

## STUDY HAWAII 2020 NEWSLETTER

ALOHA! [Study Hawaii Educational Consortium!](#)

In 2020 we continued our engagement both local and international to raise the visibility of Hawaii as a leading study destination for international students. Despite the disruption to international recruitment and education due to the COVID-19 pandemic, Study Hawaii has continued to reach out to students and partners outside of Hawaii to promote the best classroom in the world.

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. The Economic Impact of International Students in Hawaii - Calendar Year 2019 Update is available [Here](#). Your active participation in completing the next survey this February-March 2021 is essential to supporting our efforts!

Despite the fact that it has been a very challenging year, we appreciate all of our members for their continued efforts in support of International Education in Hawaii. We want to send out a BIG MAHALO to all of our members, and congratulate you on proving your resilience and aloha spirit through the difficulties we have faced this year. We look forward to working together with you to continue demonstrating that Hawaii truly is the Best Classroom in the World!

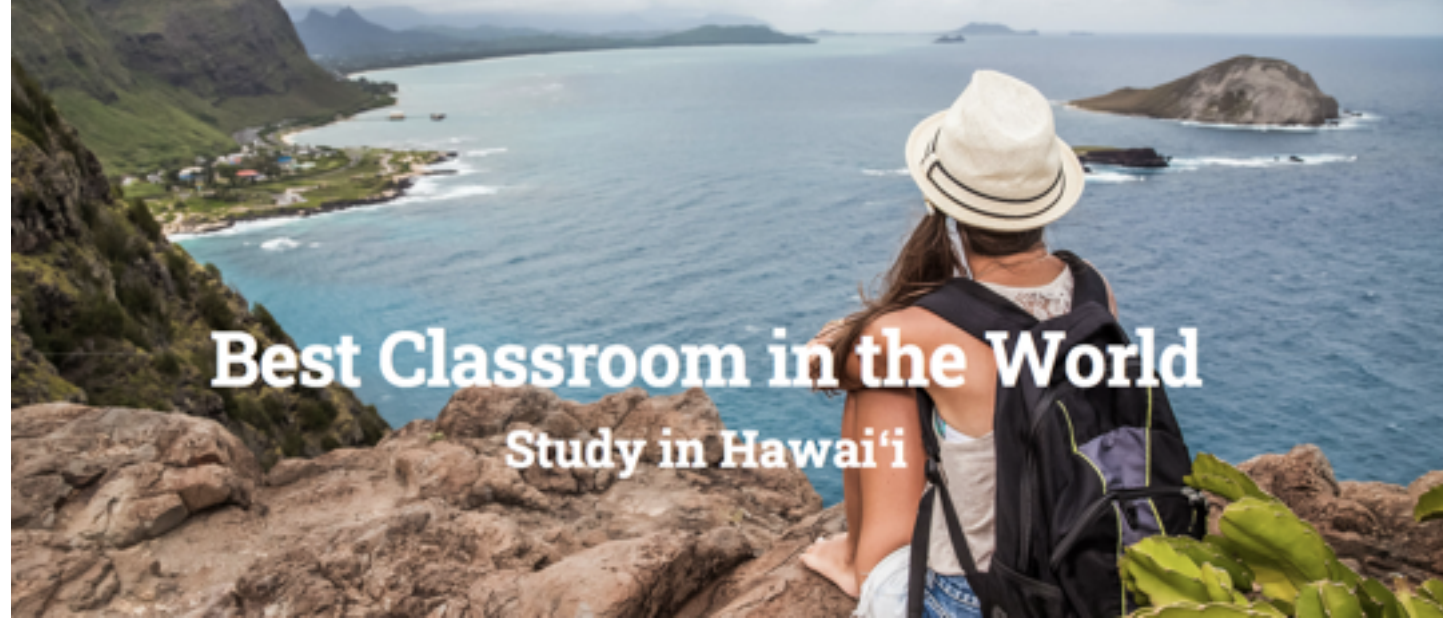
Enjoy reading this update of all that Study Hawaii accomplished in 2020. We hope you will join the consortium in 2021 and benefit from Study Hawaii's efforts to further our shared vision - [Hawaii: The Best Classroom in the World!](#) Please visit our website at [www.studyhawaii.org](http://www.studyhawaii.org) for more information and take advantage of the early bird special discount: Renew your membership in the month of December and get \$50 off of your membership dues!

