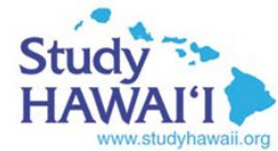


Aloha!



Study Hawai'i Summer Newsletter

Thank you for your membership and continued support of Study Hawai'i. It has been a busy year as we have benefitted from the interest in international education at the state level and by the involvement and financial support from the Department of Business, Economic Development and Tourism (DBEDT). We want to update you on recent activities of Study Hawai'i and upcoming events.

Chinese Educator Tour: April 2015

In April 2015, a group of Chinese educators and business leaders came to Hawai'i for a week-long visit to familiarize key decision makers in Beijing with the variety of educational options for Chinese students in Hawai'i. The delegation, funded through DBEDT, Study Hawai'i and partnerships with Hawaiian Airlines and the Hawai'i Tourism Authority allowed the Chinese educators to visit many Study Hawai'i institu-



The delegation visited University of Hawai'i at Hilo, Hawai'i Community College, Kapi'olani Community College, Leeward Community College, University of Hawai'i at Mānoa, Mid-Pacific Institute, and Hawai'i Pacific University. Also, Study Hawai'i hosted a reception for the delegation at UH Mānoa with representatives from other Study Hawai'i institutions as well as Governor Ige and his wife. This was an invaluable opportunity for Study Hawai'i schools to showcase our state's unique educational resources.



[NAFSA National Conference: May 2015](#)

The Study Hawai'i booth at the NAFSA: Association of International Educators national convention in Boston was a big success. The booth provided information about different schools in Hawai'i, and the silk leis were popular souvenirs. It was also a great place to hang out with other Hawai'i delegates and to meet international partners.



[Hawai'i Education Directory: 2015](#)

Study Hawai'i is participating with Sturdivant Publishing on O'ahu to develop a "Hawai'i Education Directory" in both print and on-line editions. This resource will include listings of Hawai'i schools with editorial content to advise prospective students interested in studying in Hawai'i from other countries. Study Hawai'i schools will have special profile pages and highlighted listings in the directory. This directory will be used in conjunction with promotional events such as the fall Asia tour as well as by the State of Hawai'i offices in Taipei and Beijing. It will also be a resource for Education USA offices in consulates and embassies around the world. The accompanying website will include the same information and serve as an on-line resource for students investigating education options in Hawai'i.

[Asia Recruiting Trip: October 2015](#)

DBEDT and Study Hawai'i are working together to plan a delegation visit to Taiwan, Okinawa and Guangzhou, China for October 2015. The trip will coincide with Governor Ige's visit to Okinawa and Guangzhou to celebrate the 30th anniversary of our sister-state relationships. As part of the delegation, DBEDT and Study Hawai'i will be highlighting educational opportunities in Hawai'i for Chinese and Japanese students. The trip, open to all Study Hawai'i members, will include the option of attending an Education Fair in Taiwan as part of the Study Hawai'i booth, or joining Governor Ige's delegation in Okinawa. Following the Taiwan and Okinawa portions of the trip the delegation will travel to Guangzhou, China with the governor to participate in a sister-state celebration and also visit selected high schools and universities. In each location, Study Hawai'i will host a Hawai'i Education Seminar for invited guests. At these seminars, Study Hawai'i members will have opportunities to develop partnerships with universities, high schools, alumni, or educational consultants. In addition, Study Hawai'i members may have the option of joining an Education USA fair in Ulaanbaatar, Mongolia following the recruiting mission. Please watch your email for details!

Internet Marketing in China: Ongoing

The DBEDT office in Beijing is developing social media outreach on WeChat and SinaWeibo to feature Study Hawai'i schools to Chinese social media users. The posts and content will feature pictures and information about education opportunities in Hawai'i as well as information about upcoming events by Study Hawai'i schools in China. If you have something to post, please let us know!

Study Hawai'i website and Facebook Page: Ongoing

Study Hawai'i maintains a website (<http://www.studyhawaii.org>) and a Facebook page. If member schools have items to post on the Facebook page that promote the state as an educational destination, please forward it to the Study Hawai'i email for review. We want to feature postings from all members.