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MTVCOMP	

University of Hawai'i
Code Request Form for Academic Programs
NEW OR MODIFIED SUBJECT CODE

Date: _____

REQUESTOR CONTACT INFORMATION

Name _____ Campus _____
 Title _____ Email _____
 Office/Dept _____ Phone _____

- NEW SUBJECT CODE USE AT INSTITUTION**
 MODIFY SUBJECT CODE USE AT INSTITUTION

Institution _____ Effective Term _____

	Code (Max. Characters)	Description (30 characters max)	Check if requesting new code:
College	(2) _____	_____	<input type="checkbox"/> See Banner form STVCOLL
Division	(4) _____	_____	<input type="checkbox"/> See Banner form STVDIVS
Department	(4) _____	_____	<input type="checkbox"/> See Banner form STVDEPT
Subject	(4) _____	_____	<input type="checkbox"/> See Banner form STVSUBJ

For Community Colleges, select one:
 General & Pre-Professional (GPP) or
 Career & Technical (CTE)

Explain the reason for the new subject code (i.e. - replacing an existing subject code (specify), revised name, new program, ...):

ATTACHMENTS

- Memo with appropriate campus approval (i.e. Campus Curriculum Committee, Vice Chancellor for Academic Affairs, etc.)

VERIFICATIONS

Registrar:

 Print Name Signature Date

Financial Aid Officer:

 Print Name Signature Date

For Community Colleges, verification of consultation with OVPCC Academic Affairs:

 Print Name Signature Date



December 9, 2022

MEMORANDUM

TO: David Lassner
President

VIA: Michael Bruno
Provost *John F. Lyons* for Michael Bruno

VIA: Laura E. Lyons *John F. Lyons*
Interim Vice Provost for Academic Excellence

VIA: Peter Arnade
Dean, College of Arts, Languages & Letters *Peter Arnade*

FROM: Christine Acham
Chair, Academy for Creative Media *Christine Acham*

SUBJECT: Request to amend the Bachelor of Arts degree title from “Creative Media” to “Cinematic Arts,” subsequently stop-out the Bachelor of Arts in Creative Media, and change the course subject code “ACM” to “CINE”

SPECIFIC ACTION REQUESTED:

It is requested that the President amend the degree title of Bachelor of Arts in Academy for Creative Media from:

Bachelor of Arts in Creative Media, with three tracks: Creative Media, Animation, and Digital Cinema

to:

Bachelor of Arts in Cinematic Arts, with three tracks: Cinematic Arts, Animation, and Digital Cinema

It is also requested that the existing Bachelor of Arts in Creative Media be stopped out. A program code termination request will be submitted once all students have graduated.

Lastly, it is requested that the course subject code and major code ACM be changed to CINE.

RECOMMENDED EFFECTIVE DATE:

Fall 2023

ADDITIONAL COST:

None

PURPOSE:

The Academy for Creative Media is the film school of the University of Hawai'i at Mānoa. As the department has grown in majors and moves forward to develop its MFA in Cinematic Arts, the BA degree name "Creative Media" is too nebulous to make the department and its graduates recognizable to the job market in which they seek employment. As major productions come to the islands and local films look to hire, our graduates should be immediately recognized as qualified to fill these positions. While creative media includes the many different degrees that are offered across the ACM system, including graphic design, photography and multimedia design, the term "Cinematic Arts," is recognizable across the US. Graduates with the degree title "Cinematic Arts" will be recognizable to students across Hawai'i who wish to pursue film and animation production and to employers who seek to hire film and animation professionals.

Students admitted in Fall 2023 will be enrolled under the new degree title "Bachelor of Arts in Cinematic Arts" and opt into one of the three aforementioned tracks. Creative Media BA majors matriculated before Fall 2023 will have the option of continuing under the old degree title "Creative Media" or opting for the new degree title "Cinematic Arts." Once all students who remain in the stopped-out degree have graduated, the department will submit a request to terminate the old program name.

BACKGROUND:

The Academy for Creative Media was started on the Mānoa campus and has grown to offer degrees at other ACM departments across the Hawaiian islands. While this is a significant accomplishment and should be commended, it has also prohibited Mānoa from promoting its specialty cinematic arts to local students who have a difficult time distinguishing between the various programs. The faculty have heard multiple stories of students interested in film and animation production starting on one campus only to discover that what they really wanted was located on the Mānoa campus, often losing both time and money. The degree title "Cinematic Arts" will help students across the UH system recognize what knowledge they can attain should they enroll at UH Mānoa and benefit them as they transition to the job market with a recognizable degree title. Note that film, cinema or cinematic arts are names that are used for degree programs incorporating film and animation at universities across the US. This is reflected in our peer institutions. For example, the University of Arizona offers an undergraduate degree in "Film and Television" and The University of New Mexico's degree is called, "Film and Digital Arts." The proposed change of the course subject code from ACM to CINE will reflect the degree name change.

There will be no other changes to the courses except the course subject code. No other campuses in the UH system offer courses with the course/subject code ACM and all ACM

D.Lassner
12/9/2022
Page 3

programs that use the subject code CM (UHWO, UH Maui College, Kauai Community College and Windward

Community College) have been informed of the proposed change. There are five courses that are currently cross listed with other UHM departments (ACM 314, cross listed with THEA 314 and ART 315; ACM 452 alpha, cross listed with HIST 452 alpha; ACM 419, cross listed with ICS 486; ACM 484, cross listed with ICS 484 and DATA 484; and ACM 487, cross listed with ICS 485). The four departments who offer these cross-listed classes are supportive of the change of the course/subject code to CINE.

