

TVPro



2020 ANNUAL REVIEW OF PROGRAM DATA



UNIVERSITY of HAWAII®
LEEWARD
COMMUNITY COLLEGE

1. Program or Unit Description

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.

University of Hawai'i Mission Statement - <https://www.hawaii.edu/its/mission-statement/>

“As the sole provider of public higher education in Hawai'i, the University of Hawai'i (UH) is committed to improving the social, economic, and environmental well-being of current and future generations. Its mission is to provide environments in which faculty, staff and students can discover, examine critically, preserve, and transmit the knowledge, wisdom, and values that will help ensure the survival of present and future generations with improvement in the quality of life. “ [ref. BP4.201]

University of Hawai'i Community Colleges Mission - <http://uhcc.hawaii.edu/>

“The UH Community Colleges were established by State law in 1964 as an integral part of the University of Hawai'i. That mission was further defined in the Strategic Plan 1996-2007 as approved by the Board of Regents in November 1996. Within the overall mission of the University of Hawai'i, the Community College, have as their special mission:

Access: To broaden access to postsecondary education in Hawai'i, regionally, and internationally by providing open-door opportunities for students to enter quality educational programs within their own communities.

Learning and Teaching: To specialize in the effective teaching of remedial/developmental education, general education, and other introductory liberal arts, pre-professional, and selected baccalaureate courses and programs.

Work Force Development: To provide the trained workforce needed in the State, the region, and internationally by offering occupational, technical, and professional courses and programs, which prepare students for immediate employment and career advancement.

*Personal Development: To provide opportunities for personal enrichment, **occupational upgrading, and career mobility** through credit and non-credit courses and activities.*

*Community Development: To contribute to and stimulate the cultural and intellectual life of the community by providing a forum for the discussion of ideas; by providing leadership, knowledge, problem-solving skills, and general informational services; and by **providing opportunities for community members to develop their creativity and appreciate the creative endeavors of others.***

*Diversity: By building upon Hawai`i's unique multi-cultural environment and geographic location, through efforts in curriculum development, and productive relationships with international counterparts in Asia and the Pacific, UHCC students' **learning experiences will prepare them for the global workplace.***

The **Mission**, approved by the UH Board of Regents in May 2012, and the Philosophy of **Leeward Community College** - <http://www.leeward.hawaii.edu/mission>

“Vision: Leeward Community College is a learning-centered institution committed to student achievement.

*Mission: At Leeward Community College, we work together to nurture and inspire all students. We help them attain their goals through high-quality liberal arts and **career and technical education.** We foster students to become responsible global citizens locally, nationally, and internationally. We advance the educational goals of all students with a special commitment to Native Hawaiians.*

These core values shape Leeward Community College’s mission:

Community, Diversity and respect, Integrity, Open access,

*We value all students. We seek to meet their needs, as well as those of the community, by offering a diversity of courses, degree and certificate programs, and **training opportunities**, through traditional and distance education modes of delivery.*

*...Kūākea (open access) - We value all students. We seek to **meet their needs, as well as those of the community**, by offering a diversity of courses, degree and certificate programs, and training opportunities, through traditional and distance education modes of delivery.”*

Thus, the TVPRO program is a precise fit with the University of Hawai'i Community Colleges Mission Work Force Development: *“To provide the trained workforce needed in the State, the region, and internationally by offering occupational, technical, and professional courses and programs, which prepare students for immediate employment and career advancement. “ And ...*

“Personal Development: To provide opportunities for personal enrichment, occupational upgrading, and career mobility through credit and non-credit courses and activities.”

The Leeward Community College TVPRO program is also in precise alignment with the LCC Mission Statements, *“We seek to meet their needs, as well as those of the community, by offering a*

diversity of courses, degree and certificate programs, and training opportunities, through traditional and distance education modes of delivery.” And ...

“Kūākea (open access) - We value all students. We seek to meet their needs, as well as those of the community, by offering a diversity of courses, degree and certificate programs, and training opportunities, through traditional and distance education modes of delivery.”

2. Analysis of the Program/Unit

Overall Program Health: **Healthy**

Workforce Alignment: Classification of Instructional Programs (CIP) -to- Standard Occupational Classification (SOC)

Television Production

CIP Code =10.0202

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

#	Demand Indicators	2017 - 18	2018 - 19	2019 - 20	Demand Health
1.	New & Replacement Positions (State)	59	55	57	Healthy
2.*	New & Replacement Positions (County Prorated)	54	49	51	
3.	Number of Majors	20	24	27	
3a.	Number of Majors Native Hawaiian	5	6	7	
3b.	Fall Full-Time	74%	81%	86%	
3c.	Fall Part-Time	26%	19%	14%	
3d.	Fall Part-Time who are Full-Time in System	0%	8%	0%	
3e.	Spring Full-Time	81%	90%	42%	
3f.	Spring Part-Time	19%	10%	58%	
3g.	Spring Part-Time who are Full-Time in System	0%	0%	0%	
4.	SSH Program Majors in Program Classes	285	594	360	
5.	SSH Non-Majors in Program Classes	60	69	12	
6.	SSH in All Program Classes	345	663	372	
7.	FTE Enrollment in Program Classes	12	22	12	
8.	Total Number of Classes Taught	10	11	7	

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

#	Efficiency Indicators	2017 - 18	2018 - 19	2019 - 20	Efficiency Health
9.	Average Class Size	12	20	18	Healthy
10.*	Fill Rate	57.5%	88.4%	88.6%	
11.	FTE BOR Appointed Faculty	1	1	1	
12.*	Majors to FTE BOR Appointed Faculty	20	24	27	
13.	Majors to Analytic FTE Faculty	20	24	27	
13a.	Analytic FTE Faculty	1	1	1	
14.	Overall Program Expenditures	\$377,141	\$377,329	\$286,492	
14a.	General Funded Budget Allocation	\$374,188	\$366,131	\$285,074	
14b.	Special/Federal Budget Allocation	0	0	0	
14c.	Tuition and Fees	\$2,953	\$11,198	\$1,418	

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15. Cost per SSH

16. Number of Low-Enrolled (<10) Classes 0 0 1

#	Effectiveness Indicators	2017 - 18	2018 - 19	2019 - 20	Effectiveness Health
17.	Successful Completion (Equivalent C or Higher)	95%	100%	91%	Cautionary
18.	Withdrawals (Grade = W)	0	0	4	
19.*	Persistence Fall to Spring	83%	76%	91%	
19a.	Persistence Fall to Fall	36%	72%	57%	
20.*	Unduplicated Degrees/Certificates Awarded	14	21	17	
20a.	Degrees Awarded	7	3	15	
20b.	Certificates of Achievement Awarded	10	10	8	
20c.	Advanced Professional Certificates Awarded	0	0	0	
20d.	Other Certificates Awarded	4	19	1	
21.	External Licensing Exams Passed ¹				
22.	Transfers to UH 4-yr	3	5	4	
22a.	Transfers with credential from program	3	3	1	
22b.	Transfers without credential from program	0	2	3	

¹ Campus to include in program analysis if applicable.

#	Distance Indicators	2017 - 18	2018 - 19	2019 - 20
23.	Number of Distance Education Classes Taught	0	0	0
24.	Enrollments Distance Education Classes	0	0	0
25.	Fill Rate	0%	0%	0%
26.	Successful Completion (Equivalent C or Higher)	0%	0%	0%
27.	Withdrawals (Grade = W)	0	0	0
28.	Persistence (Fall to Spring Not Limited to Distance Education)	0%	0%	0%

#	Perkins Indicators	Goal	Actual	Met
29.	1P1 Technical Skills Attainment	94.75	80	Not Met
30.	2P1 Completion	61	20	Not Met
31.	3P1 Student Retention or Transfer	86	81.82	Not Met
32.	4P1 Student Placement	66.75	71.43	Met
33.	5P1 Nontraditional Participation	23.75	48.15	Met
34.	5P2 Nontraditional Completion	23.25	44.44	Met

#	Performance Indicators	2017 - 18	2018 - 19	2019 - 20
35.	Number of Degrees and Certificates	17	13	23
36.	Number of Degrees and Certificates Native Hawaiian	2	2	3
37.	Number of Degrees and Certificates STEM	Not STEM	Not STEM	Not STEM
38.	Number of Pell Recipients ¹	3	4	6
39.	Number of Transfers to UH 4-yr	3	5	4

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Data Analysis: The Overall Program Health for the Television Production (TVPR) Program is Healthy. The Demand, and Efficiency Indicators are Healthy. Effectiveness indicators indicate “Cautionary”. Considering the data, the reason(s) is unclear.

Regarding the Efficiency Indicator - The 2018-19 class fill rate of 88.4% is a significant positive jump from 2017-18, 57.5% fill rate, average class size of 12. The usual class size is 20. Even though the number of majors was 20 in 2017-18, several of the students were enrolled in general education courses as opposed to the TVPR courses. Continuing program improved trends, the 2019-20 fill rate is 88.6%.

The student/faculty ratio of 27 is healthy. There is only one FTE faculty position assigned to TVPRO. Combined with the class fill rate improvements makes this indicator now healthy.

