

ACM UH West O‘ahu Facility Use

(December 30, 2024)

INTRODUCTION

The Academy for Creative Media (ACM) building at UH West O‘ahu (UHWO) was built to serve the University of Hawai‘i’s academic programs in film and digital/creative media. It is utilized primarily by the Creative Media program at UH West O‘ahu (ACM-WO), other UH West O‘ahu programs (e.g., Humanities, Social Sciences, Business, Math and Natural Health Sciences), and extramural and philanthropic funded grants (e.g., USDOE TIII, NSF, USDA). Additionally, faculty from UH Mānoa and the UH Community Colleges utilize the building, e.g., Information and Computer Sciences, Mele Institute, Laboratory for Advanced Visualization and Applications, and the Office of Indigenous Knowledge and Innovation. The facility is also used by community partners (non-profit), regional K-12 schools, (public, private, charter, and independent), industry collaborations, and private activities. Please see the *Building Reservations Data* in the Appendix for detailed data regarding usage.

It is important to note that our usage is currently subject to State of Hawai‘i guidelines that impact the tax-exempt status on General Obligation bond funds that were utilized to construct the facility. The policy guidelines include provisions for academic use, industry collaborations, and private activities. The internal facility use review that follows, under the heading of ***Summary of ACM Building Usage and Data Analysis (12/30/2024)***, aligns with the parameters of this policy. For information regarding the tax-exempt policy please see the Appendix, *Use of ACM-WO Facility – Impact on Tax Exempt Status*.

SUMMARY OF ACM BUILDING USE (12/30/2024)

This internal review is organized around the five (5) State of Hawai‘i policy guidelines that we report on every 6-months.

1. Space Reservation and Amenities
Policy Guideline: Facility reservations should support the university's academic, research, and community outreach goals.
2. Academic Prioritization
Policy Guideline: The building is intended primarily for academic purposes, including Creative Media courses and programs.
3. Community and Industry Collaboration
Policy Guideline: Industry and community activities are allowed within specified limits to foster collaboration and public engagement.
4. Adherence to Non-University Usage Parameters
Policy Guideline: Non-university usage is restricted and monitored to ensure the building primarily serves its academic mission.
5. Tours and Public Access
Policy Guideline: Public tours and outreach activities should be managed to promote the university's mission without compromising its primary academic function.

Throughout the review there are links to ACM Facility Use Data Dashboards and Facility Use Heat Maps. This information is collected and tracked by the Director of ACM West O‘ahu, the VC for Administration, and the UHWO Institutional Research Office. Here we house data of use by UHWO, other UH-System Campuses, and community partners.

1. Space Reservation and Amenities

Policy Guideline: Facility reservations should support the university's academic, research, and community outreach goals.

Reservations for the ACM - WO building must demonstrate a specific need for the building's unique configuration or equipment, and all events require an approved and trained UH West O‘ahu faculty/staff member to be present for the entire duration to handle access, monitoring, and security. The reservation process is managed through the 25Live system, with academic requests submitted via the Scheduler (Banner to 25Live) and other requests submitted through FSE (Food Services and Events) with approval required from various entities affected by the request. The priority for reservations follows a clear hierarchy: Creative Media program classes, followed by Creative Media projects/open labs, departmental requests, other on-campus programmatic requests, other campus requests, and finally external requests, with different rental fee categories applied for external, affiliated, and internal users.

Connect to the UH West O‘ahu [Facility Use Policies & Procedures](#) site. Here is an explanation on how to reserve spaces for instruction and other academic uses as well as non-instructional use. This is accessible to the public via our [ACMWO Reservations page](#).

Data Findings:

- Reservation growth from 50 events in 2022 to 181 in 2024 demonstrates increasing utilization.
- Enhanced amenities (e.g., securing a vendor for refreshments) improve the facility's functionality for users
- Spaces within the building, including sound mixing rooms, screening rooms, and the Hatchery, are frequently reserved by both university and non-university groups:
- Growth in reservations from 50 in 2022 to 181 in 2024
- Primary users include UH system staff, ACM students, and private organizations.

Evaluation: Space reservations align with the building's intended purpose, supporting diverse academic and community needs.

2. Academic Prioritization

Policy Guideline: The building is intended primarily for academic purposes, including Creative Media courses and programs.

The primary user of the facility is for academic purposes. The principal user is the ACM UH West O‘ahu Creative Media Program. An overview of the program can be viewed on this [Dashboard](#) which is generated and updated by the UH West Oahu Institutional Research Office. The B.A. in Creative Program courses is offered in-person, hybrid, and on-line. Multiple modalities are offered to accommodate students who are working part-time/full-time and/or reside on the neighbor islands.

