



TEST - Study Hawai'i Newsletter 2019-2020


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What
are
you
waiting
for?

STUDY IN
HAWAII

STUDY HAWAII 2019 NEWSLETTER

Aloha! Happy New Year from [Study Hawai'i Educational Consortium](#)! In 2019 we

continued our engagement in local and international activities to raise the visibility of Hawai'i: **The Best Classroom in the World!** 2020 promises to be another busy year for Study Hawai'i. Plans for the upcoming year include continued work on website translations and digital marketing campaign efforts.

Save the Date for Study Hawai'i Day at the State Capitol on February __TBD__. Join us to advocate to state legislators how important international education is to the state of Hawaii. Study Hawai'i will have a booth at the **2020 NAFSA Annual Conference & Expo** in St. Louis, MO from May 24-29th. Members will be invited to invited to utilize the exhibit booth for meetings with education partners.

Our partnership with **BMI** and **ICEF** continues as we look to cooperate on affordable opportunities for members to participate in the BMI recruitment fairs and ICEF Events. Our collaboration with the state Department of Business, Economic Development and Tourism (**DBEDT**) continues with joint efforts to attract international students to our classrooms and track progress with the DBEDT International Education Survey.

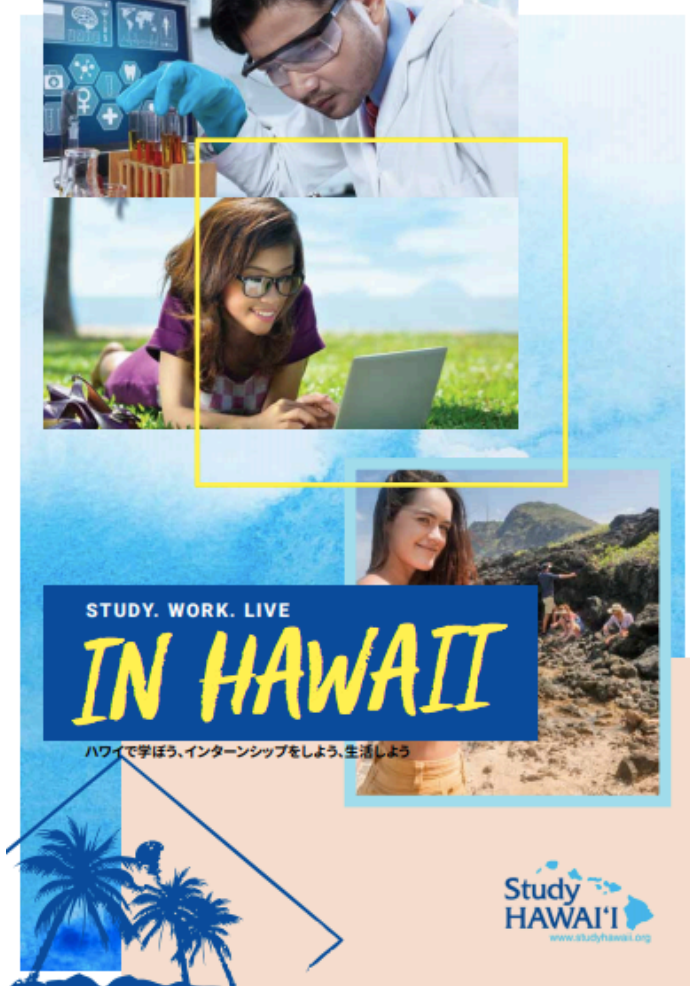
Your active participation in Study Hawai'i is essential to making these efforts a success. Please visit our website at www.studyhawaii.org for more information or contact Study Hawaii directly at <admin@studyhawaii.org>. Mahalo nui loa!

MEMBERSHIP RENEWAL 2020

In 2019 Study Hawaii implemented a digital marketing campaign targeting Japan, Vietnam, and Brazil. The efforts included a PPC (pay-per-click) marketing campaign on major social media and search engines in these selected countries. In addition to a Google Search campaign targeting keywords, a Google Display campaign targeting users browsing websites, and a Facebook Ad campaign targeting Facebook and Instagram users based on their interests.

The **digital brochure** was translated in Simplified Chinese, Japanese, and Korean and uploaded to the **website** this year to expand its reach. Efforts

to make the full website available in multiple languages is ongoing.