### RENEW MEMBERSHIP 2021



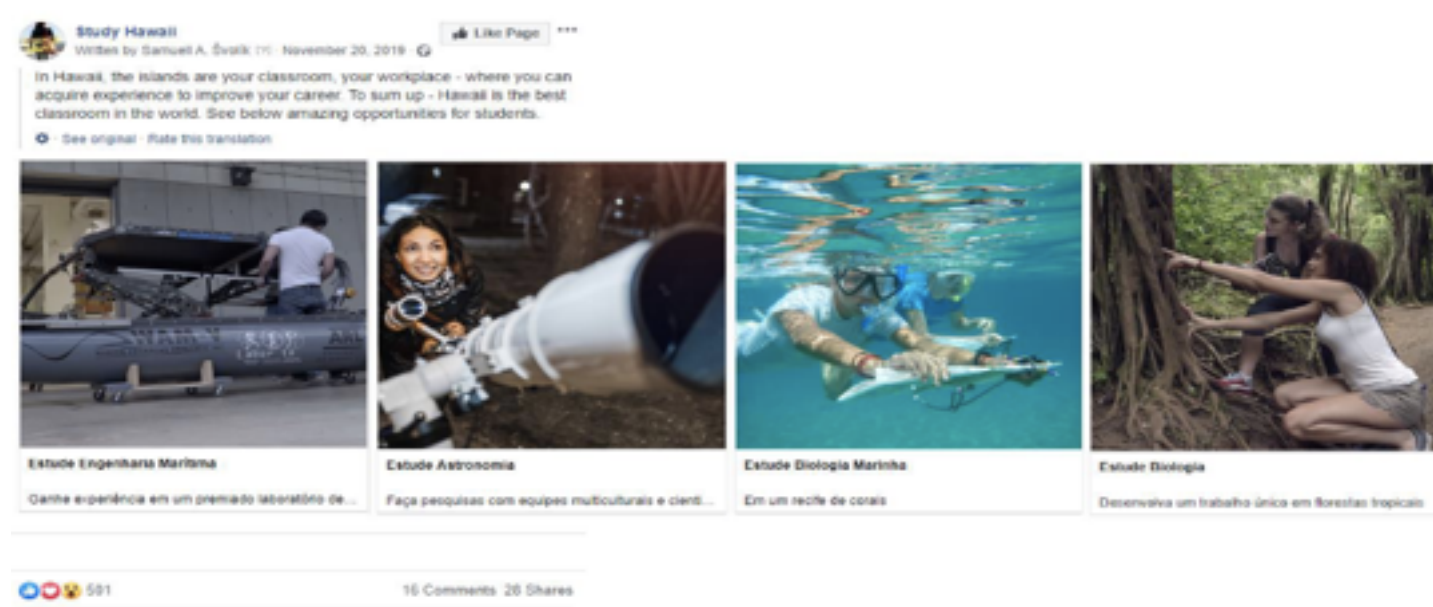
### International Education Week Proclamation

As part of International Education Week, November 16-20, 2020, Governor David Ige made a statewide [Proclamation](#) regarding the importance of international students and scholars to the state of Hawaii. Due to restrictions caused by the COVID-19 pandemic, we were not able to have an in-person commemorative ceremony, but are grateful that the Governor and First Lady continue to support our sector and recognize the importance of international education's social and economic contributions to our schools and the state. First Lady Dawn Ige was kind enough to send us a [video](#) of her short speech in honor of International Education Week.