In-person use of classrooms in the ACM facility can be viewed on the following heatmaps.

- [ACM Heatmap for 2023](#)

- [ACM Heatmap for 2024](#)
- [ACM Heatmap for Spring 2025](#)

Each cell in the heatmap represents the number of in-person students in a particular classroom by time of day. Semester selection available on the left navigation bar. Spring 2025 data is pre-census as of 1/9/2025.

From the Building Reservation system data (see Appendix):

- Classrooms , e.g., G-111 and G-131, are used for a variety of Creative Media courses, e.g., CM 120, CM 142, ART 112.
- Course offerings and in-person class usage have consistently increased, with high enrollment in key courses like CM 120, CM 353, and ART 112.
- There is a high-demand for in-person use for spaces. e.g., ACM G111 teaching MAC lab, G131 screening room, and G136 sound stage
- Course headcounts highlight popular classes such as CM 120 and CM 353, with enrollment peaking at 146 students for CM 120 in Spring 2024.
- In person enrollment
 - 2021: 222 students
 - 2022: 222 students
 - 2023: 295 students
 - 2024: 277 students
- Student Lab reservations:
 - 2021: 1
 - 2022: 1
 - 2023: 58
 - 2024: 65

Currently, Create(x) the emerging media center in the facility hosts UH Mānoa’s Dr. Jason Leigh’s ICS 486 course, Virtual & Augmented Reality Program. In addition, Create(x) houses the Office of Indigenous Knowledge and Innovation (in the OVPRI) grant funded Indigenous Data Hubs (IDH) program. This offers IDH fellows, students from UH Community Colleges and UH Mānoa, classroom, lab, and presentation space. See [monthly usage of Create\(x\) space](#).

Faculty and Programs from across the UH System utilize ACM – WO’s Screening Room/Theatre, Flex-Classroom, and E-Sports Room. For example:

- UH Mānoa Dr. Jason Leigh’s LAVA Lab Classes
- Faculty across UH Campuses making the documentary AQ – Sound Stage and Foley Control Room
- LCC Early College Program working with Wai’anae High School Searider Productions – E-Sports, Flex Classroom, and Create(x)
- LCC Ke Ala Anu’u Summer Program
- UH System ACM presentation of HIFF Films – Screening Room, Create(x), Outdoor Theatre
- UH System ACM & UH Mānoa Cybersecurity Career Awareness Program – E-Sports, Flex-Classroom, Screening Room, Outdoor Gathering Spaces

A full accounting of all room reservations including UH System and UH Campuses and community use (2022-2024) can be found online. See [room reservations for 2022-2024](#).

3. Community and Industry Collaboration

Policy Guideline: Industry and community activities are allowed within specified limits to foster collaboration and public engagement.

Industry and private activity ranges from film editing and screening to symposiums and creative media workshops. During the FY 2023 notable events included the U.S. & The Holocaust Preview, OHA Board Meetings, Battle of Wanat Virtual Staff Ride. In FY 2024, there was an increase in community engagement with events like the Hawaii International Film Festival a(HIFF), the Westside Homeless Symposium, Cybersecurity Briefing. These events enhance community collaboration, increase student opportunities to develop professional skills all without overburdening the facility staff (currently 1 APT FTE with support from student assistants). See the heatmap presented in #5 below for a visual of events hosted in the facility.

4. Adherence to Non-University Usage Parameters

Policy Guideline: Non-university usage is restricted and monitored to ensure the building primarily serves its academic mission.

The University intends to utilize the ACM building to foster collaboration with private companies and organizations in the film and media industry. This can include non- governmental entities participating in programs within the ACM building. Their participation can include collaborating with UHWO academics on educational programs for university students, community members, or the general public. Industry collaboration could also include private companies utilizing or leasing space and time within the ACM building for their private purposes, which would include student opportunities to work with industry for trade experience.

The University also intends to utilize the ACM building to assist with advancing industry in Hawai'i. This will include leasing of the facility and equipment in the ACM building purely for creative media industry private activity. Plainly, this will include private media production companies that have a need to use production space or specialized equipment situated within the ACM building. In all cases, the University would expect to generate a fee, lease, or payment for this use. While not expected to be a significant amount of income to the University, such use is desirable because it helps foster the broader statewide development of this industry. It also does increase the credibility of the ACM program and the UHWO campus to have active industry present on campus further building the attraction of the University and UHWO for students. The campus estimates that annual industry collaboration and private activity use would amount to no more than 7.1% of the available square footage of the ACM building.