The program suffered from a shortage of enrollments taking TVPR courses in 2015- 18 with a drop to 12-15 students. There was concern that this sudden drop was the beginning of a downward enrollment trend. That enrollment drop was further mis-interpreted as a drop in demand, rather than the reality (proven later) that the college did virtually no marketing of the program. This drop also contributed to a lower number of Certificate of Achievements (CA) and Associate degrees awarded. In 2017- 2018 the number had risen to 17. While the number of degrees and certificates increased to 23 in 2019-20, the three-year average from 2015-18 was 5 for Associate degrees and 5 for CA's, resulting in having the program listed in the UH Small Programs Report of three-year averages of less than 10 CA's and degrees.

However, the current 2019-20 report indicates 23 degrees and certificates awarded. Clearly, the previous dip was not a trend, but rather a temporary anomaly. In the current cohort of students which began in fall 2018, the enrollments in fall 2018, spring 2019, and fall 2019 is up to the max cap of 20, with 100% retention from fall to spring to fall. Due to lack of marketing the program, despite 13 years of repeated requests to do so, the recruitment effort for this current cohort of students started in June, July, and August of 2018 and July of 2019. It was obviously successful.

Program History and Development: The Leeward Community College TVPRO (Television Production) program was researched by Mike Pecsok of the Leeward Community College Educational Media Center and Kay Yamada of the Language Arts Division in 1986 - 88. Their resulting **proposal was to produce an intentionally small (and therefore inexpensive) “boutique” vocational program limited to no more than one faculty member and no more than ten students.** The goal was educating and training LCC Media Center cable TV distance education production student help, while simultaneously offering Hawai'i the only movie and television vocational skills program in Hawai'i.

The program proposal was aligned with community and workforce needs in mind because there was no training available in Hawai'i for development of movie and television technical positions including camera operation, lighting, sound, engineering, directing, script writing, editing, and other employable technical production skills areas.

The lack of locally available skilled and professionally trained production personnel forced Hollywood and even local media producers and Hawai'i TV stations to import virtually all their staff from either Los Angeles or New York City. Importing production personnel raised the cost of production in Hawai'i to an almost unaffordable level at approximately three times the cost of identical productions shot in California.

With the sole exception of the original TV series “Hawai’i Five-O” and “The Don Ho Show” most movie and all major TV productions visited the State for the minimum time required to shoot some exterior scenes and then finish their productions interior shots and editing in California. An example was the popular detective series “Hawaiian Eye” which never actually shot any scenes in Hawai’i. It was shot entirely at Warner Brothers Los Angeles, despite supposedly being based at the Hilton Hotel in Waikiki. There are dozens of additional “pseudo-Hawai’i” examples.

With a significant amount of movies and television productions shooting or wanting to shoot in Hawai’i but recognizing that the cost of importing employees was blocking the way, Leeward Community College could make a significant economic contribution to the “clean,” high paying, and developing Hawai’i movie and TV industry.

From the Pecsok / Yamada research of model Mainland college programs, developing a large-scale vocational training program would be prohibitively expensive at the community college level, primarily due to the high costs of 16mm movie film, hands-on film training cameras, lenses, and lighting equipment. Film equipment and film processing were far beyond the economic reach of most Leeward Community College students. Film schools, such as the American Film Institute (AFI) and the California Institute of the Arts (CalArts) cost about \$35,000 per year. A typical student film at USC costs each student approximately \$10,000 for the raw film stock and development processing alone. <https://education.costhelper.com/film-school.html>

In April 1988, Leeward Community College hired the current Program Coordinator, Robert Hochstein, who had an undergraduate degree in secondary education and more than twenty years of professional experience in broadcasting and management consulting and training. He was to develop the program proposal from two experimental courses in Camera and Editing to a 12 credit Certificate of Completion. Equipment for instruction was provided by already purchased equipment required for distance education production by the Education Media Center, where Mr. Pecsok was employed.

Due to the high costs of film production, the new Program Coordinator made the far-reaching decision to minimize film instruction to theory and focus on much less expensive electronic video production for hands-on training and practice. Thirty years later this video focus proved to be the best decision, because most filmed movies and all TV film production has been replaced by High Definition (HDTV) video since 2016 forward. Film is now used rarely in production. - <https://stephenfollows.com/film-vs-digital/>

In 1989 the TVPRO programs were developed from two experimental courses, to a Certificate of Completion in 1989. Based on preliminary success, the program was expanded to a Certificate of Achievement in 1991, and then Associate in Science Degree in 1995. The program underwent a full program review (for permanent status) in 1995 and was BOR approved as a “Permanent Program.” Each extension in academic program rigor and subject depth was accompanied by a complete curriculum re-design and a complete re-write and update of each course and each student learning outcome. Enrollments have increased from 10 in 1989, to 12, to 18, to the current cap of 20 in 2019-20.

Because each level of classes can be offered only once per semester, and consequently has the same students through all three semesters, it has been **incorrectly** assumed that the program was designed to be a “cohort” format. This is incorrect. Most incoming level I classes have the same students in each of the basic classes due to course scheduling, not program design. Students are encouraged to enroll in all the basic classes through a system of co-requisites. Unknown to students and many others, this is necessary because to study video editing for example, one must first understand camera operation and camera shots. One cannot properly learn camera operation without also learning lighting. Learning editing is impossible if one does not also study audio and sound, etc. All the program content is intertwined in this way because these technical connections are based on the “real world” - how the equipment is operated, the actual workflow, and the production process.

Thus, while it is true that students who begin the program remain together through the three semesters, this is due to budget realities and **NOT a cohort** program design. It is possible for experienced students to enter the program at any level if they can pass the final exams for the prerequisite courses they are bypassing. While rare, this does happen occasionally with industry professionals and military personnel seeking specific job skills upgrading.

Enrollment caps were and are based almost solely on the availability of lab equipment and time, four cameras (five students to a camera), 20 editing workstations, and the number of faculty.

Hawai'i movie and TV industries are consistent, high-paying, and reliable employers of Leeward Community College TVPRO graduates, as they have been for many years.

According to the State of Hawai'i DBET HCI (Hawaii's Creative Industries) report, dated May 2020, “Hawai'i's Film and Television Industry Metrics: “Only two creative industry groups, 1) cultural activities and 2) film, TV, video production and distribution registered as high performing base-growth industries for the 2008 to 2018 period.” – page vii, May 2020 DBET Creative Industries Report - http://files.hawaii.gov/dbedt/economic/data_reports/hawaii-creative-report/HI_Creative_Ind_2019.pdf

HAWAI'I TELEVISION INDUSTRY - TVPRO students have career opportunities at permanent Honolulu TV stations including KITV, KGMB, KHON, KFVE, KHET, KHNL, KWHE, KIKU, and KHVH. Half the staff at KITV are TVPRO grads.

Other local TV employers include Oceanic, OC 16 Sports, 'Olelo, and many others in the convention and events industries as well as numerous production companies from the Mainland, Japan and elsewhere.

On January 15, 2009 Hawai'i became the first state to permanently have its television stations switch from analog to digital, opening even more state-of-the-art career opportunities locally. https://en.wikipedia.org/wiki/List_of_television_stations_in_Hawaii

This above list of permanent TV broadcasters in Hawai'i does not include TV Networks and the film / movie industry, which are significant employers of TVPRO graduates. (See below.)

According to the State of Hawai'i Department of Business, Economic Development, & Tourism 2018 Annual report, page 8, “*In 2018, Hawaii's film and television industry generated more than*

*\$430 million in direct production expenditures. This translates to an estimated \$744 million in overall economic activity for the state, **generating an average of 2,200 jobs annually**. Notable recent productions and releases include CBS' HAWAII FIVE-O and an exciting reboot of the classic MAGNUM PI;" <https://files.hawaii.gov/dbedt/annuals/2018/2018-dbedt-tagged-tables.pdf>*

It is well known in Hollywood that TV network “specials” **not** intended for theatrical release, including episodic (weekly) dramas, game shows, and movies specifically for TV which are shot in Hawai'i almost always result in significant increases in national TV viewership.

Here are a few examples of TV productions shot in Hawai'i since TVPROs inception in 1989. These productions employed hundreds of local, trained professionals including dozens of TVPRO graduates. They are partially presented here in order to clearly illustrate the availability of potential work for TVPRO majors, as well as the health of the local industry, and the vast scope of high paying work force opportunities in Hawai'i.

2005-present

- *FLIGHT 29 DOWN*; Discovery Kids/NBC series; Oahu.
- *BEYOND THE BREAK*; The N Network; Oahu.
2005
- *SOAP TALK*; Soap Net; Talk show, four episodes for premiere week; Oahu.
- *CALL TO GREATNESS*; MTV; Reality series; Oahu, Hawaii, Maui, Kauai.
- *BLIND DATE*; NBC Universal; Reality series; Oahu.
- *MEET THE BARKERS*; MTV; Reality series; Maui.
- *BUGGIN' WITH RUDD*; Episodic; Animal Planet/Discovery Channel; Oahu.

2004-present

- *LOST*; ABC/Disney; Hawaii-based series; Oahu.
- *DOG THE BOUNTY HUNTER*; A&E; Hawaii-based reality series; Oahu, Big Island.
-

2004

- *TIDES OF WAR*; Pacific Films; Made-for-TV movie; Oahu.
- *ROCKY POINT*; WB Network; pilot; Oahu.
- *NORTH SHORE*; Fox Television; Hawaii-based series; Oahu.
- *HAWAII*; NBC; Hawaii-based series; Oahu.
- *AVERAGE JOE: HAWAII*; NBC reality series; Big Island.
- *COWBOY U: MOLOKAI*; Country Music Television reality series; Molokai
- *ENDURANCE HAWAII*; Discovery Kids/NBC series; Kauai.

