

Aloha!



Study Hawai'i Educational Consortium

2016 Newsletter

Mahalo for your membership and continued support of Study Hawai'i. In 2016, Study Hawaii enjoyed a very active and successful year on behalf of our members, and we invite you to renew your membership for 2017 to continue to benefit from the efforts of the consortium!

The goal of the Study Hawaii Consortium is to increase recognition of the State of Hawai'i as a preeminent study destination for international students at every level, and to thereby increase enrollment of international students at our member institutions. To fulfill this goal, Study Hawai'i facilitates international student recruitment and promotes partnerships between our member institutions and those in other countries. We also capitalize on the services of U.S. federal and state agencies and community groups. In 2016 Study Hawaii members have benefitted from collaboration with the Department of Business, Economic Development and Tourism (DBEDT), the Hawaii Tourism Authority, the Hawaii Chamber of Commerce, the U.S. Department of Commerce, U.S. Consulates and EducationUSA offices around the world.



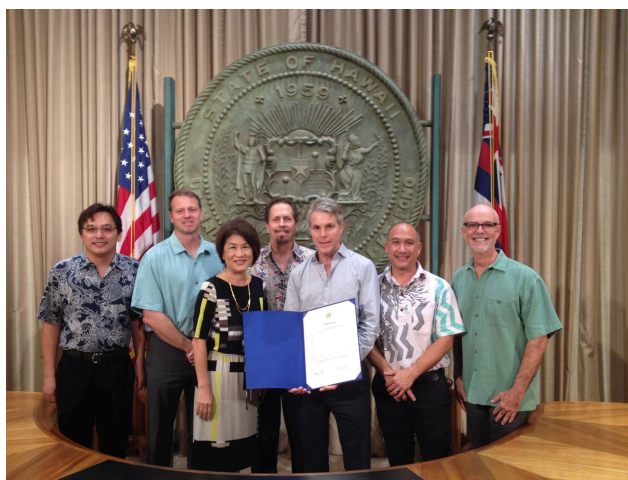
StudentMarketing Strategic Plan: Summer/Fall 2016

Study Hawaii contracted StudentMarketing to complete an extensive marketing/recruitment plan for the State of Hawai'i to improve and target marketing resources and attract more international students to Hawaii. The initial summary is completed with the final report expected in early in 2017. Study Hawaii members and DBEDT will receive the report to share with Enrollment and Marketing teams. Thank you to all members who submitted the survey!



International Education Week: November 2016

Study Hawaii sponsored Governor David Ige's proclamation and ceremony in recognition of International Education Week in Hawaii. Study Hawaii Executive Board Members pictured with First Lady Dawn Ige: Scott Siegfried – Mid-Pacific, Cy Feng – KCC, Roger Fong – ELS, Steve Jacques – LCC, Todd Shumway – UHH and Joel Weaver - UH HELP.



Asia Trade Mission Trip: Fall 2016

The Department of Business, Economic Development & Tourism (DBEDT) collaborated with Study Hawaii members to carry out multiple education missions in key markets of Northeast Asia. Study Hawaii and DBEDT had great success in conducting missions to: 1) Japan, including First Lady Dawn Amano-Ige; 2) Korea/Taiwan with the Hawaii Korean Chamber of Commerce & State of Hawaii Office in Taipei and 3) Hong Kong and Guangdong, China with the State of Hawaii office in Beijing.

In each location, Study Hawaii promoted international student exchanges and attraction to Hawaii. Study Hawaii members attended education expositions and hosted Hawaii Education Seminars in each location for invited guests. There were multiple opportunities to develop or strengthen partnerships with universities, high schools, alumni and educational consultants. 2

Study Hawaii Digital Media:

Study Hawaii maintains a website (<http://www.studyhawaii.org>) and a Facebook page. If members have items to post on Facebook that promote the State as an educational destination, please email StudyHawaiiedu@gmail.com for review. We want to feature posts from all Study Hawaii members!

School that renew membership for 2017 will have their webpages updated promptly on the Study Hawaii website.