### Updated & Improved Website

Study Hawaii updated and redesigned its [website](#) featuring all member schools with a new Course Finder and complete translations in Japanese, Korean, and Simplified Chinese. With the new Course Finder, visitors are able to search for member schools by type, programs and majors across the state. Members can annually update your institution/program keywords in the Course Finder using the Membership Renewal form. The [digital brochure](#) translated into Simplified Chinese, Japanese, Korean is also available to view and download online.



### Digital Marketing Campaign

From November 2019 through March 2020, Study Hawaii 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 targeted users browsing websites, and a Facebook Ad campaign targeted Facebook and Instagram users based on their interests. Here are some of the results:

- 1,652,800 FaceBook users reached.
- Triple the number of FaceBook and Instagram followers
- FaceBook post engagement: Brazil-58,330, Japan-20,236, Vietnam-70,638
- Greatly increased click-throughs to member websites
- Study Hawaii ads were viewed by over 9 million people
- More than 100,000 users clicked on Study Hawaii's ads
- Nearly 50,000 reactions on Facebook posts
- Study Hawaii's brochure was downloaded hundreds of times

These results have convinced us of the value of such targeted social media campaigns and we will be incorporating this into our outreach efforts in 2021 as well. The detailed results of the digital marketing PPC campaign can be viewed at [Here](#) for those interested.



### Economic Impact Report

The Department of Business, Economic Development & Tourism (DBEDT) released The Economic Impact of International Students in Hawaii – 2020 Update on October 9th. The 2020 report covering the calendar year 2019 is available [Here](#).

This report is an update of previous reports published in 2009, 2015, 2016, 2017, 2018, and 2019. In looking at the most recent reports, the 2017 report had 27 responses, representing 10,800 international students; the 2018 report had 34 responses, representing 12,916 international students; and the 2019 report had 41 responses, representing 14,300 international students. The 2020 survey received responses from 44 of Hawaii's educational institutions, including 26 Study Hawaii members, covering data for the 2019 calendar year. The responding institutions for the current survey represented 13,371 international students. Caution should be used when comparing this year's survey with previous years due to a varying number of responses and methodology.

#### THANK YOU FOR RESPONDING TO THE SURVEY!

The responding institutions for the current survey represented 13,371 international students. The report found that the direct spending of international students in the State of Hawaii during the 2019 calendar year was an estimated \$185 million. This amount included tuition and fees plus living expenses. Based on this direct impact, the total economic impacts of international student expenditures for calendar year 2019 were as follows:

- \$381.2 million in economic output generated, including direct, indirect, and induced effects.
- \$29.2 million in state taxes generated.
- \$168.4 million in household income generated.
- 3,756 jobs were supported by international student spending.

The overall average annual per student spending was \$13,838, including living expenses and tuition and fees across all programs for calendar year 2019. We encourage you to examine the report available [Here](#) to see the details.



### Recruitment Efforts in 2020 & Beyond

Due to the impacts on travel and in-person recruitment due to the COVID-19 pandemic, Study Hawaii has not participated in any in-person fairs or conferences in 2020. However, we have continued to participate in numerous international recruitment efforts online to promote the wonderful educational opportunities available in Hawaii, as follows:

- US Commercial Service Educator-to-Educator program June 8-12
- US Commercial Service Japan Virtual Education Fair June 14
- ICEF Agent Update webinar, June 18
- US Commercial Service Distance Learning Fair: August 9
- ICEF Virtual Americas Fair: August 25-27
- US Commercial Service Africa Virtual Fair: November 16-20, 2020
- US Commercial Service Digital Marketing Campaign: November 16-20
- US Commercial Service Indo-Pacific Virtual Fair: December 6-12

The Study Hawaii Executive Board is planning to offer our members the opportunity to join a virtual fair as a consortium in late 2020 or early 2021. We will be contacting you with more information about this exciting opportunity soon!