2003

- *HIGH SCHOOL REUNION 2*; WB Network; reality mini-series; Oahu.
- *THE BREAK*; pilot; Fox Television/Imagine Entertainment; Dylan Brunno, Vanessa Minnillo; Oahu.
- *SURF GIRLS*; MTV reality series; Oahu.
- *THE AMAZING RACE 4*; CBS; reality series; Big Island.

2002

- *CELEBRITY MOLE HAWAII*; ABC; Oahu, Big Island.
- *HIGH SCHOOL REUNION*; WB Network; reality mini-series; Maui.

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- *BOARDING HOUSE (former title North Shore)*; WB Television; reality show; Oahu.
- *THE LAST RESORT*; Fisher Entertainment; reality show; Big Island.
- *BAYWATCH HAWAIIAN WEDDING*; Fox; MOW; Oahu.
- *MY WIFE & KIDS*; ABC; series episode; Oahu.
- *THE STEVENS GET EVEN*; Disney Channel; MOW; Oahu.
- *ER*; NBC; series episode; Oahu.
- *MASTER SPY: THE ROBERT HANSEN STORY*; Fox; mini-series; Oahu.
- *THE BACHELOR*; ABC; reality show; Big Island, Maui.
- *ALL FOR YOU*; HBO; Janet Jackson live in concert.

2001

- *DEEP RIVER*; pilot; USA Network; Maui.
- *BEYOND HAWAII*; HBO movie; Maui.
- *MANHUNT*; UPN; reality show; Kauai.
- *MOOLAH BEACH*; Fox Kids Network; reality show; Kauai.
- *THE LAST RESORT*; Fisher Entertainment; reality show; Big Island.

2000

- *BRITNEY IN HAWAII*; Fox special; Waikiki Beach and Oahu.
- *LESSONS LEARNED*; HBO pilot; Maunawili Valley, Oahu.
- *HAWAII, SONGS OF ALOHA*; PBS special; Stephen D. Reed, producer; Oahu.

1999-00

- *BAYWATCH HAWAII*; series; Pearson Television; David Hasselhoff, Jason Brooks; Oahu, Kauai, Maui, Big Island.
- *GONE TO MAUI*; Peter Trunk Productions; MOW; Pat Morita, Maui.
- *DESTINATION STARDOM*; PAX cable series; Al Masini Productions; Oahu.
- *JOHNNY TSUNAMI*; Disney Channel Original Movie; Brandon Baker; Oahu.

1999

- *TOO RICH: THE SECRET LIFE OF DORIS DUKE*; CBS mini-series; Von Zerneck-Sertner Films; Lauren Bacall and Richard Chamberlain; Oahu.
- *THE REAL WORLD*; MTV; Jan.-May; Oahu.

1998

- *HOTEL*, TBS-Tokyo, Japan; Masanobu Takashima, Hiroki Matsukata, Tetsuro Tamba and Akira Akasaka; 13 episodes; Oahu.
- *HONOLULU CRU*; pilot, ABC; Russell Wong; Oahu.
- *FANTASY ISLAND*; pilot; ABC; Malcolm McDowell; Maui, Oahu, Kauai. Return for 12 episodes, Oahu.
- *WIND ON WATER*; pilot +8 episodes filmed (2 aired) NBC; Bo Derek and Lee Horsley; Big Island.

1997

- *HAWAII FIVE-0*, a new pilot; CBS; Russell Wong and Gary Busey; Oahu.
- *SOUL MATES*; pilot; Fox Television; Oahu.
- *BEVERLY HILLS 90210*; Spelling Entertainment; Fall season opener; Oahu.

1996

- *ESCAPE FROM ATLANTIS*; pilot/cable MOW; TM Productions; Jeff Speakman and Tim Thomerson; Oahu.

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1995

- *HAWAII'S LAST QUEEN*; PBS documentary, "The American Experience" series; Oahu and Kauai.

1994-95

- *ONE WEST WAIKIKI*; series; Cheryl Ladd and Richard Burgi; Oahu.
- *MARKER*; series; Paramount Pictures Television; Richard Grieco and Gates McFadden; Oahu.

1994

- *CROWFOOT*; CBS pilot; Paramount Pictures Television; Donald Bellisario, Producer; Jim Davidson and Tsai Chin, Maui.
- *HEAVENLY ROAD*; infotainment; Unity House and Diamond Head Group; Maui.
- *STEVENSON'S TRAVELS*; BBC documentary; Oahu and Molokai.

1993

- *A CRY OF PEACOCKS*; Green Glass Productions; BBC/KITV; Heather Marsh, Debbie Nakanelua and Coline Aiu.
- *ROYAL HAWAIIAN TRAVELLERS*; documentary; Green Glass Productions.
- *LEGEND OF THE BEVERLY HILLBILLIES*; CBS Entertainment; Mac Davis, Reba McIntyre, and Ray Charles; Big Island.
- *BIG WAVE DAVE'S*; ABC summer series; Iron Orchid Films/Paramount; Jane Kaczmarek, Adam Arkin; Oahu.
- *THE BYRDS OF PARADISE*; series; Steven Bochco Productions; ABC; Timothy Busfield and Elizabeth Lindsey; Oahu.

1992-93

- *RAVEN*; series; Invader Prods; CBS; Jeffrey Meeks and Lee Majors; Oahu.

1992

- *WATERMEN*; National Geographic.
- *LAVA AND LIFE*; Peace River Films.
- *BETRAYAL*; Kukui Foundation; Marlene Sai, James Grant Benton, Ray Bumatai and Brickwood Galuteria.
- *WHAT HAPPENED*; NBC pilot; Hearts Entertainment; (HEP Telpro Series)
- *DANGER ISLAND*; NBC pilot; Von Zerneck-Sertner Productions; June Lockhart, Gary Graham, Kathy Ireland, and Joe Lara; Oahu.
- *'TIS THE SEASON*; Ke Ola Film Group; Ray Bumatai, Carmella Barut and June Lockhart; Oahu.
- *PAPAKOLEA: A Story of Hawaiian Land*; documentary; Edgy Lee, Producer; Haskell Wexler, Cinematographer.
- *HAWAII: Paradise in Peril*; TBS/National Audubon Society; documentary narrated by Richard Chamberlain.

1991

- *SOME ENCHANTED ISLANDS*; The Discovery Channel; Big Island, Maui, and Kauai.
- *DREAM ISLAND II*; ZDF and Gerd Zimmerman Productions; Kauai.
- *RAVEN*; Invader Prods.; CBS pilot; Jeffrey Meek and Lee Majors; Oahu.
- *SIMPLE COURAGE; A Historical Portrait for the Age of AIDS*; (Father Damien documentary); Stephanie Castillo and Hawaii Public Television.

1990

- *REVEALING EVIDENCE*; TWS Productions/Universal; pilot; Stanley Tucci and Mary Page Keller; Oahu.
- *WIDE WORLD OF KIDS*; Bennett Productions/ABC-TV series; Kauai, Big Island and Oahu.

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- *PURE INSANITY*; Pye-Jaffe Productions/Fox TV Network; pilot; variety series.
- *AND THE SEA WILL TELL*; Green-Epstein Productions, mini-series; Rachel Ward, Hart Bochner, James Brolin and Deidre Hall.

1989

- *SWIMSUIT*; American First Run.
- *MURDER IN PARADISE*; Columbia Pictures.
- *TRENCHCOAT IN PARADISE*; MOW; CBS; Dirk Benedict
- *PARENT TRAP IV: THE VACATION*; Walt Disney; Haley Mills.
- *ISLAND SON*; series; CBS; Richard Chamberlain; Oahu.
- *MIRACLE LANDING*; MOW; CBS; Connie Sellecca and Wayne Rogers.
- *TARZAN IN MANHATTAN*; American First Run.
- *A DAY AT THE BEACH*; ESPN.

<https://filmoffice.hawaii.gov/television-series-and-specials-shot-in-hawaii/>

HAWAI'I FILM INDUSTRY - Since TVPRO's inception in 1989 there have been hundreds of theatrical release movies shot in Hawai'i. TVPRO has supplied interns and employees on many of them. Not listed are the many Hawai'i movies shot prior to 1988, which was the inception date of TVPRO. Here is partial list of Hawai'i major movies, some of which used TVPRO students as interns and employees:

MAJOR THEATRICAL MOVIES –

2017

- *JURASSIC WORLD: FALLEN KINGDOM*; Legendary Entertainment, Universal Pictures; Bryce Dallas Howard, Chris Pratt, James Cromwell; Oahu.

2016

- *SNATCHED*; Twentieth Century Fox Film Corporation; Amy Schumer, Goldie Hawn, Joan Cusack, Ike Barinholtz, Wanda Sykes, Christopher Meloni; Oahu and Kauai.
- *JUMANJI*; Sony Pictures Entertainment; Dwayne Johnson, Jack Black, Kevin Hart, Karen Gillan, Nick Jonas, Bobby Cannavale; Oahu.