ACTION RECOMMENDED:

It is recommended that the President amend the degree title of Bachelor of Arts in Academy for Creative Media from:

Bachelor of Arts in Creative Media, with three tracks: Creative Media, Animation, and Digital Cinema

to:

Bachelor of Arts in Cinematic Arts, with three tracks: Cinematic Arts, Animation, and Digital Cinema

It is also recommended that the existing Bachelor of Arts in Creative Media be stopped out. A program code termination request will be submitted once all students have graduated.

Lastly, it is recommended that the course subject code and program code ACM be changed to CINE.

APPROVED DISAPPROVED:

David Lassner
President

Date

Attachment: Copy of approved request to rename the academy for creative media to ACM: the school of Cinematic Arts in CALL (approved 11/18/22)

cc:

Pheng Xiong, University Registrar
April Nozomi Quinn, Director of Program Development and Review



November 4, 2022

MEMORANDUM

TO: David Lassner
President

VIA: Michael Bruno *Michael Bruno*
Provost

VIA: Laura E. Lyons *Laura E. Lyons*
Interim Vice Provost for Academic Excellence

VIA: Peter Arnade, *Peter Arnade*
Dean, College of Arts, Languages & Letters

FROM: Christine Acham *Christine Acham*
Chair, Academy for Creative Media

SUBJECT: REQUEST TO RENAME THE ACADEMY FOR CREATIVE MEDIA TO ACM:THE SCHOOL OF CINEMATIC ARTS IN THE COLLEGE OF ARTS, LANGUAGES & LETTERS AT UH-MĀNOA.

SPECIFIC ACTION REQUESTED:

It is requested that the name of the Academy for Creative Media, be changed to ACM: The School of Cinematic Arts in the College of Arts, Languages & Letters at UH-Mānoa

RECOMMENDED EFFECTIVE DATE:

Spring 2023

ADDITIONAL COST:

There is no additional cost. The department has already received financial donor support towards this name change including signage, web support and advertising of the new School.

PURPOSE:

The Academy for Creative Media at Mānoa is the film school of The University of Hawai'i at Mānoa in everything but name. As the department has grown in majors and moves forward to develop its MFA, the name Creative Media is too nebulous to make the department and its graduates recognizable to the job market in which they seek employment. As major productions come to the islands and local films look to hire, our graduates should be immediately recognized as qualified to fill these positions. Film or cinematic arts, are names that are recognizable

across the US while creative media includes the many different degrees that are offered across the ACM system, including graphic design, photography and multimedia design. The title The School of Cinematic Arts will be recognizable to students who wish to pursue film and animation production and to employers who seek to hire film and animation professionals.

BACKGROUND INFORMATION:

The Academy for Creative Media was started on the Mānoa campus and has grown to offer degrees at other ACM departments across the Hawaiian islands. While this is a significant accomplishment and should be commended, it has also prohibited Mānoa from promoting its specialty to local students who have a difficult time distinguishing between the various programs. The faculty have heard multiple stories of students interested in film and animation production starting on one campus only to discover that what they really wanted was located on the Mānoa campus, often losing both time and money.

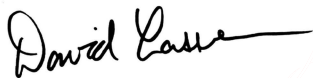
The name has also impeded the department from active fundraising as ACM Mānoa is either confused with other campuses or with the ACM system itself. Most recently this past summer, CBS wanted to donate funds as a part of their Hawai'i Film Tax Incentive to a film school. Productions that use the tax incentive must give a certain portion of their production budget towards workforce development. If it were not for the vigilance of the University of Hawai'i foundation staff who were able to clear up CBS' confusion, we would have lost over \$60,000 that we can now use for equipment or workshops for our students.

Looking at the top 25 film schools for the last two years, all have the title of School, Institute or College and the majority have cinema, cinematic arts, film, or cinema and television in their title. As the major has grown significantly and the department seeks to develop an MFA, the name change will have certain additional powerful benefits. First, the new name will not only resonate with students and employers but also with universities and film communities across the US. The School of Cinematics Arts has the opportunity to be recognized as the premier film school, Hawai'i and the Asia-Pacific. This name change is important to the future of film and animation at the University of Hawai'i and its impact on the workforce of Hawai'i .

ACTION RECOMMENDED:

It is recommended that the name of the Academy for Creative Media, be changed to ACM: The School of Cinematic Arts in the College of Arts, Languages & Letters at UH-Mānoa.

APPROVED / DISAPPROVED



Digitally signed by David Lassner
Date: 2022.11.18 14:19:00 -10'00'

David Lassner, President

Date

cc:
Pheng Xiong, University Registrar
April Nozomi Quinn, Director of Program Development and Review



UNIVERSITY
of **HAWAI'I***
SYSTEM

November 16, 2022

TO: Michael Bruno
Provost

FROM: Michael Ng *M. Ng*
Budget Director

SUBJECT: Requested Change in Name from the Academy for Creative Media to
ACM: The School of Cinematic Arts in the College of Arts, Languages &
Letters at UH-Manoa

This is in response to the November 4, 2022 request to change the name of the Academy for Creative Media to ACM: The School of Cinematic Arts in the College of Arts, Languages & Letters at UH-Manoa.

Per the referenced APM A3.101.9 consultation request, the University Budget Office is of the opinion that the proposed change in the organizational segment title presented in the above referenced Memorandum does not duplicate and will not be confused with the title of any other organization or unit within the University.

If you have any questions, please contact me (ng23@hawaii.edu).