

SUMMER 2021 NEWSLETTER

Virtual Recruitment

HEC and Ryugaku Journal

Study Hawai'i (SH) organized two virtual recruiting events for Study Hawai'i members in 2021. Members presented virtually to Japanese students and parents on March 19 and April 2.

These opportunities connected member institutions with 115 participants in Japan through our partners in Tokyo -- educational agents HEC and Ryugaku Journal. Study Hawai'i schools made individual presentations and also included presentations by current students or alumni to help tell our stories. Fifteen schools participated representing language programs, high schools, community colleges, and universities. For hosting virtual recruitment events for the first time, this was a great turnout.

The HEC presentation also included presentations by Hawaiian Airlines and Hawaii Tourism Japan to provide updated information to students about travel restrictions and opportunities for Japanese students.

We received positive feedback from the participants and are going to follow up with more events like this during the fall recruitment season.

A big mahalo to SH board members Sara Sato, Aya Hara-Joesting and Todd Shumway for their planning and coordination of the events.

Social Media Outreach

PRAP Japan

During April and May, Study Hawai'i contracted with PRAP Japan, a Japanese social media company, to reach out to prospective students and their families through Twitter. The campaign was carried out over a four-week period and included a series of tweets focused on the reasons why Hawai'i is the best classroom in the world and also featured information about each island. The campaign culminated in a contest for participants with prizes of items such as t-shirts and bags from Study Hawai'i members for the participants that provided the most engagement and interaction with the posts.



The campaign received about 950,000 impressions over four weeks with more than 24,000 people engaging in the tweets. By the end of the campaign the Study Hawai'i Twitter Japan site had 755 followers. We also sent out 53 prizes featuring branded donations from our members to students in Japan who re-tweeted and posted their own tweets about their interest in studying in Hawai'i. A big mahalo to board member Aya Hara-Joesting from Leeward Community College who acted as program coordinator and translator.