NOVEMBER 22, 2019: Study Hawaii coordinated with the [Office of Governor, State of Hawaii](#) to declare November 18-22 "International Education Week in Hawaii." International Education Week is a nationwide initiative of the Departments of State and Education. The commemorative ceremony was hosted

by Governor David Ige and attended by Senator Brian Taniguchi along with members of the Study Hawaii Executive Board, and two dozen international students from HPU, Global Village, UHM HELP and ICC. IEW is held at institutions across the U.S. each fall to commemorate the crucial role of international education as an arena of soft diplomacy and as the seventh largest economic driver in the services category, contributing nearly \$40 billion to the U.S. economy.



OCTOBER 2019: DBEDT released The Economic Impact of International Students in Hawaii – 2019 Update on October 9th. [The report is available here](#). The report shows that the direct spending by foreign students in Hawaii was \$216.9 million for calendar year 2018. Including the ripple effects, the total economic impacts of international students are the following:

- \$446.7 million in economic output generated, including direct, indirect, and induced effects
- \$34.3 million in state taxes generated
- \$197.3 million in household income generated
- 4,576 jobs supported by international student spending

The DBEDT 2019 International Education Survey collected data from 41 Hawaii educational institutions including Study Hawai'i member schools. Responding

institutions reported 14,300 international students, including both long-term and short-term students from 128 different countries. We appreciate your contribution to the report and ongoing efforts to promote the state of Hawaii as [The Best Classroom in the World!](#)



MAY 26-31, 2019: Study Hawaii'i celebrated our 11th Anniversary of hosting a booth at the NAFSA Annual Conference & Expo in Washington, D.C. The Expo was visited by more than 11,000 international educators, thought-leaders, and global advocates from across the world. As always, the Study Hawaii booth was a popular spot to get a silk lei and have a picture taken in front of the panoramic photo of Waikiki that serves as the booth backdrop. We collected more than 500 business cards representing 39 countries from universities, agents, and vendors interested in pursuing projects with institutions in Hawaii. These were entered into a spreadsheet that was shared with all members for follow-up. Study Hawaii board members also hosted a table at the Higher Education Fair which brings together universities to share about their programs. Information on all of the universities and community colleges who are part of Study Hawaii was presented to university representatives. During the NAFSA conference, Study Hawaii President Joel Weaver was invited to speak at a Study States Consortium

meeting held by the US Department of Commerce, talking about how Study Hawaii partners with DBEDT on International Student Attraction initiatives. We hope you will join us in St. Louis, MO for NAFSA in 2020!



Hawaii Pacific University and the University of Hawai'i at Hilo attended the March BMI education fair in Hanoi, Vietnam taking advantage of special rates for Study Hawai'i institutions. BMI partners with Study Hawai'i to offer promotional discounts for schools participating in BMI fairs in Latin America and Southeast Asia. Look for more information about this partnership in 2020.



Study Hawaii partnered with ICEF to host an exhibition booth at Agent Networking Events at the April 24-26 [Vancouver Workshop](#) and December 9-11 [Miami Workshop](#). Study Hawaii hosted 69 meetings with agents from 28 countries. Reports were shared with members to follow-up. Take advantage of this opportunity to connect with ICEF and AIRC accredited agents to support your recruitment efforts.



FEBRUARY15, 2019: Study Hawai'i Day at the State Capitol was held in cooperation with State Senator Glenn Wakai; State Representative Angus L.K. McKelvey. Study Hawaii Day brought together 14 Study Hawai'i members on the 4th floor of the state capitol building to promote the valuable cultural and economic contribution of international education to the state of Hawai'i. In conjunction with the state Department of Business, Economic Development and Tourism (DBEDT), Study Hawai'i visited five state representatives in their offices to personally advocate for resources to be directed towards ongoing international student attraction initiatives. Meetings were held with Senator Glenn Wakai, Senator Gilbert S.C. Keith-Agaran, Senator Donovan M. Dela Cruz, Senator Brian Taniguchi, and Representative Lisa Kitagawa. International students from ELS visited legislators and were introduced by Senator Dela Cruz in the Senate chamber for the opening of the day's session.

JANUARY 18, 2019: In collaboration with Linden Tours, Study Hawai'i hosted a reception for 45 members of the consortium at the Royal Hawaiian Hotel in Waikiki. Study Hawai'i members, associate members, and sponsors gathered to network and hear an update on consortium accomplishments from 2018 and plans for 2019 outreach events.



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