2015

- *POINT BREAK*; Alcon Entertainment/DMG Entertainment/Warner Bros.; Edgar Ramirez, Luke Bracey, Teresa Palmer; Maui.
- *ALOHA*; Sony Pictures Entertainment/Columbia Pictures; Bradley Cooper, Emma Stone, Rachel McAdams, John Krasinski, Bill Murray; Oahu
- *THE SPONGEBOB MOVIE: SPONGE OUT OF WATER*; Paramount Animation/Nickelodeon Movies; Oahu
- *JURASSIC WORLD*; Amblin Entertainment/Legendary Pictures/Universal Pictures; Chris Pratt, Bryce Dallas Howard, Nick Robinson, Ty Simpkins; Oahu and Kauai.
- *KONG: SKULL ISLAND*; Warner Bros.; Tom Hiddleston, Samuel L. Jackson, Brie Larson; Oahu, Hawaii Island, Kauai, Maui.
- *MIKE AND DAVE NEED WEDDING DATES*; Twentieth Century Fox Film Corporation; Zac Efron, Anna Kendrick, Adam Devine, Aubrey Plaza; Oahu.

2014

- *BIG EYES*; The Weinstein Company; Amy Adams, Christoph Waltz, Jason Schwartzman, Terence Stamp and Danny Huston; Oahu.
- *GODZILLA*; Legendary Pictures/Warner Brothers; Aaron Taylor Johnson, Bryan Cranston, Elizabeth Olsen, Juliette Binoche, Ken Watanabe, and David Strathairn; Oahu.

2013

- *THE HUNGER GAMES – CATCHING FIRE*; Lionsgate; Jennifer Lawrence, Josh Hutcherson, Liam Hemsworth, Woody Harrelson, and Donald Sutherland; Oahu.

2012

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- BATTLESHIP; Universal Pictures; Liam Neeson, Brooklyn Decker, Alexander Skarsgard, Taylor Kitsch and Rihanna; Oahu.

2011

- ALVIN AND THE CHIPMUNKS: CHIP-WRECKED; 20th Century Fox; Matthew Gray Gubler, Amy Poehler and Jesse McCartney; Oahu.
- RISE OF THE PLANET OF THE APES – 20th Century Fox / Chernin Entertainment; starring James Franco, Andy Serkis, and Frieda Pinto; Oahu.

2010

- JOURNEY 2: THE MYSTERIOUS ISLAND; Contrafilm / New Line Cinema / Walden Media; Josh Hutcherson, Michael Caine, Dwayne Johnson, Luis Guzman, Vanessa Hudgens; Oahu, Big Island and Kauai.
- PIRATES OF THE CARIBBEAN: ON STRANGER TIDES; Walt Disney Company; Johnny Depp, Penelope Cruise; Oahu, Kauai.
- JUST GO WITH IT; Happy Madison Productions; Adam Sandler, Jennifer Aniston, Brooklyn Decker, Nicole Kidman, and Dave Matthews; Maui, Kauai.
- THE DESCENDANTS; Ad Hominem Productions / Fox Searchlight; George Clooney; Oahu, Big Island.
- SOUL SURFER; Sony Pictures / Brookwell-McNamara Entertainment / Island Film Group; Dennis Quaid, Helen Hunt, and Anna Sophia Robb; Kauai, Oahu.
- GET A JOB; Cicala Filmworks / Malama Pono Productions; Willie K, Eric Gilliom, Carolyn Omine; Big Island, Maui.
- PREDATORS; 20th Century Fox/Troublemaker Studios; Danny Trejo, Alice Braga, Topher Grace, Laurence Fishburne, Mahershhalhashbaz Ali, and Louie Ozawa; Big Island.

2009

- HEREAFTER; Warner Bros; Matt Damon, Cécile De France, and Bryce Dallas Howard; Maui.
- ONE KINE DAY; Haolewood Productions; Jolene Blalock, Julia Nickson and Janel Parrish; Maui.
- YOU MAY NOT KISS THE BRIDE; Showcase Entertainment; Mena Suvari, Vinnie Jones, Tia Carrere; Oahu.
-

2008

- THE TEMPEST; Miramax; Helen Mirren, Djimon Hounsou, Russell Brand; Big Island, Lanai, Big Island.
- HONOKA'A BOY; Fuji Television; Masaki Okada; Big Island.
- INTO THE BLUE 2: THE REEF; MGM Home Entertainment; Chris Carmack, Laura Vandervoort; Oahu.
- FLIRTING WITH FORTY; Lifetime; Heather Locklear, Robert Buckley; Oahu.
- THE INFORMANT; Warner Brothers; Matt Damon; Oahu.
- PRINCESS KA'IULANI; Matador Pictures; Q'Orianka Kilcher, Barry Pepper; Oahu.
- SPECIAL DELIVERY; Lifetime; Lisa Edelstein, Brenda Song; Oahu.

2007

- TROPIC THUNDER; Dreamworks; Ben Stiller, Robert Downey Jr., Jack Black, Tom Cruise; Kauai.
- INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL; Paramount; Harrison Ford, Cate Blanchett, Shia LaBeouf; Big Island.
- LIFE: TEARS IN HEAVEN; Toho Company; Takao Osawa; Oahu, Maui.
- FORGETTING SARAH MARSHALL; Universal; Jason Segel, Kristen Bell; Oahu.
- PIRATES OF THE CARIBBEAN: AT WORLD'S END; Disney; Johnny Depp, Orlando Bloom, Keira Knightley; Maui, Molokai.

2006

- SUPERGATOR; Sci-Fi Channel; Kelly McGillis; Kauai.
- KU'U A'INA ALOHA: MY BELOVED COUNTRY; Documentary about the Overthrow; Molokai, Kaho'olawe, Oahu.

2005

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- THE SHAGGY DOG; Walt Disney Pictures; Tim Allen, Kristin Davis; Oahu.
- YOU, ME, AND DUPREE; Universal Pictures; Kate Hudson, Matt Dillon, Owen Wilson; Oahu.
- SNAKES ON A PLANE; New Line Cinema; Samuel L. Jackson; Oahu.
- THE ORB; Sandust Productions; Independent horror film directed by Scott Lee Mason; Oahu.
- PELE O KA FOODMART; Scriptwise Partners; Independent feature film directed by Michael Wurth; Big Island and Oahu.

2004

- THE HAWAIIANS: REFLECTING SPIRIT; FilmWorks Pacific; Documentary directed by Edgy Lee; Multiple Islands.

2003

- 50 FIRST DATES; Columbia Pictures; Adam Sandler, Drew Barrymore; Oahu.
- THE HULK; Universal Pictures; Eric Bana; Maui.
- EMBRACING MANA; Toho Films (Japan); Iyoko Kawahara; Big Island.
- ALONG CAME POLLY; Universal Pictures; Ben Stiller, Jennifer Aniston, Debra Messing; Oahu.
- ICE: HAWAII'S CRYSTAL METH EPIDEMIC; FilmWorks Pacific; Documentary directed by Edgy Lee; Multiple Islands.

2002

- THE BIG BOUNCE; Shangra-La Entertainment; Owen Wilson, Morgan Freeman; Oahu.
- THE RUNDOWN; Universal Pictures; Dwayne Johnson (The Rock), Christopher Walken; Oahu.
- CHARLIE'S ANGELS II — FULL THROTTLE; Columbia Pictures; Cameron Diaz, Drew Barrymore, Lucy Liu; 2nd unit, Oahu.
- TEARS OF THE SUN; Revolution Studios; Bruce Willis, Monica Bellucci; Oahu, plate shots on Kauai.
- BLUE CRUSH; Universal/Imagine Entertainment; Kate Bosworth, Faizon Love; Oahu.
- DIE ANOTHER DAY; 20th Century Fox; James Bond film; MGM; Pierce Brosnan; opening sequence; Maui.

2001

- LILO & STITCH; Walt Disney Pictures; animated; voices of Daveigh Chase, Jason Scott Lee; Tia Carrere; Kauai.
- THE TIME MACHINE; Dreamworks/WB; Guy Pearce; Kauai.
- DRAGONFLY; NDE Productions; Kevin Costner; Kauai.
- PLANET OF THE APES; 20th Century Fox; Mark Wahlberg; Big Island.
- FINAL FANTASY; Columbia Pictures; computer animated; produced by Square USA; Oahu.
- PUNCH-DRUNK LOVE; Revolution Studios; Adam Sandler; Oahu.
- THE RIDE; Third Reef Pictures; Independent feature film directed by Nathan Kurosawa and starring Scot Davis, Sean Kaawa; Oahu.
- BLOOD OF THE SAMURAI; Hellcat Productions; Independent feature directed by Aaron Yamasato; Oahu.

2000

- THE NIGHT MARCHERS; Cousins Brothers Productions; Blake and Brent Cousins; Big Island.
- THE TESTAMENTS (formerly titled Legacy II); Deseret Media; IMAX biblical feature for LDS; Kauai.
- WAIKIKI: IN THE WAKE OF DREAMS; FilmWorks; documentary; Edgy Lee, writer-producer.
- JURASSIC PARK III; Universal/DreamWorks; Sam Niell, Tea Leoni; Kauai, Oahu, Molokai.
- WINDTALKERS; MGM; Nicolas Cage, Christian Slater, Adam Beach; Oahu.
- TO END ALL WARS; Argyll Film Partners; Keifer Sutherland; Kauai.
- PEARL HARBOR; Jerry Bruckheimer/Michael Bay/Disney; Ben Affleck; Oahu.

1999

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Program: TVPro

- THE BIG SHOW; Cinequannon Prods.; Japanese musical by Shigeru Muroi; Oahu.
- OFF THE LIP, Abandoned Pictures; Robert Michelson, pdcr/dir; Maui.

