

<< Creative Media >>



ANNUAL

REPORT OF PROGRAM DATA

2021



UNIVERSITY of HAWAII®
MAUI COLLEGE

1. Program or Unit Description

Academy for Creative Media at UH Maui College offers four Associate of Science (A.S.) degrees and corresponding Certificates of Achievement (CAs) in Creative Media, Graphic Design, Filmmaking, and Web Development. There are three primary outcomes for our graduates: entry into the workforce; entrepreneurship; continuation for a four-year degree. Notably, we have an articulation agreement with ACM West Oahu (UHWO) whereby our A.S. graduates can transfer into their program and earn a Bachelor of Arts (B.A.) with as little as two additional years of study.

According to the U.S. Bureau of Labor Statistics, the arts, entertainment and recreation industry is expected to grow 6% by 2026. In fact, the past year in Hawaii and Maui County reflects a record amount of television and film production, and many of those jobs were performed by island residents. Our majors are routinely provided opportunities to work in entry level positions in the industry; however, the pandemic has complicated their ability to do so. In May of 2022 we will experience a record number of graduates, as well as certificate recipients. Despite the complicated circumstances as a result of the pandemic and our shift to distance learning, we experienced a 35% increase in enrollment in Fall 2021, and expect to continue this positive trajectory headed into Fall 2022.

As both a resource for those returning to school, and as a bridge for high school students seeking employment and higher education opportunities, Academy for Creative Media Maui helps to level the playing field for island creatives who are no longer forced to move off island to receive a first-rate media education.

2. Analysis of the Program/Unit

Our program continues to grow. This current semester (Fall 2021), we boast 67 Creative Media majors, a dramatic increase over the total indicated below (47). Our growth trajectory is felt in real time, and next year's report will reflect marked improvement across the board. In fact, a closer analysis of the current FTE indicators (also below) demonstrate that while our number of majors did not increase over the previous year, students were taking more courses than in previous cycles, elevating our SSH (Student Semester Hours). In Fall 2020, at the outset of the pandemic, we introduced 22 new courses and four new degree pathways. In May of 2022 we expect these recent changes to bear fruit, with eight to ten A.S. graduates expected. We've been patient and diligent in

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building out the program on solid footing, and soon will show a wealth of numerical and anecdotal data to demonstrate our success.

| # | Demand Indicators | 2018 - 19 | 2019 - 20 | 2020 - 21 | Demand Health |
|-----|---|-----------|-----------|-----------|---|
| 1. | New & Replacement Positions (State) | 22 | 17 | 15 | Needs Attention Insufficient Data County Level |
| 2.* | New & Replacement Positions (County Prorated) | 1 | 1 | 1 | |
| 3. | Number of Majors | 40 | 46 | 47 | |
| 3a. | Number of Majors Native Hawaiian | 11 | 9 | 9 | |
| 3b. | Fall Full-Time | 56% | 56% | 53% | |
| 3c. | Fall Part-Time | 44% | 44% | 47% | |
| 3d. | Fall Part-Time who are Full-Time in System | 2% | 0% | 9% | |
| 3e. | Spring Full-Time | 54% | 42% | 48% | |
| 3f. | Spring Part-Time | 46% | 58% | 52% | |
| 3g. | Spring Part-Time who are Full-Time in System | 3% | 0% | 6% | |
| 4. | SSH Program Majors in Program Classes | 0 | 213 | 432 | |
| 5. | SSH Non-Majors in Program Classes | 0 | 249 | 393 | |
| 6. | SSH in All Program Classes | 0 | 462 | 825 | |
| 7. | FTE Enrollment in Program Classes | 0 | 15 | 28 | |
| 8. | Total Number of Classes Taught | 0 | 11 | 15 | |

NOTE: New & Replacement jobs updated ([View Methodology](#)).

