In 2019, Justin B. George and Rebecca Brown of Walt Disney Television donated $1,000 to the TVPRO program. In 2020 Walt Disney’s Ryan D. Willis donated an additional $7,700. In March 2020, CBS TV Network “Magnum P.I.” donated an additional $5,000.00 to TVPRO.

Over the past 34 years eight LeeCC TVPRO students have won $3,000 video production Sheldon “Shelly” FAY Memorial Undergraduate Videography scholarship “Emmy” Awards, and the Peter J. Marino, Jr. Memorial Undergraduate Production Scholarships. Submissions were juried by the San Francisco National Academy of Television Arts and Sciences industry professionals. Hawai‘i students compete in the Northern California NATAS Chapter which includes all colleges and universities north of San Louis Obispo to the Canadian border. This division includes San Francisco State University, Stanford University, UC Berkeley, and many other baccalaureate institutions with far larger faculty rosters, hundreds of students, and much greater budgets than LCC.

Financial savings from either a program stop-out or program merger seems unlikely because TVPRO equipment is fully federally funded through Perkins grants. The UH costs are for faculty wages of $104,988 and $8,000 annual supplies. While merging the LeeCC programs with the UHWO CM Liberal Arts curriculum will not result in any actual savings for the UH, it makes practical sense to combine a CTE job skills program with a LA degree, resulting in the best of both worlds for Hawai‘i students. UHWO courses requiring existing equipment and studios at eeLCC can be taught on the LeeCC campus. LeeCC courses requiring a sound stage can be taught at UHWO. In September 2020, President Lassner highlighted for the BOR the UH system post-Covid commitment to developing the film and TV sectors of the State economy. Sharing expensive production resources, faculty, and programs across the rail connected campuses of UHWO and LeeCC makes sense if Hawai‘i is serious about developing a professionally trained, local workforce required by Hawai‘i’s expanding video and movie industries.
DIGITAL MEDIA (DMED) PROGRAM

The Digital Media (DMED) Program provides creative individuals with the art and design training needed to explore and express ideas using industry-standard software and equipment. The current curriculum includes five DMED core courses, seven General Education courses, and five specializations including Animation and Motion Graphics, Creative Media, Digital Photography, Digital Video for the Web, and Internet Publishing.

Highlights
The DMED Program has:
- 91 declared majors
  - With five different specializations, students have a number of areas of interest from which to choose.
- 42 degrees
  - Including 22 AS and 20 CA Degrees Awarded.
- 1,689 SSH Program Majors in Program Classes
  - This number as compared to only 49 classes taught.
- 756 SSH Program Non-Majors in Program Classes
  - Since ART and ICS classes are roughly half the classes taught, there are many non-majors taking courses in the DMED curriculum. DMED 150, Film Analysis and Storytelling also has a Designate Art (DA) classification so non-majors also re-enroll in this course.
- 17 Average Class Size
  - Courses are typically capped at 20 due to amount of available workstations in the classroom lab.
- 83.2% fill rate
- 95 Majors to FTE BOR Appointed Faculty
  - Previously, this number was 49 in 2017-2018, then 67 in 2018-2019. This is the main reason why the program received a Cautionary Efficiency Health Indicator. Due to COVID-19, the program lost 2 FTE.
- Five Low enrolled courses
  - The low-enrolled courses are typically the 200-level courses in a particular specialization.
- 15 Transfers to a UH four-Year
Due to an articulation agreement, most program transfers go to UHWO to attain a four-year CM Degree.

- Attained all areas of Perkins Indicators except 4P1 Student Placement
  - Goal of 4P1 is 66.75, Actual 60.87

**Other**

- 53% Fall Full-Time, 47% Fall Part-Time; 54% Spring Full-Time, 46% Part Time Students
  - In comparison to other campuses, LeeCC has a large amount of part time students.
- Withdrawals in 2019-2020 was 52
- Compared to 32 in 2018-2019 a higher number of withdrawals may be attributed to a larger amount of withdrawals in Spring 2020 due to COVID-19.
  - Likely, we had a larger number of students withdraw from DE courses as well (16 in 2018-2019, 29 in 2019-2020).
- 36 Other Certificates Awarded
  - Compared to 61 in 2018-2019. We still offer the same number of certificates (eight) as the year previous. Anecdotally, this may be because many Spring students never applied for the certificates because they were not on campus.