1998

- MOLOKAI: The True Story of Father Damien; ERA Films (Belgium); David Wenham and Peter O'Toole; Molokai & Oahu.
- MOONGLOW; Latitude 20 Pictures; Joe Moore and Milo O'Shea; Oahu.

1997

- PANIOLO 'O HAWAII, COWBOYS OF THE FAR WEST; FilmWorks; documentary; Edgy Lee, writer-producer.
- 6 DAYS/7 NIGHTS; Touchstone Pictures; Harrison Ford and Anne Heche; Kauai.
- DINOSAURS, Walt Disney Pictures; animated feature; Big Island, Maui, and Kauai.
- CITY OF ANGELS; Atlas Entertainment; Nicholas Cage and Meg Ryan; Oahu.
- RETURN TO SAVAGE BEACH, Skyhawk Films; Maui.
- GODZILLA; TriStar Pictures; Matthew Broderick and Hank Azaria; Oahu.
- LANI LOA—THE HEAVENLY PASSAGE; Chrome Dragon Films; Angus MacFadyen and Ray Bumatai; Big Island.
- SPHERE; Warner Bros., Dustin Hoffman, and Sharon Stone; Oahu.
- KRIPPENDORF'S TRIBE; Touchstone Pictures; Richard Dreyfuss and Lily Tomlin; Oahu.
- RACE TO THE VOLCANO; Angel Grove Productions; Mighty Morphin Power Rangers; Maui.
- MIGHTY JOE YOUNG; Walt Disney Pictures; Bill Paxton; Kauai and Oahu.
- MEET...THE DEEDLES; Walt Disney Pictures; Dennis Hopper, Oahu.

1996

- A VERY BRADY SEQUEL; Paramount Pictures; Shelley Long, Gary Cole, and Tim Matheson; Oahu.
- BEYOND PARADISE (originally titled KAMA'AINA); Brickwood Galuteria; Oahu and Big Island.
- GEORGE OF THE JUNGLE; Walt Disney Pictures; Brendan Fraser and Leslie Mann; Oahu and Kauai.
- THE LOST WORLD; Universal Studios; Jeff Goldblum; Kauai.
- IN GOD'S HANDS; Big Wave Productions, directed by Zalman King; Oahu & Maui.
- GANG RELATED; Orion Pictures; Lela Rochon

1995

- RACE THE SUN; Tri-Star/Sony; Jim Belushi, Halle Berry, Joseph Cho, Anthony Ruivivar, Adriane Uganiza; Oahu.
- THEN THERE WERE NONE; Hawaiian history documentary; Elizabeth Lindsey, writer/producer.

1994

- WATERWORLD; MCA/Universal City Studios; Kevin Costner and Jeanne Tripplehorn; Big Island.
- UNDER THE HULA MOON; Jersey Born Pictures; Stephen Baldwin, Emily Lloyd, Chris Penn; Oahu.
- OUTBREAK; Warner Brothers; Dustin Hoffman, Morgan Freeman and Rene Russo; Kauai.
- BORN TO BE WILD; Fine Animal Productions/Warner Brothers; Helen Shaver, Peter Boyle, and Wil Horneff; Oahu.
- DON JUAN DeMARCO; Juno Pictures; Johnny Depp, Marlon Brando, and Faye Dunaway; Oahu.

1993

- NORTH; Rob Reiner – Castle Rock Pictures; Bruce Willis, Elijah Wood, Jason Alexander, and Julia Louis-Dreyfus; Kauai.
- AIRBORNE; Icon Productions; Marty Thomas, Shane McDermott, and Seth Green; Oahu.
- EXIT TO EDEN; Savoy Pictures; Dana Delany, Paul Mercurio, Dan Aykroyd and Rosie O'Donnell; Lanai.
- PICTURE BRIDE; A Thousand Cranes Filmworks; Toshiro Mifune, Yuki Kudoh, Akira Takayama, Tamlyn Tomita, and Cary Hiroyuki Tagawa; Oahu.

1992

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- NEMESIS; Greenleaf Productions; Oliver Gruner, Tim Thomerson and Cary Hiroyuki-Tagawa; Big Island.
- JURASSIC PARK; Steven Spielberg – Amblin Entertainment; Laura Dern, Jeff Goldblum, Sam Neill, and Sir Richard Attenborough; Kauai.
- SLIVER; Paramount; Sharon Stone and William Baldwin; Big Island. (Hawaii footage deleted in final edit.)
- SURF NINJAS OF THE SOUTH CHINA SEA; Katja Motion Picture Corp.; Oahu and Maui.

1991

- WIND; Filmlink International Zoetrope Studios; Matthew Modine, Jennifer Grey and Cliff Robertson; Oahu.
- HONEYMOON IN VEGAS; CastleRock; James Caan, Sarah Jessica Parker, and Nicholas Cage; Kauai.
- GOODBYE PARADISE; Latitude 20 Pictures; Joe Moore and Pat Morita; Oahu.
- UNDER SIEGE; Steven Segal; Oahu.
- HOOK; ILM; Robin Williams, Dustin Hoffman, and Julia Roberts; Kauai.
- HARD HUNTED; November Down Company.
- DO OR DIE; November Down Company/Malibu Bay Films; Drew Sidaris; Molokai.

1990

- POINT BREAK; Largo Entertainment; Patrick Swayze and Keanu Reeves; Oahu.
- HAWAII: BORN INTO PARADISE; Hawaii Research Productions; IMAX Film.
- WISHMAN; Wishman Productions.

1989

- SAVAGE BEACH; Sidaris Productions; Molokai.
- FLIGHT OF THE INTRUDER; Paramount; Willem Dafoe, Danny Glover and Rosanna Arquette; Kauai.
- LORD OF THE FLIES; Castle Rock Pictures; Kauai.
- JOE VERSUS THE VOLCANO; Warner Brothers; Tom Hanks and Meg Ryan; Oahu.

1988

- FISTS OF STEEL; Sanford Entertainment; Carlos Palomino and Marianne Marks.
- POLYNESIAN ODYSSEY; IMAX Films.
- TRAVELS WITH SAZAE-SAN; Producer Kiyoshi Suzuki; Keiko Takeshita, Haruko Kato and Midori Kuichi; Kauai.
<https://files.hawaii.gov/dbedt/annuals/2018/2018-dbedt-tagged-tables.pdf>

SMALLER MOVIES - Lord of the Flies (1990), 10.5 Apocalypse (2006) (destroyed by a tsunami), 2012 (2009) (destroyed by a super volcano), 50 First Dates (2004), Aloha (2015), Aloha, Scooby-Doo! (2005), A Perfect Getaway (2009), A Very Brady Sequel (1996), Beyond Paradise (1998), Big Eyes (2014), Black Widow (1988), Blue Crush (2002), Das Paradies in uns (2013), Dinocroc vs. Supergator (2010), Everything, Everything (2017), Forgetting Sarah Marshall (2008), Honeymoon in Vegas (1992), Johnny Kapahala: Back on Board (2007), Johnny Tsunami (1999), Just Go With It (2011), Lani Loa - The Passage (1998), Mega Shark Versus Crocosaurus (2010), North Shore (1988), Picture Bride (1995), Princess Ka'uiulani (2009), Punch-Drunk Love (2002), Rip Girls (2000), Soul Surfer (2011), The Big Bounce (2004), The Haumana (2013), The Ride (2003), To End All Wars (2001) - <https://filmoffice.hawaii.gov/hawaii-a-filmography/feature-films/>

According to the State of Hawai'i DBET HCI (Hawaii's Creative Industries) report, dated May 2020, page ii, "Hawai'i's Film and Television Industry Metrics:

- 2019 calendar year, \$405 million in estimated production expenditures generated estimated \$707 million of economic impact, \$43.7 million in estimated tax revenues and total **job impacts of 3,303 jobs**.

- 2018 calendar year, \$419.4 million in estimated production expenditures generated estimated \$725.6 million of economic impact, \$45.3 million in estimated tax revenues and total **job impacts of 4,194 jobs**. http://files.hawaii.gov/dbedt/economic/data_reports/hawaii-creative-report/HI_Creative_Ind_2019.pdf

Page iii, “As shown in the following figure, the creative sector directly accounted for 4.5% of Hawai‘i’s total GDP in 2018, with a value added of \$4.2 billion... the **5th largest private sector in the economy.**”

A few examples of jobs and careers supported directly by LCC’s TVPRO instruction -

Technical Directors/Managers - Coordinate activities of technical departments, such as taping, editing, engineering, and maintenance, to produce radio or television programs. Median salary **\$66,427**.

Audio and Video Equipment Technicians - Set up or set up and operate audio and video equipment including microphones, sound speakers, video screens, projectors, video monitors, recording equipment, connecting wires and cables, sound and mixing boards, and related electronic equipment for concerts, sports events, meetings and conventions, presentations, and news conferences. May also set up and operate associated spotlights and other custom lighting systems. Median salary **\$52,786**.

Camera Operators, Television, Video, and Motion Picture - Operate television, video, or motion picture camera to record images or scenes for various purposes, such as TV broadcasts, advertising, video production, or motion pictures. Median salary **\$51,868**. <https://leeward.emsicc.com/browse-careers/3.1?region=Honolulu&radius=>

The Leeward Community College TVPRO program is the first and only Career and Technical (vocational) movie / TV accredited degree program in Hawai‘i, so it is certainly unique to the UH and Hawai‘i. If removed or merged, there will be no in depth CTE degree specifically teaching movie or TV job skills in Hawai‘i, thus forcing students who want to enter this lucrative career to mainland colleges, furthering the chronic “brain drain” exodus from Hawai‘i.

