



1. Program or Unit Description

Primarily serving residents of Maui County (Maui, Molokai, and Lanai), Academy for Creative Media at UHMC provides foundational A.S. degrees and a Certificate of Achievement in the related fields of Filmmaking and Graphic Design, and will soon add (Fall 2023) an additional degree in Animation (to replace Web Development). Our three primary outcomes prepare graduates to: work in their chosen field of study; open/operate 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, and we will soon enjoy a similar 2+2 agreement with UH Manoa for our Filmmakers and Animators.

2. Analysis of the Program/Unit

The Creative Media program was established at UHMC in Fall of 2017, and after five years we have graduated approximately 25 A.S. students. Demand for this degree in Maui County had peaked prior to the global pandemic in Fall 2019, with fifty-nine total majors, but despite the inherent challenges associated with moving the entire program online in Spring 2020, we have now managed to grow the program by 60% since Fall 2020 (boasting 78 active majors, up from 49). Our success with online education also helps us to serve the outlying communities in Maui County. We are currently completing a formal five-year review and making adjustments to all of our courses; including the aforementioned creation of an Animation degree in Fall 2023.

At present, we offer a mix of both face to face and distance courses, and will be experimenting in Spring 2023 by offering three courses in a synchronous, hybrid modality (students both live in person, and at home via Zoom). We work closely with our sister program at Kauai Community College to share various curriculum, and this partnership will continue in future years.

As a result of our success, including the production of over ten graduates in May 2022, our program now projects a powerful identity in the community as the Academy for Creative Media Maui. For more on ACM Maui, visit our Webpage). Even the local press has rallied around our efforts. In May 2022, we also held our first annual Graduate Showcase, and that effort proved meaningful for our students and their families.

We maintain a positive balance in our UH Foundation account of \$65,000, with additional funds in a separate account to be used in the event of a budgetary crisis. In fact, we were able to compensate two of our lecturers in Spring 2022 using these extramural funds. We anticipate taking in up to \$50,000 dollars in additional donor funds in 2023, and to maintain a positive balance heading in to 2024 when we anticipate upgrading our computer systems.

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.

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."

Another positive development in recent years, is the fact we are now attracting motivated creatives from all of the high schools in Maui County, as well as students accessing our distance courses from other UH campuses. Half of our recent graduates have transferred into ACM West Oahu where they are currently pursuing their B.A..

We expect to graduate as many as 15 students in May, 2023, and this will also include Certificate of Achievement recipients. We expect to support 90+ majors in Fall 2023.

We had also been experiencing tremendous success prior to the pandemic in placing students into paid summer work, including UHMC students hired as crew for nationally syndicated TV programs and feature films. We expect for these opportunities to return in 2023. it is also 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, so we are also a prime source for career retraining.

Lastly, our program advisory board includes island creative professionals from all related disciplines, and reads as a who's who of local industry leaders. It is also from this pool that we have hired a number of our lecturers, such as the addition of Akaku Community Television head of production Dan O'Brien beginning in Spring 2023.

To review our Program Quantitative Indicators, visit <u>this website</u> and select Creative Media.

3. Program Student Learning Outcomes

- 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

Our numbers are strong, and reflect an upward trajectory in all areas. In response to industry trends, and demand in the high schools we will implement a new Animation degree in Fall 2023. We are also completing revisions throughout the program via the curriculum committee as part of a formal five-year review, and have every reason to believe our success with recruitment and delivery of both face to face and distance courses to continue.

In addition, we are currently working with our sister programs at Kauai Community College and Hawaii Community College to move the programs from Provisional to Established status.

5. Resource Implications

I am not requesting additional resources for my program/unit. However, it is for leadership to determine if there are benefits to adding a second faculty member in the near future.

6. Optional: Edits to Occupation List for Instructional Programs

I am not requesting changes to the SOC codes/occupations listed for my program/unit.