| # | Effectiveness Indicators | 2018 - 19 | 2019 - 20 | 2020 - 21 | Effectiveness Health |
|------|--|-----------|-----------|-----------|----------------------|
| 17. | Successful Completion (Equivalent C or Higher) | 0% | 88% | 84% | Healthy |
| 18. | Withdrawals (Grade = W) | 0 | 4 | 17 | |
| 19.* | Persistence Fall to Spring | 66% | 57% | 79% | |
| 19a. | Persistence Fall to Fall | 40% | 31% | 60% | |
| 20.* | Unduplicated Degrees/Certificates Awarded | 3 | 4 | 4 | |
| 20a. | Degrees Awarded | 3 | 4 | 4 | |
| 20b. | Certificates of Achievement Awarded | 0 | 0 | 0 | |
| 20c. | Advanced Professional Certificates Awarded | 0 | 0 | 0 | |
| 20d. | Other Certificates Awarded | 0 | 0 | 0 | |
| 21. | External Licensing Exams Passed ¹ | | | | |
| 22. | Transfers to UH 4-yr | 0 | 1 | 3 | |
| 22a. | Transfers with credential from program | 0 | 0 | 2 | |
| 22b. | Transfers without credential from program | 0 | 1 | 1 | |

¹ Campus to include in program analysis if applicable.

| # | Efficiency Indicators | 2018 - 19 | 2019 - 20 | 2020 - 21 | Efficiency Health |
|------|--------------------------------------|------------|-----------|-----------|--------------------|
| 9. | Average Class Size | 0 | 14 | 18 | Progressing |
| 10.* | Fill Rate | 0% | 53.3% | 67.9% | |
| 11. | FTE BOR Appointed Faculty | 1 | 1 | 1 | |
| 12.* | Majors to FTE BOR Appointed Faculty | 40 | 46 | 47 | |
| 13. | Majors to Analytic FTE Faculty | 0 | 46 | 23 | |
| 13a. | Analytic FTE Faculty | 0 | 1 | 2 | |
| 14. | Overall Program Expenditures | \$75,453 | \$86,461 | \$79,709 | |
| 14a. | General Funded Budget Allocation | \$65,954 | \$76,363 | \$79,709 | |
| 14b. | Special/Federal Budget Allocation | 0 | 0 | 0 | |
| 14c. | Tuition and Fees | \$9,499 | \$10,098 | 0 | |
| 15. | Cost per SSH | \$Infinity | \$187 | \$97 | |
| 16. | Number of Low-Enrolled (<10) Classes | 0 | 3 | 3 | |

3. Program Student Learning Outcomes or Unit/Service Outcomes

Following is the most recent Program Assessment Report, which examined Student Learning Outcomes to verify that the Program Learning Outcomes are being met.

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| Program | Creative Media (CM) |
| Semester | Spring 2021 |
| Date | June 14, 2021 |
| Participants/Title/Role | Brian Kohne - Academy for Creative Media Program Coordinator Adi Ell-Ad - Instructor, Video Editing Calder LaValle - Creative Media A.S. Graduate (May, 2021) |
| Course(s) | <p>CM 152 - Principles of Video Editing Develops technical and creative skills essential for video editing. Students learn to manipulate existing footage into thoughtful and creative video edits by using Adobe Premiere Pro software and discover the technical and creative elements essential for success.</p> <ul style="list-style-type: none"> ○ Course Student Learning Outcomes (SLOs) <ul style="list-style-type: none"> i. Explain the principles of editing including the aesthetics and art used for various genres of film and television. ii. Demonstrate an understanding of terms and vocabulary used in post-production. iii. Demonstrate proficiency of the editing process: Organizing Bins and Clips, Review of Source Material, Assembly Edit/Rough Cut/Fine Cut, Picture Lock to Audio Design, Mastering and Delivery. iv. Demonstrate the proper use of graphics, color correction and audio sweetening (audio enhancement). |
| Artifacts | Calder Lavalles Final Project for CM 152: MISSION IMPRACTICAL |
| Program assessment model | Portfolio Model 3 |

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| <p>Brief description of assessment process</p> | <p>In Spring 2021, a committee was established to assess students' attainment of the CM Program Learning Objective 2, Demonstrate skills in professional use of creative media applications and equipment, and Objective 4, Produce creative media projects using critical thinking and basic design concepts. Also, a College-wide Academic Student Learning Outcome (CASLO) - Critical Thinking. The assessment team consisted of two representatives of the CM Instructional Team, Brian Kohne (Program Coordinator) and Adi Ell-Ad (Video Editing).</p> <p>A phone meeting was held on June 13, 2021, asking the questions:</p> <ol style="list-style-type: none"> 1. Are students achieving the PLOs at the level appropriate for the degree? 2. Do students develop and demonstrate relevant competencies for graduates of the program? |
| <p>Evidence of assessment</p> | <p>The members of the team reviewed projects the Student had completed during his time in the program, and specifically CM 152. In addition to the final project, they discussed his overall progress as reflected in another course, CM 285 Graduate Capstone, and took into consideration the Student's personal/educational objectives upon completing his studies at UH Maui College.</p> <p>Some of the activities the student completed with mentorship include:</p> <ul style="list-style-type: none"> • The decision to continue studies for a BA at UH West Oahu • Portfolio work for submission to their program • Time management exercises relevant for commercial artists • Revision of a script, pre-production planning, and completion of a short narrative comedic video for CM 152. |