The other effect of eliminating in-depth TVPRO training is that the State will revert to the where it was prior to 1989, thus once again forcing all productions coming to Hawai‘i, and all local TV stations and producers to hire only from trained Mainland personnel.

Since the TVPRO A.S. was implemented, **industry placements have averaged 71%**, thus proving the local need for this program, which is the only job skills program of its kind in Hawai‘i. As with any Career and Technical program, the primary indicator of success is student job placement within the industry. According to the Federal Comprehensive Review and Evaluation Template (Academic Programs) 2017, TVPRO student placements were reported by the UH as follows:

Evidence of quality Perkins 4p1 **Student Placements:**

2012-13 = 70.59%,
2011-12 = 80.00%,
2010-11 = 60.00%,
2009-10 = 45.45%,
2008-09 = 100.00 %

<http://www.leeward.hawaii.edu/files/ARPD/Instructional/typr/CRE-TVPR16.pdf>

Action Plans: The curriculum content is constantly updated every year, primarily from industry trends revealed in seminars at the annual Nation Association of Broadcasters and the concurrent Broadcasters Education Association international conventions in Las Vegas, attended by over 110,000 industry professionals. The TVPRO Program Coordinator has attended both conventions for the past thirty years. TVPRO students are also encouraged to attend these events, which include an international job fair. At their own expense, seventeen of twenty TVPRO students attended these events in April 2019.

The entire curriculum has been completely revised and updated every five years.

At least once per year the TVPRO Program Coordinator meets with the entire LCC Counseling staff to update them on the TVPRO programs, job placements, community service projects, etc.

There is no industry validation for this program. However, the program, SLOs, PLOs, etc., are reviewed by the Program Advisory Committee usually once every five years. Faculty reviews course content every 3rd semester when they are offered.

Admissions is standard community college “first come, first served.”

Advising and counseling is performed by an assigned Program Counselor who works closely with the faculty and Program Coordinator. Additional advising and recruiting are accomplished by the Program Coordinator.

Assessments: The primary methods of student achievement measurement are assignments, weekly quizzes, mid-term exams, and comprehensive exams. These testing instruments are usually composed of half standard questions and half timed “hands-on” performances. Other measures include internship evaluations, job placements, job retention, salary raises, and promotions.

Perkins 1p1 Technical Skills Achievement:

2008- 09 = 100 %
2009- 10 = 100 %
2010- 11 = 100 %
2011- 12 = 82.35%
2012- 13 = 77.78%
2013- 14 = 100%
2014- 15 = 100%

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. In July 2017, as recognition of the Leeward Community College TVPRO program's excellence in providing the industry with qualified employees, the CBS television network, and EYE Productions ("Hawaii 5-0") donated \$56,724.79 to the program. 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.

Awards to Faculty Prof. Hochstein –

1. BOR Excellence in Education Teacher of the Year,
2. 1993 State Vocational Program,
3. The NISOD National Institute for Staff and Organizational Development 1st place national conferee Award of Excellence for Curriculum Development. University of Texas at Austin.

Student Awards -

National Association of Broadcasters \$20,000 scholarship, 2016.

Eight student Emmy Award Scholarships from San Francisco National Academy of Television Arts and Sciences. (See below.)

Over the past 32 years eight Leeward Community College TVPRO students have won \$3,000 production SHELDON "SHELLY" FAY Memorial UNDERGRADUATE Videography scholarship "Emmy" Awards, and the PETER J. MARINO, JR. Memorial Undergraduate Production Scholarships, juried by the San Francisco National Academy of Television Arts and Sciences. Hawai'i students compete in the Northern California 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 Berkley, and many other baccalaureate institutions with far larger faculty rosters and much greater budgets than LCC.

<https://emmysf.tv/students-2/college-scholarships-2/scholarship-recipients/>

Time to degree is not measured directly, but program records indicate that most TVPRO students avoid or postpone the Math requirement for the A.S. Degree, thus lengthening the time to graduation to more than three years.

Action Plan: A solution is already approved and implemented via the new course sequencing where the Math, English, and other required General Education courses are included within the TVPRO Level I, II, and III semesters and course scheduling.

The incoming Leeward Community College Chancellor, Carlos G. Peñaloza asked the TVPRO Program Coordinator for recommendations on how to increase enrollments and a course sequencing starting every fall which would allow degree completion in two years.

Action Plan: Professor Hochstein and Dean Umehira re-designed the course sequencing to start every fall with the Level I courses and Math, followed each spring by the Level II courses and English, continuing in the two summer sessions with the Level III courses and nine credits in General Education requirements. Thus, the entire program can be offered each calendar year in the fall.

Action Plan: TVPRO majors must be charged regular fall and spring community college tuition at \$131 per credit for the year-round program. Otherwise, our students will not be able afford the much higher summer tuition of \$248. <https://www.leeward.hawaii.edu/tuition>

Action Plan: Leeward Community College may have to hire additional lecturers to cover the summer workload and simultaneously offer three TVPRO courses every semester. (See below.)

Another request by Administration was to create a way for students to enter the program at any point.

Action Plan: Because of the structure of the program, with beginning skills taught first followed by intermediate and then advanced courses, the only way to accomplish this without doubling the number of faculty, the labs, and equipment would be to offer two or three TVPRO courses which do not require labs or equipment every semester. These courses include TVP 101 - Production Process, TVP 210 - Film & Video History, Criticism, Ethics, & Aesthetics, and TVP 211 - Introduction to Film and Video Storytelling and Scriptwriting. Students could enter the program during any semester by taking these courses.

When these courses come up in normal rotation as below, some students will already have completed them, thus reducing their semester course load, and opening enough time to include Math, English, and nine credits of general education which are required to earn the TVPRO Associate in Science Degree. These courses can be taken any time while waiting to enter the Level I, II or III courses.

Program Costs: From 1988 to 2007 all the instructional equipment and lab space was shared with and provided by the Educational Media Center so there was never a cost or budget from the University of Hawai'i, Leeward Community College, or the State of Hawai'i for the TVPRO program from its inception until now. The only program costs paid by the UH are the one FTE Faculty salary and lecturers, and \$8,000 annual supply budget.

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All the current program equipment, and studio was financed by four successful federal Carl Perkins Grants. The new production van was financed by a grant from CBS TV Network and Eye Production (“Hawaii 5-0”). Equipment for the van was purchased with another federal Perkins grant.

	2018-19	2016-17	2017-18	
Overall Program Budget Allocation		\$115,686	\$109,563	\$0
14a. General Funded Budget Allocation		\$102,312	\$104,988	
14b. Special/Federal Budget Allocation			\$0	\$0

<https://uhcc.hawaii.edu/varpd/>

Please note the following discrepancies. For many years, the reported cost of TVPRO as a “general funded budget allocation” was less than \$110,000. As stated above, TVPRO receives \$8,000 per year for supplies, and salary for one FTE and three or four lecturers. The TVPRO program has never been allocated a budget. Further, all equipment and non-personnel items have been funded exclusively by Carl Perkins Federal grants. **Thus, the actual cost to the State of Hawaii and the UH system has been virtually zero beyond salaries.**

Unfortunately, the chart below does not reflect this reality for the first time. In fact, the current chart below seems to have been amended for 2017-18, 2018, and 2019 to falsely indicate G-Fund expenditures more than \$280,000. As Program Chair, I can personally affirm that the TVPRO program has NEVER received any formal budget. It is possible that item 14a. and 14b. could have been inverted in this year’s report. This false information needs to be corrected before this report is filed since TVPRO program costs are either the lowest or among the lowest in the UH System.

#	Efficiency Indicators	2017 - 18	2018 - 19	2019 - 20	Efficiency Health
14.	Overall Program Expenditures	\$377,141	\$377,329	\$286,492	
14a.	General Funded Budget Allocation	\$374,188	\$366,131	\$285,074	
14b.	Special/Federal Budget Allocation	0	0	0	
14c.	Tuition and Fees	\$2,953	\$11,198	\$1,418	

The TVPRO program underwent a comprehensive five-year review in 2016. However, in the interim two unusual but related concerns emerged. The first concern was that the program was

listed in the UH System 2017 “Report of Small Programs – Undergraduate Programs with fewer than 10 graduates (3-year average.) There were 86 programs listed in this document system wide. All of them were continued except for three. There were two programs which fell into this cautionary category at LCC; Television Production and ICS (Information & Computer Science.) - <http://www.hawaii.edu/offices/bor/academic/materials/201501141000/Item%20D.%20Update%20on%20Policy%20for%20Programs%20with%20Low%20Number%20of%20Graduates.pdf>

One of the main reasons this report of low TVPRO graduates appeared was that the UH system calculates “low graduation rates” on an annual basis over a three-year average. Like many vocational programs, TVPRO has three levels of classes: Beginning, Intermediate, and Advanced. Due to funding realities, and only one FTE Instructor, each of these courses can be offered only once every four semesters. Beginning courses (Level I) are offered in the Fall, Intermediate (Level II) in the Spring, and Advanced (Level III) in the Fall of the next calendar year. Because there are three levels of TVPRO classes, every other year the Beginning courses are offered in Spring, Intermediate courses are offered in the Fall, and the Advanced courses are offered in the Spring of the following calendar year.

