

UHMC Creative Media



2020

ANNUAL REVIEW OF PROGRAM DATA



UNIVERSITY of HAWAII®  
**MAUI COLLEGE**

## **1. Program or Unit Description**

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Primarily serving residents of Maui County (Maui, Molokai, and Lanai), the Creative Media program at UHMC provides foundational A.S. degrees and Certificates of Achievement in the related fields of Filmmaking, Graphic Design, and Web Development. Our three primary outcomes prepare graduates to: work in their chosen field of study; open their own business as entrepreneurs; continue their studies for a four-year degree. An articulation agreement with UH West Oahu empowers our A.S. graduates to earn their B.A. in Creative Media, either in person or online.

## **2. Analysis of the Program/Unit**

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The Creative Media program was established at UHMC in Fall of 2017, and after three years we have graduated six A.S. students. Demand for this degree in Maui County had been high for many years, and we peaked in Fall 2019 with fifty-nine total majors. However, in a short period of time the program, as originally established, proved insufficient as it was based entirely in pre-existing curriculum. Frankly, many of the courses in the original program map were antiquated and some were not even offered. As a result, we have faced retention issues which led to students changing their majors and worse; drifting from academia entirely. After several years of focused analysis and program-building, we are now in a far more favorable position.

Since the hire of our first full-time faculty member, award-winning music producer/filmmaker Brian Kohne, in Fall of 2018, the program has experienced a major overhaul of the curriculum. By Fall 2020, over twenty new and updated CM alpha courses were established along with four distinct 60-credit A.S. degree pathways and four 30-credit Certificates of Achievement. Aside from thirty-year industry veteran Kohne, the program is staffed by working professionals (lecturers) including an acclaimed Hollywood video editor and the head of the Hawaii Film Critics Society. As the program organically expands, we seek to add additional specialists and eventually justify a second faculty position. The program now projects a powerful identity in the community as the Academy for Creative Media Maui. For more on ACM Maui, visit: <http://maui.hawaii.edu/creative-media/>).

Since the reboot, even the local press has rallied around our efforts: <https://mauitime.com/news/education-news/introducing-the-academy-of-creative-media-maui/>.

Aside from Maui island, UHMC also serves the communities of Molokai and Lanai. The forced migration to near-exclusive distance learning modalities in Spring 2020 accelerated our long-term agenda to serve these communities more profoundly, in addition to providing greater levels of access for others on island who reside far from our home campus (such as Hana and Lahaina).

Of the many feeder high schools in Maui County, Maui High, located just a few miles from our campus, provides a reliable pipeline of students to UHMC. In fact, they also boast a

well-organized arts program that serves as many as 500 students at any given time. MHS leadership had waited for years for UHMC to firmly establish a media program, as their students routinely win national media competition awards, yet few would so much as consider UHMC as a viable alternative. That has changed, and with direct outreach and focused recruitment efforts, not only to the MHS students and faculty but also to the other high schools on island, we project an enrollment increase of up to 50% in Fall 2021.

In 2019, Maui High School Arts and Communication program leader Clint Gima shared:

*“After reviewing your proposed sequence of courses for the Creative Media program at UHMC, I realize the tremendous opportunities this will open up to our students and all of the creative people on Maui. By offering an A.S. degree (to start) in creative media, it not only validates what we do at Maui High, but it will create a pipeline of highly skilled, highly desirable creative employees. As you know, a student with knowledge in graphics, filmmaking, photography, animation, and/or web development can contribute to any of the industries we have here in Hawaii. The creative media skill set your graduates will gain from your program will undoubtedly make them competitive in our job market. What is even more exciting about the future of creative media on Maui is the connection you have made with UH West Oahu’s Creative program. After graduating from your program, students can stay on Maui and get their bachelor’s degree online.”*

Of our six A.S. graduates to date, one has gone on to pursue a B.A. at UH Manoa, two have continued to UH West Oahu also for their B.A., one has landed a position in the IT department at UHMC, and the two others have chosen to continue their education in other fields of study with plans to also leverage their media skills for success. So, while the quantity of graduates thus far is low, the quality has been quite high.

We also experienced tremendous success in 2019 placing students into paid summer work, with seven UHMC students hired as crew for a nationally syndicated TV program that was shooting for eight weeks on the island, and three more who held responsible position on a local independent feature length comedy which starred Augie T. Even more of our ACM Maui students, upon completion of a course or two, went on to start and fully commit to their own local media businesses. In fact, it is common in a program like ours for students of all ages to enroll for very specific reasons, such as to learn web design or basic filmmaking, with no intention of attaining a degree or certificate. We are also a prime source for career retraining.

To review our Program Quantitative Indicators, visit:

<https://uhcc.hawaii.edu/varpd/index.php?y=2020&c=MAU&t=CTE&p=2229>

### **3. Program Student Learning Outcomes or Unit/Service Outcomes**

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1. Apply effective communication and critique skills with peers and clients.
2. Demonstrate skills in professional use of creative media applications and equipment.
3. Describe ethical and legal aspects regarding the creation and use of creative media.
4. Produce creative media project using critical thinking and basic design concepts.

## **4. Action Plan**

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As articulated above, the Creative Media program at UHMC recently initiated a comprehensive, robust series of degrees and certificates as Academy for Creative Media Maui. We are well positioned in the community and with our feeder schools, and anticipate steady enrollment growth in the coming years, justifying the eventual hire of a second faculty position.

Our work in reestablishing the program was undertaken and completed in coordination with UHMC leadership, multiple department chairs, input from current and former students, and with the insightful guidance of a 30+ member advisory committee comprised primarily of working professionals in related industries.

With the onset of COVID -19, our program, like all others throughout the UH system, has experienced a major disruption in planning for the future. But the switch to near-exclusive distance learning modalities has actually strengthened our ability to serve all of Maui County. Even when face to face courses are allowed to resume, we are committed to continuing a vibrant slate of distance learning offerings, possibly attracting students outside of Maui County.

Additionally, in accordance with the system-wide discussion about sharing resources, our program will work to further connect with other media programs to this end.

By Spring of 2021 we expect to have tripled the total number of A.S. graduates and expect a number of recipients of our new Certificates of Achievement, as well. If all goes according to plan, we will hold our first annual Graduate Showcase at that time.

It is anybody's guess what the workforce opportunities will look like in the near future, but the Academy for Creative Media Maui is certain to emerge as one of the finest learning institutions in the Pacific for commercial artists, as well as the primary place to hire talented island creatives.

## **5. Resource Implications**

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We recently received all-new computers for our primary MacLab, and enjoy the benefit of a professional broadcast TV studio. The music program at UHMC also recently completed construction of a professional recording studio, so ACM Maui students will be able to access those resources as well.

Our immediate concerns have to do with the establishment of remote access to our computers, not only to increase accessibility during COVID, but to empower all of our faculty and students who will, in the future, require access to industry software and high-powered computers. We also must find additional resources to keep our software and hardware up to date annually.

Aside from existential concerns regarding the lecturer's budget, an issue that impacts virtually all programs at UHMC, we feel the Academy for Creative Media Maui can address a portion of our upcoming needs through the support of the UH Foundation, and a series of local donors who are supportive of our larger efforts.

In summary, with the increased enrollment anticipated in the near future, combined with excellent existing resources, we feel the Academy for Creative Media is vibrant and healthy, and will emerge in the coming years as a gem in our community.