Concessions: It is standard practice for the University to have designated concession activity on university property. These concession arrangements are intended as an amenity for students and the public attending University facilities. Concessions can include vending machines, approved food or refreshment vendors. And they can be permanently established or permitted for a fixed time or for specific events. They may also be operated in established spaces for such activities or allowed to operate in open areas situated around the ACM building. Concession activity in or around the ACM building will occupy no more than 820 sq ft or 2.0% of the available square footage of the ACM building. All concession activity is governed by inclusive university policies: Administrative Procedures: 8.350 -

In FY 2023, non-university use accounted for 0.46% of total square footage, well within acceptable limits, and in FY 2024, use increased to 1.86% of total square footage. Non-university use remains a minor portion of the building's capacity.

5. Tours and Public Access

Policy Guideline: Public tours and outreach activities should be managed to promote the university's mission without compromising its primary academic function.

The ACM - West O'ahu building draws a variety of guests to include prospective students (school tours, family tours), UH Community College programs, international schools (Japan, S. Korea) interested in program partnerships, community-based organizations interested in collaborations (YMCA, BSA), industry professionals, and others. This infographic [Academy for Creative Media West O'ahu Tour Data](#) provides both building tour and community events hosted in the facility from 2022. In short, tours increased from 16 in 2021 to 60 in 2024, reflecting growing interest in the ACM facility and programs.

IMPACTFUL WORK OF PROGRAMS HOUSED AT ACM WEST O'AHU

In addition to a comprehensive accounting of space utilization (as of 12-31-2024) we tether this data to broader themes that illuminate impactful events that are true to UH West O'ahu's Pahuhopu (principled values). Here are links to several stories (all Ka Puna O Kalo'i articles, unless otherwise noted, and in chronological order):

UH West O'ahu Pahuhopu

- Kaiāulu -- Building and engaging a healthy and inclusive community
- Hana Lawelawe -- Taking what we learn, our knowledge, and making it deeper more applicable to the conundrums of today
- Mālama 'Āina -- Sustain and growing all that feeds and nourishes us
- Waiwai -- Caring for the abundance of stories, resources, and funding that supports the work we do
- Po'okela – Excellence. We ask ourselves, “Is this the legacy we want to leave?”

Stories Related to ACM West O'ahu

Here are links to several stories (all Ka Puna O Kalo'i articles, unless otherwise noted, and in chronological order):

The future of Learning and Teaching

- Dec. 20, 2023: [New partnership with college in Philippines to bring transfer students to UH West O'ahu](#)
- Feb. 8, 2024: [Getting to do 'artsy stuff whilst also learning science'](#)
- July 2, 2024: [Creative media students present workshops, a chance to both teach and learn](#)
- Aug. 14, 2024: [Pacific Indigenous creativity, innovation converge at UH West O'ahu](#)
- Aug. 19, 2024: [Plan to use CM as gateway to STEM for underrepresented students breaks new ground](#)

The future of creative enterprises

- Oct. 12, 2021: [Creative Media students contribute skills, talent to Kapolei Commons campaign](#)

- Feb. 1, 2024: [ACM connection results in cookie tin design](#)
- Sept. 12, 2024: [Buy student-designed cookie tin, support Creative Media program](#)
- Dec. 22, 2024 (UH News): [Students create visually stunning VR similar to professional experiences](#)
- Dec. 22, 2024 (KHON2): [UH students combine creativity, technology in creative computational media course](#)

The future of film, short films, and documentaries

- April 11, 2024: [Attend free premiere of documentaries showcasing cultural practitioners](#)
- Oct. 4, 2024: [Full, exciting schedule ahead for UH West O'ahu music program](#) (see section about "The Struggle Never Ends" documentary)

The impact of our graduates

- Nov. 28, 2022: [Creative Media alum's significant role in new sustainability podcast](#)
- June 21, 2023: [Show co-produced by UH West O'ahu lecturer wins Emmy](#)

See more of what [our graduates are doing and the impact of the ACM UH West O'ahu programs on their careers/lives](#).