**Changes**

- In Fall 2020 (effective Fall 2021), Internet Publishing was deleted as a specialization due to low student interest.
- It is a rare student that has both creative abilities while embracing coding DMED may examine merging with TVPR, a much smaller program. This would be to the advantage of TVPR since it consistently is on the BOR small program list.
- DMED in examining its program is considering having less DMED core and General Education courses, and more hands-on courses in its specializations.
- DMED discussed merging with UHWO’s Program as a cost-saving measure to the Leeward Campus.
- DMED has consistently requested that CIP codes that are more conducive to its areas of specialization. The current SOC Code includes Graphic Artists and Multimedia Artists and Animators. Jobs in video production and photography are not reflected in the assigned code.
In Fall 2020, our Creative Media program rebranded as Academy for Creative Media Maui and set in motion a brand new program that features four, 60-credit AS degrees (Creative Media, Filmmaking, Graphic Design, and Web Development) and four, 30-credit CAs. This is our fourth academic year and while interest was always high in the community for a commercial arts education, the shortcomings of the program as originally established led to significant retention challenges in recent years. Our curriculum was narrow, many of the courses which appeared in the original program map were seldom offered, and as the first faculty hired to lead the program even I did not have many classes to teach. We created over 20 new CM courses in recent years, are now deeply networked with the feeder high school faculty and juniors/seniors, and it is for this reason that I do not place much value in the metrics of the recent past. We are revised, actively building numerical evidence of viability, and moving forward with an added focus on initiatives to improve accessibility for students on Lanai and Molokai.

We presently have 49 active CM majors in Fall 2020, along with a number of other previous students/returning majors that will continue to chip away at their degrees as time and resources allow. Aside from higher levels of retention this coming cycle, we anticipate a minimum of 50% growth in enrollment for Fall 2021.

With the move to near-exclusive distance learning this academic year we are focused on delivering the first year courses relative to the new program, while preparing to offer the intermediate level courses beginning next academic year, with a hope that face to face instruction resumes. We may discover under-enrollment in certain courses on our campus and can seek UH system equivalent distance learning possibilities that our majors can access. Likewise, our current distance learning courses are available to students from other campuses. Thus, our viewpoint is that UHMC’s Creative Media program is stable, and as we evolve to provide greater levels of access to Lanai and Molokai students, we also become an attractive option for routine consideration by other campuses and their students.

UHMC instructors are primarily working industry professionals, and our advisory board is comprised of 30+ individuals who work in related fields. While Maui does not have a ripe job market for Animators/Gamers and Web Developers, our education is foundational and adequately prepares students in these fields for transfer. Unlike Oahu, jobs in Filmmaking and Graphic/Web Design on Maui are not located in agencies and production facilities, but in segments such as resorts and real estate offices. Marketing is a strong theme embedded throughout our program and we advertise as a dynamic destination for commercial artists to get their start. Over time our program becomes the
prime resource to hire creatives on the island. Even the local Press has rallied behind our efforts.

We are having great success with our feeder schools now that we have developed an attractive curriculum and an established relationship bridge. We are also successfully transferring program AS graduates to UHWO to pursue their BA, both online and on site. Approximately 50% of our majors plan to transfer to UHWO, and we also have students with an eye on UHM.

The UHMC budgetary situation was challenged before COVID-19 and was reflected in a diminished lecturer budget. Forged relationships are generating UHF funds, and utilizing UHF funds has become a viable means to pay for lecturers and ensures the program can deliver the necessary volume and diversity of course offerings anticipated. Aside from the advisory board reach, UHMC has a number of supporters/potential donors in our community who are committed to the successful establishment and future of the Academy for Creative Media Maui.

In summary, the CM program at UHMC is stable, gaining strength, and committed to doing whatever we can to provide support for our colleagues and students at other CM programs in the UH system, while also examining tangible ways to access system offerings that directly benefit UHMC students.