Social Media for China Education News & Events

WeChat public ID: studyhawaii

Sina Weibo <http://weibo.com>

ID: 乐学夏威夷

<http://blog.sina.com.cn/studyhawaii>

Youku Video <http://www.youku.com>

ID: studyhawaii

Hawaii Directory: Summer 2016

Before carrying out the fall education missions, Study Hawaii partnered with Sturdivant Publishing to prepare an updated Hawaii Education Directory. In addition to the simplified Chinese and Japanese versions already published SH translated additional condensed versions to traditional Chinese and Korean for outreach in those markets. These translated brochures were very well received in the key markets of China, Korea, Japan, and Taiwan. Sturdivant Publishing is updating the HED with fresh content for 2017 and Study Hawaii members enjoy preferential rates on advertising in this crucial resource that is used throughout our primary source markets.

<http://hawaiieducationdirectory.com/en/>



Hawaii Education in China: Ongoing

The DBEDT Hawaii Education Services Office in Beijing manages digital media channels on WeChat, Sina-Weibo and Youku Video. They market information to students and stakeholders in China to promote Hawaii and they introduce one Hawaii school to Chinese students and insiders via Weibo and Wechat every month. Study Hawaii members can publish news stories about the Hawaii education industry and their school on Weibo and Wechat. If you have a post, forward to StudyHawaiiedu@gmail.com.

SAVE THE DATE: NAFSA 2017

Visit the Study Hawaii Expo booth at NAFSA in Los Angeles! Sign up to volunteer at the booth and use the space as a meeting place with your partners. If you would like to Sponsor our booth or an event email StudyHawaii@edu@gmail.com more information. Mahalo!



Open Doors Fact Sheet: HAWAII Institute of International Exchange

Educational Exchange data from Open Doors reported the State of Hawaii increased the number of international students 6.4% in 2016. Hawaii had a total of 4,295 students in 2016 compared to 4,035 in 2015 and moved up in rank to #40 in the United States (NAFSA.org/eis).

The total direct economic impact of Hawaii's international students in 2016 was estimated at \$301.9 million (DBEDT).

NAFSA National Conference: May 2016

Study Hawaii carried out a number of successful outreach events at the NAFSA: Association of International Educators National Conference and Expo in Denver, CO. The colorful silk leis and chocolate macadamia nuts drew the crowds to the Study Hawaii booth, where members engaged with partners and discussed possible collaborations with the thousands of institutions and organizations attending this expo. Midweek, Study Hawaii and DBEDT sponsored a breakfast and presentation for more networking opportunities with partners and potential partners. SH also engaged a local hula group **Halau Na 'Olapa Mamao E Malama Hula** that danced and shared aloha on the expo Sound Stage to great acclaim, followed by a short presentation about educational opportunities in Hawaii.



Table 1: Direct Economic Impact of International Students in Hawaii – Summary Results of the 2016 Hawaii International Education Survey

Category of International Students	Number of Students	Spending by International Students on		Total
		Tuition & Fees	Living Expenses	
Long-Term Students	4,206	\$79,419,968	\$81,256,577	\$160,676,545
Middle/high school students	287	\$6,780,500	\$6,337,000	\$13,117,500
Degree-seeking undergraduate students	3,077	\$39,794,204	\$61,367,673	\$101,161,877
Degree-seeking graduate students	842	\$32,845,264	\$13,551,904	\$46,397,168
Short-Term Students	7,988	\$63,392,235	\$77,843,968	\$141,236,202
Non-degree-seeking undergraduate students	2,119	\$30,997,602	\$37,719,273	\$68,716,875
Non-degree-seeking graduate students	101	\$1,476,555	\$1,322,390	\$2,798,945
Short-term training program students/professionals	4,997	\$29,062,248	\$34,641,287	\$63,703,535
Students in summer/winter camps	590	\$1,855,830	\$1,230,217	\$3,086,047
Visiting scholars/teachers	181		\$2,930,801	\$2,930,801
Total	12,194	\$142,812,203	\$159,100,545	\$301,912,747

Source: DBEDT, 2016 IES