Economic Impact Survey



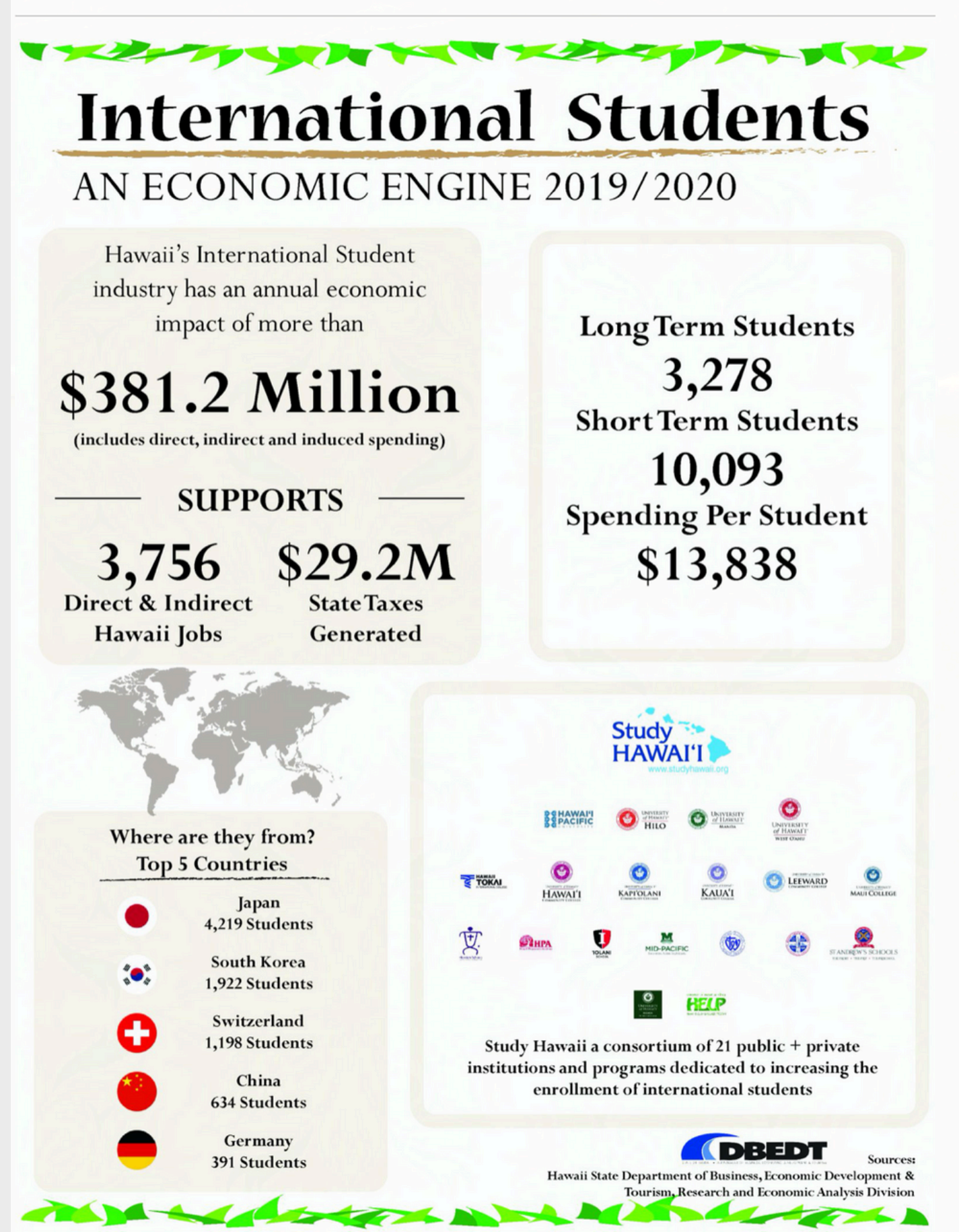
Thank you to members who completed the survey for the annual economic impact report produced by the state Department of Business, Economic Development and Tourism (DBEDT). This report is produced annually by DBEDT to highlight the monetary contribution of international education to the state's economy.

While the data for 2020 has not yet been released, and we can expect disappointing numbers due to the impact of the pandemic, below is a summary of the most recent report issued by DBEDT in November 2020 showing the considerable impact on International Education in Hawai'i.

There is still time to submit your data for 2020!

Please contact Joseph Roos of DBEDT at <joseph.a.roos@hawaii.gov> to get a link to the online survey. It is very important that we get an accurate count of the international students in our state each year, as this helps track our progress towards branding Hawai'i as "The BEST Classroom in the World!"

ECONOMIC IMPACT



Membership

In 2021, Study Hawai'i has 21 members representing language schools, high schools, community colleges, and universities. While membership is down somewhat from our peak several years ago, it is a testament to our members' continuing commitment to serve students from around the world even in these unprecedented and remarkably challenging times. We thank those schools who have continued to support the activities of Study Hawai'i, in the past, and we welcome new or returning members for next year. Also, we welcome active involvement from all of our member schools. We are always looking for member volunteers to help plan and coordinate events to promote "the BEST Classroom in the World." With our government and community partners, we have big plans for expanding our efforts to welcome many more international students in 2022!

2021 Members

High Schools

Hanalei Schools
Hawaii Preparatory Academy
Iolani School
Mid-Pacific Institute
Sacred Hearts Academy
St. Louis School
St. Andrews Schools
Mid-Pacific Institute

Language Schools

UH Mānoa Hawaii English Language Program
UH Mānoa Outreach College International Programs

Community Colleges

Hawaii Tokai International College
UH Leeward Community College
UH Hawaii Community College
UH Kapiolani Community College
UH Kauai Community College
UH Maui College /Maui Language Institute

Universities

Hawaii Pacific University
UH Hilo
UH Mānoa Office of Admissions
UH Mānoa Office of International and Exchange Programs
UH West Oahu
University of Hawaii System