This discarded timeline, driven by restrictive funding, limited available solutions to have TVPRO removed from the cautionary “low graduation rates” list. While this past sequence has recently been abandoned and is being replaced by the much-improved year-round sequencing, plus a modest increase in enrollments, it is possible that the TVPRO program *may* be able to report 10 or more graduates average per year. This was never possible before because the courses required for graduation were never offered until the following year, thus making annual graduation impossible.

The second concern was that the program enrollments were decreasing for three years. Understandably, low enrollments and low graduation rates are linked.

Action Plan: One solution proposed by Faculty to the low number of graduates would be to increase the number of incoming students from 20 to 25 or more. While this would be less than ideal in the Editing lab with only 20 fixed workstations, and five students to each of four cameras, it was thought possible.

Action Plan: Another solution recommended by Leeward Community College CTE Dean Ron Umehira was to "merge" the TVPRO A.S., C.A., and C.C. by combining 13 of 17 TVPRO courses into the DMED degree umbrella by Spring 2020. All media students would be required to take several general “core” courses in media, and then select an area of concentration in either Graphics Design, Digital Photography, or Video. This solution required reducing TVPRO thoroughness and degree rigor by significantly reducing the number of courses, particularly at the advanced level. This idea was and is vehemently opposed by the TVPRO Coordinator for several reasons which will be examined later in this document. The primary objection is Leeward Community College TVPRO students who formerly were able to enter the workforce immediately upon graduation because they were thoroughly trained in all production skills would become “jack of all trades and master of none.”

Dean Umehira's rationale for this merger action was that the 2017 Instructional Annual Report of Program Data (ARPD) reported low awarding of degrees for TVPRO. This was directly due to low incoming enrollments of 14 in 2015-16.

<https://www.hawaii.edu/offices/cc/arpd/instructional.php?action=analysis&college=LEE&year=2017&program=106>

(The data quoted below from the Hawai'i Department of Business, Economic Development and Tourism (DBEDT) are compiled by Economic Modeling Specialists, Inc. (EMSI) and processed by DBEDT. EMSI supplements data from the Federal Departments of Labor and Commerce by including estimates of proprietors and self-employed jobs, and by estimating data for very small industries that are not reported by the Federal agencies due to disclosure issues. – Page 3, May 2020 DBET lists Creative Industries Report.)

Since the January 2002 closing of Square USA, Hawai'i, which formerly employed 125 Digital Media and animation specialists, currently has very few available full-time or permanent employment opportunities in digital media.

<https://variety.com/2002/film/news/square-usa-morphs-honolulu-studio-shut-1117859368/#!>

Lack of Hawai'i jobs in key DMED subject areas including animation and web development were some of the critical reasons that the TVPRO Faculty strenuously opposed the program merger with DMED. Because there are no large DMED employers in Hawai'i (more than 12 employees) most Leeward Community College DMED majors are forced to become self-employed or seek another career. In 2015-16 the TVPRO program had a remarkable 90% job placement record. DMED had 212 majors but averaged only 22 graduates (in 2016- 17) and very few job placements (in 2017 – 38 placements.)

<https://www.hawaii.edu/offices/cc/arpd/instructional.php?action=analysis&college=LEE&year=2017&program=106>

Of further concern, the annual earnings average for the DMED industry group was \$32,443, well below the State average and **\$23,425 less** than most TVPRO careers. Wages in virtually all movie and TV jobs world-wide are set by union contracts, while DMED jobs are more likely to be self-employed part-time contract labor at much lower bid rates.

http://files.hawaii.gov/dbedt/economic/data_reports/hawaii-creative-report/HI_Creative_Ind_2019.pdf

By contrast, page vi of the May 2020 DBET Creative Industries Report lists "Film, TV, Video Production/Distrib" average annual 2018 earnings at \$55,868.

http://files.hawaii.gov/dbedt/economic/data_reports/hawaii-creative-report/HI_Creative_Ind_2019.pdf

The proposed merger would have modified the A.S. in Digital Media with an "emphasis" in "Video Production" thus effectively eliminating the TVPRO Certificates and A.S. Degree, and one semester of the TVPRO advanced classes. (The two other areas of emphasis under a DMED umbrella merger would be "Graphic Design" and "Photography.") The merger would eliminate the existing C.C., C.A. and A.S. in TVPRO.

It was argued that LCC's TVPRO is the *only* CTE vocational program in movie and TV production in Hawai'i, serving a sustainable, high paying, "clean" existing and emerging Hawai'i industry. But there are five DMED programs on Oahu alone, competing to serve a largely non-existent industry in Hawai'i.

<https://uhcc.hawaii.edu/varpd/>

As one can easily see, there are **NO** cross-over jobs from DMED and TVPRO listed in this official UH ARPD and Federal Government job classifications. This fact makes a program merger impossible as well as completely illogical.

It was further argued that stopping out a degree program with all 2019 UH Overall Health Indicators of Demand, Efficiency, and Effectiveness designated by the UH system as “Healthy” seemed premature, imprudent, and difficult to justify using current program data, despite the small program size which is acceptable under certain conditions.

Another key objection encompassed the fact that there would be **no cost savings** in such a merger because all TVPRO program equipment and costs (except one FTE faculty and \$8,000 in supplies) is / was funded by federal Perkins grants and private donations. <https://uhcc.hawaii.edu/varpd/>

		2016-17	2017-18	2018-19
Overall Program Budget Allocation	\$115,686	\$109,563	\$0	
14a. General Funded Budget Allocation	\$102,312	\$104,988		
14b. Special/Federal Budget Allocation	\$0	\$0		

<https://uhcc.hawaii.edu/varpd/>

After years of discussion amongst faculty, it was agreed there were only two courses which could possibly be common to both DMED and TVPRO; DMED 151 – “Film Analysis & Storytelling” and TVPRO 101 – “Production Process.” This short list illustrates the lack of commonalities between TVPRO and DMED.

When the TVPRO Program Coordinator (who was on 9-month contract) returned from vacation, he was summoned to a meeting on June 21, 2018 by Irwin Yamamoto, the DMED Program Coordinator. Unbeknownst to the TVPRO Program Coordinator, Irwin had been tasked with designing and implementing a program merger by Fall 2019. The program merger design was to be completed over the summer; July to August 2018. Realizing this work was to be completed over the non-duty summer period, the TVPRO Coordinator requested and received one credit of overload to consult on the merged program design draft.

After extensive examination, consultation, and effort, it was clear that the merger was not logical, would not result in any savings of funds or resources, and would result in the elimination of the C.C., C.A. and BOR approved TVPRO A.S. Degree. Further, the original rationale for merger attributed to low TVPRO enrollments was no longer applicable because program and course enrollments had been returned to maximums for three semesters. Nevertheless, as directed by the CTE Dean, the DMED Program Coordinator and TVPRO Program Coordinator completed and presented a draft of a possible merger in writing.

Dean Umehira primarily justified his program merger solution as necessary because the TVPRO program had been listed in the “Undergraduate Programs with Fewer Than 10 Graduates.” This low graduate listing was due to low program enrollments over one, three semester cycle average.

During the merger development research process, it was evident that prior to the stop out date the TVPRO program had not been given a thorough written program review as required by **Executive Policy 5.229** and **Executive Policy 5.202**. Further, there was no Division vote, Curriculum Committee vote, Faculty Senate vote, as required by UH PPIS - **EP 5.229** or BOR / UH President vetting or notifications of the proposed program merger, program modifications, and stopping out the TVPRO degree.

The justifications and merger were announced via formal memo on June 5, 2019 from the Leeward Community College Dean of CTE, Ron Umehira to the Leeward Community College Interim Chancellor Suzette Robinson. This action would “in effect stop(ing) out CO, CA, and AS in TVPRO effective at the end of the fall 2019 semester.” This memo (attached) was approved on June 7, 2019 with no notice to the student body, Program Advisory Committee, the PAT Division members, the industry, or Counseling. Once this action was made “official” it was vigorously opposed by the TVPRO Program Coordinator.

In July and August 2019 Leeward Community College Counselors began advising potential TVPRO majors to “attend some other campus or college” if they wanted to learn video production. The TVPRO students heard rumors about the TVPRO programs closing and panic ensued.

This program stop-out timeline was so immediate and enigmatic that the TVPRO Program Coordinator requested an urgent meeting with Della Teraoka, Acting Chief Academic Officer, Ron Umehira, Dean of CTE, Tommylynn Benavente, CTE Division Chair, TVPRO Program Coordinator, Bob Hochstein, Irwin Yamamoto, DMED Program Coordinator, and new incoming Leeward Community College Chancellor, Carlos G. Peñaloza. It was recommended that the meeting be facilitated by a trained mediator, Marina Piscolish. The meeting took place on September 30, 2019.

Most of the data used as justification for the program merger and program closing in the June 5, 2019 memo were outdated except for the current “Under Enrolled Programs Report.” Data quoted to justify the merger was from FY 2015 – 18. This memo covered only a brief three-year snapshot from 33 years. The merger mandate to Faculty neglected consideration of 30 years of consistent excellence, current ARPD “Healthy” designations in all three program evaluation categories including enrollments, the lowest CTE program costs, and the highest placements from Hawai'i CTE programs.