Community events at ACM UH West O'ahu

- Sept. 7, 2022: [Attend free preview of moving documentary about the Holocaust](#)
- Nov. 9, 2022: [Watch film and learn insights from director, a UH West O'ahu lecturer](#)
- Oct. 12, 2023: ['Ulu'ulu screening at UH West O'ahu a first for HIFF](#)
- March 28, 2024: [Onizuka Day of Exploration at UH West O'ahu for second year](#)
- April 10, 2024: [UH West O'ahu and AES Hawai'i energy company celebrate launch of new solar project](#)
- Oct. 21, 2024 (Makahaiwa'a): [FIFO film premiere and artists showcase at UH West O'ahu, Oct. 22](#)

About the facility

- Sept. 25, 2019: [Creative Media supporters gather for "Sign the Beam" event at University of Hawai'i-West O'ahu](#)
- Nov. 29, 2021: [Academy for Creative Media Facility enjoys successful awards season](#)
- Nov. 18, 2022: [Grand opening and celebrity panel celebrate new ACM Student Production Center](#)

Report Prepared by UH West O'ahu Chancellor's Office and ACM UH West O'ahu
 Questions Please Send to VCA David McDonald, davidamc@hawaii.edu

FACILITY USE APPENDIX

Building Reservations Data

All reservation categorized:

- [2022 reservations categorized](#)
- [2023 reservations categorized](#)
- [2024 reservations categorized](#)

- [Emerging Media reservations](#)

Courses Info:

- [2022 course info](#)
- [2024 course info](#)

2022-24 ACM-WO All Room reservations:

- [2022 ACM WO All Room reservations](#)
- [2023 ACM WO All Room reservations](#)
- [2024 ACM WO All Room reservations](#)

Tours info: <https://cal.com/uhwoacm/tours?date=2025-01-13&month=2025-01>

- [2022 Tours info](#)
- [2023 Tours info](#)
- [2024 Tours info](#)

USE OF ACM - WO FACILITY – IMPACT ON TAX EXEMPT STATUS

- [Memo to Director Craig Hirai \(Dept. of Budget and Finance\) regarding uses of ACM building at UHWO that could impact the tax-exempt status of GO bond funds, dated June 15, 2022](#)
- [Academy for Creative Media Building Space Usage Annual Report For the Period July 1, 2023 - June 30, 2024](#)

FACILITIES USE POLICIES AND PROCEDURES

Reservation Procedures:

1. Diagram of the building (1st floor, 2nd floor)
[Description of the areas and equipment and staffing requirements.](#)
2. Building Hours: M-R 6:00 am - 7:30 pm, F 6:00 am - 5:00 pm (**only if cafe is open**)
 - Campus Hours: M-S 5:30 am - 10:30 pm. Closed on Sundays
 - Class Hours: 8:00 am - 6:20 pm
3. Event Hours:
M-F 8:00am - 4:30pm
4. Reservation Parameters
 - All requests must be appropriate to the ACM configuration and/or equipment required (e.g. building should not be used if other areas on campus are more appropriate--regular classrooms, other social gathering locations, etc.)
 - All Events must have an approved (trained) UHWO Faculty/Staff on-site, for duration of event, to allow access, monitor and secure area. In addition to a facility staff member the UHWO Faculty/Staff Host must remain on-site for the duration of event.
 - Priority of Reservations:

1. ACM UH West O'ahu Academic Program Classes (via Scheduler)
 2. Student and faculty CM Projects/Open Labs (via 25Live)
 3. UHWO Academic Departmental requests
 4. Other UHWO programmatic requests
 5. UH System and UH Campus (UHM, UHH, CCs) requests
 6. Other requests
- Event Request via FSE (in 25Live)
 1. CM AV Tech required for duration of event (30min prior/30min post)
 2. Limited night use determined by class use the following day
5. Food & Beverage Policy
 - Absolutely NO food or drinks in classrooms, labs, esports, post-production, soundstage, theatre and makerspace
 - Drinks and food are allowed in the LOBBY area only
 - AUX/FSE policies apply
 6. Rental Fees
 - Guest Category:
 1. External: General Public
 2. Affiliated :Events referred and/or connected to UHWO Offices & departments, ASUHWO, RISOs but are not for or sponsored by UHWO. e.g. UH Campuses & Depts, DOE, State Agencies
 3. Internal: Events for UHWO Faculty, Staff and Student Associations (ASUHWO, RISOs) or with written approval of the Chancellor, sponsored by UHWO
 - Room Rental Fee based on Square Footage (in-room Equipment Included)
 - Soundstage (Equipment is NOT available)
 - Guest WiFi (same)
 7. Security and Custodial Support
 - All securable areas are accessible by fobs
 - Campus security is 24/7
 - There is one custodian assigned to this facility. If required, other custodians are pulled from their assigned facilities