| | |
|---------------------|---|
| Assessment Outcomes | <p>Based on the discussion, the committee agreed that the student's sample work demonstrated progress towards the exit level of PLO 2 and 4, and also demonstrated Critical Thinking abilities to achieve a CM AS degree. The members of the committee were impressed by the variety of skills the students had acquired during their time in the program, and more specifically his ability to write, cast, produce, direct, act, and present a short video film.</p> <p>And one of the more remarkable aspects of the student's final project, was the fact that in his time in our program UH Maui College was unable to offer any introductory video production courses. The student managed to elevate their skills and apply high levels of production acumen despite the limitations the new CM program had in his time with us.</p> <p>Using a variety of software, scriptwriting ability gleaned through script to screen, storytelling, and media analysis courses, the student produced inspired, quality work and also demonstrated profound growth, personally.</p> <p>Perhaps even more impressive, the student's final three semesters in the program were during the pandemic, when he was forced to continue and complete his education <i>entirely online</i>.</p> <p>As the student moves on to a four year college, he can rely upon the CM Instructional team to support his efforts in the future. When it comes time to seek employment in the motion picture industry on Oahu, Maui, or anywhere else in the world, the positive relationships he fostered at UHMC become alliances he can access for future advancement.</p> <p>In short, the course in question, CM 152 Principles of Video Production met and exceeded their SLOs, and CASLOs, and as an integrated component of a nascent program all signs point to a successful future for Creative Media at UH Maui College.</p> |
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4. Action Plan

Academy for Creative Media at UH Maui College is now established as a magnet for island creatives. Besides adult students returning to school to pursue a new career path, we now routinely receive students from every high school in Maui County. In fact, we also have been serving students through our distance learning modalities from both Oahu and Kauai. In Spring 2022 we will be running our new Intermediate courses for the first time, and producing a record number of Creative

Media graduates in May. We will no doubt learn a lot over the next six months that will inform decision making in the future, and have an established annual schedule which, at this writing, appears sustainable and likely to satisfy all Program Learning Outcomes now and in the future.

5. Resource Implications

I am NOT requesting additional resources for my program/unit.

6. Edits to Occupation List for Instructional Programs

I am requesting changes to the SOC codes/occupations.

The current Standard Occupational Classification used for Academy for Creative Media Maui is not aligned with the program's mission, courses, or learning outcomes. The current SOC/CIP code is partially aligned with only one of the program's occupational focus areas. ACM Maui prepares students for jobs in seven occupational areas, including: (1) Video/Film Production; (2) Photography; (3) Animation; (4) Graphic Design; (5) Website Development; (6) Event Technology; (7) Audio/Music Production. To accurately reflect occupations that graduates are prepared to enter, CIP Code 10.0304 (27-1014 - Special Effects Artists and Animators) should be removed. The following codes should be added.

SOC-CIP 15-1255 Web and Digital Interface Designers

09.0702 Digital Communication and Media/Multimedia.

11.0801 Web Page, Digital/Multimedia and Information Resources Design.

11.1004 Web/Multimedia Management and Webmaster.

50.0401 Design and Visual Communications, General.

50.0409 Graphic Design.

52.1404 Digital Marketing.

SOC-CIP 27-4014 Sound Engineering Technicians

10.0203 Recording Arts Technology/Technician.

15.0307 Audio Engineering Technology/Technician.

SOC-CIP 27-4021 Photographers

50.0101 Visual and Performing Arts, General.

50.0102 Digital Arts.

50.0406 Commercial Photography.

50.0605 Photography.

SOC-CIP 27-4031 Camera Operators, Television, Video, and Film

10.0202 Radio and Television Broadcasting Technology/Technician.

10.0299 Audiovisual Communications Technologies/Technicians,

Other.

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50.0602 Cinematography and Film/Video Production.
50.0607 Documentary Production.