There was no denying the annual program review datum suggested enrollment concerns in 2015 - 18 with a drop to 12 - 15 students from 20. Naturally, this enrollment dip also contributed to a lower number of Certificate of Achievements (CA) and Associate degrees awarded. In 2015-16 the CA's and degrees dropped to 5, in 2016-17 the number was 12, and in 2017 - 2019 Leeward Community College ARPD Program Report the number was 14. The three-year average from 2015

- 18 was 5 for Associate degrees and 5 for CA's, resulting in having the program listed in the UH Small Programs Report of three-year averages of less than 10 CA's and degrees. Recognizing that this program has "open enrollment" and can graduate students only once every four semesters, it should not be surprising that over 33 years, one or two cohorts had poor enrollment and thus lower graduation performance.

However, the current 2019 Annual Report of Program Data reported 21 Unduplicated Degrees/Certificates Awarded and 13 degrees and certificates.

<http://www.leeward.hawaii.edu/files/ARPD/Instructional/tvpr/ARPD-TVPR18.pdf>

Action Plan: Recognizing that the reported problem of low graduations was a direct cause and effect of low incoming enrollments, the TVPRO Program Coordinator took immediate marketing and enrollment actions. (See below.) These actions resulted in enrollments restored to system expectations of 20 students. In the current 2019 class of students which began in Fall 2018, enrollments in Fall 2018, Spring 2019, and Fall 2019 is at the maximum cap of 20, with 100% retention from fall to spring to fall.

The recruitment effort for the 2018-19 group of students started in June, July, and August of 2018 and July of 2019. The Program Coordinator attended twelve four-hour "Meet and Greet" sessions, meeting with incoming freshmen at these "New Student Orientation" sessions.

Each Freshman student in attendance was asked if they have ever heard of or were aware of the Leeward Community College TVPRO program and major. Only 11 of the 860 students interviewed indicated ever hearing of the TVPRO program. (documented)

These promotional sessions facilitated effectively recruiting 83 students to major in TVPRO from only 4 existing majors prior to the New Student Orientation sessions.

This result proved that the college must improve marketing of TVPRO if the program is to survive. It is indisputable that this singular marketing effort directly and exclusively resulted in the increased program enrollments because the college took no other marketing actions, then or now. Addressing the concern regarding TVPRO low graduation rates, the number of incoming students must be increased. The only way to do this is to aggressively market the program, as requested every year and in every ARPD report published over the past 13 years. Despite this demonstrated proof of the need for marketing the program, (with less than one percent of LCC students hearing of TVPRO) and evidence of major enrollment increases of 800% directly and singularly due to Faculty marketing, no additional resources have yet been made available.

It was argued that closing by merger the only Hawai'i workforce development degree program in movies and video job skills prematurely, based on limited, dated data from FY 2016 – 18 with virtually no efforts to market the program, against strong Faculty opposition, with **no savings** anticipated appeared short-sighted and remains inexplicable, baffling, and enigmatic.

In summary, based on the evidence herein, the TVPRO Faculty / Program Coordinator remains opposed to the TVPRO program closure and vigorously opposed to any program merger with Digital Media.

3. Program Student Learning Outcomes or Unit/Service Outcomes

Program Student Learning Outcomes

1. Demonstrate the ability to work as an individual as well as an effective team member. Reviewed 2017-18. No changes.
2. Consistently demonstrate professional qualities demanded by the business. Reviewed 2017-18. Assessment by survey. No changes.
3. Understand and be able to create concepts, treatments, storyboards, scripts, budgets, and be able to use these preproduction tools in a professional manner. Reviewed 2017-18. Assessment by survey. No changes.
4. Demonstrate knowledge of and be able to use modern digital video studio cameras and digital camcorders and camera mounting equipment as required by the industry. Reviewed 2017-18. Assessment by survey. No changes.
5. Demonstrate an understanding of the history, theory, and aesthetics of television, film, and the moving image. Reviewed 2017-18. Assessment by survey. No changes.
6. Understand media literacy and demonstrate professional ethics as applied to the moving image. Reviewed 2018-19. Assessment by survey. No changes.
7. Demonstrate knowledge of and be able to operate current nonlinear digital editing equipment. Reviewed 2017-18. Assessment by survey. No changes.
8. Demonstrate knowledge of and be able to apply current television and film lighting techniques. Reviewed 2017-18. Assessment by survey. No changes.
9. Demonstrate knowledge of and be able to use current sound sources and audio equipment specific to sound acquisition, recording, sweetening, editing, and postproduction. Reviewed 2017-18. Assessment by survey. No changes.
10. Demonstrate and apply the skills at a professional level to block and direct a multi-camera field or studio production as well as a single camera movie-style production, using proper terminology and techniques. Reviewed 2018-19. Assessment by survey. No changes.
11. Understand and apply basic video and audio engineering techniques to produce a professionally acceptable television signal which meets FCC requirements for broadcast. Reviewed 2017-18. Assessment by survey. No changes.
12. Create acceptable and appropriate digital graphics necessary for television production. Reviewed 2017-18. Assessment by survey. No changes.
13. Understand and apply advanced aesthetic concepts and theories to television productions in relation to use of light, color, two- and three-dimensional screen spaces and forces, depth, volume,

visualization, motion, time, and sound to achieve professional results. Reviewed 2017-18.
Assessment by survey. No changes.

Change: Student surveys and input from various course assessments including eCafe and written assessments indicate strong student demand for hands-on training in multicamera field production which includes live events (sports, concerts, performances, events, etc.) Student feedback from faculty evaluations of the internship class has indicated a strong desire for EFP (Electronic Field Production) instruction to open more job opportunities including NFL, NBA, PGA, ML Baseball, as well as local sports and events.

Virtually all live television from comedy clubs to concerts, from the Rose Bowl parade to Honolulu City Lights, from the Super Bowl, to UH college and OC16 Spectrum high school sports, from the Oscars and Emmys to the Grammys and Na Hoku Hanohano Awards, and the Kamehameha Schools Song Contest--all are produced on location using EFP remote van, multi-camera, live video production equipment and field production methods. (Outside of a television studio or film sound stage)

Employers indicate a strong preference for candidates who have had training and hands-on experience in this field and with this equipment, primarily because neophyte trainees make too many mistakes in live field production work. The college does not have the hardware capability for this instruction, thus locking our television production (TVPR) students out from more than 40% of the current overall television production job market. Industry support remains strong for this initiative as it has been for many years. As mentioned elsewhere, virtually all live productions on location use these technologies and methods. But local and mainland producers will not hire interns or anyone without previous instruction and experience in live location productions. Live production has a zero tolerance for errors, so only fully trained and experienced candidates are considered. Among local production companies that specialize in live van productions is John Guild Communications. <http://www.john-guild.com/> and Spectrum Sports OC16 which produces all UH sports including NCAA softball, volleyball, baseball, men's and women's basketball, soccer, football, track, and most high school sports programming in Hawaii. 2018-19 TVPRO Program

4. Action Plan

In July 2017, as recognition of the Leeward Community College TVPRO program's excellence in providing the industry with qualified employees, the CBS television network, and EYE Productions ("Hawaii 5-0") donated \$56,724.79 to the program. This generous donation has provided funding for a remote four camera 4K production van required for Electronic Field Production instruction. The Covid pandemic delayed upfitting of the van for over a year, which was funded by two Perkins Grants. As a result of these delays, the van is scheduled to go into service in mid Spring, 2021.

5. Resource Implications

Due to a recent change in media support services, the Educational Media Center transferred equipment checkout supervision to the TVPR Program. Consequently, TVPR and Digital Media

Programs has requested through the program review process, a lab manager to oversee the studio, to assist the program instructors in their lab classes, and schedule/check out equipment, as well as a classroom sized secure check-out facility.

In July, 2020 a formal grievance was filed with UHPA as a result of Faculty members being assigned to check out and check in lab equipment. These tasks were formerly assigned to Media Center employees in another union (HGEA.) It was determined that duties specifically assigned to one bargaining unit cannot lawfully be transferred to members of a different bargaining unit. It was promised that LCC Administration would assign the work to an appropriate unit. This has not yet happened.

Gasoline, oil, cleaning, and other small incidental operating costs will be associated with the new instructional van. These costs are estimated to be \$4800 annually.

PROGRAM STRENGTHS AND WEAKNESSES -

Analysis of data concludes that the **greatest strength** of this program is its graduate's professional reputations in the industry, both locally and in the production centers of Los Angeles, Hollywood, and NYC. The brand "TVPRO" is instantly recognized as superlative. This positive branding is the sole reason given by former Leeward Community College Chancellor Manny Cabral for refusing to change the program name to "Digital Cinema and Video Production."

The **greatest weaknesses** of this program are:

- A. an almost total lack of marketing and
- B. lack of planning due to no annual program budget. From the 2017 UH ARPD, "It is clear that the program needs more incoming students to maintain program health. The faculty estimates that the ideal number of incoming students should be 25 - 30. To attract more incoming students, the college must take some interest in marketing this program as a unique, small, high quality hands-on program with outstanding placements and significant achievements, taught by highly-skilled professionals with emphasis on the job skills that industry needs."

"The college does little marketing of this particular program, student achievements, awards, donations, program service-learning projects, etc. As often said in the TV business, 'A funny thing happens when you don't promote - NOTHING.' The program needs a "shot in the arm" of aggressive marketing and promotion."

<https://www.hawaii.edu/offices/cc/arpd/instructional.php?action=analysis&year=2017&college=LEE&program=112>

Despite annual ARPD and CRE requests, the program has never had an annual equipment or maintenance / replacement budget in over 25 years, thus making planning virtually impossible.

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