



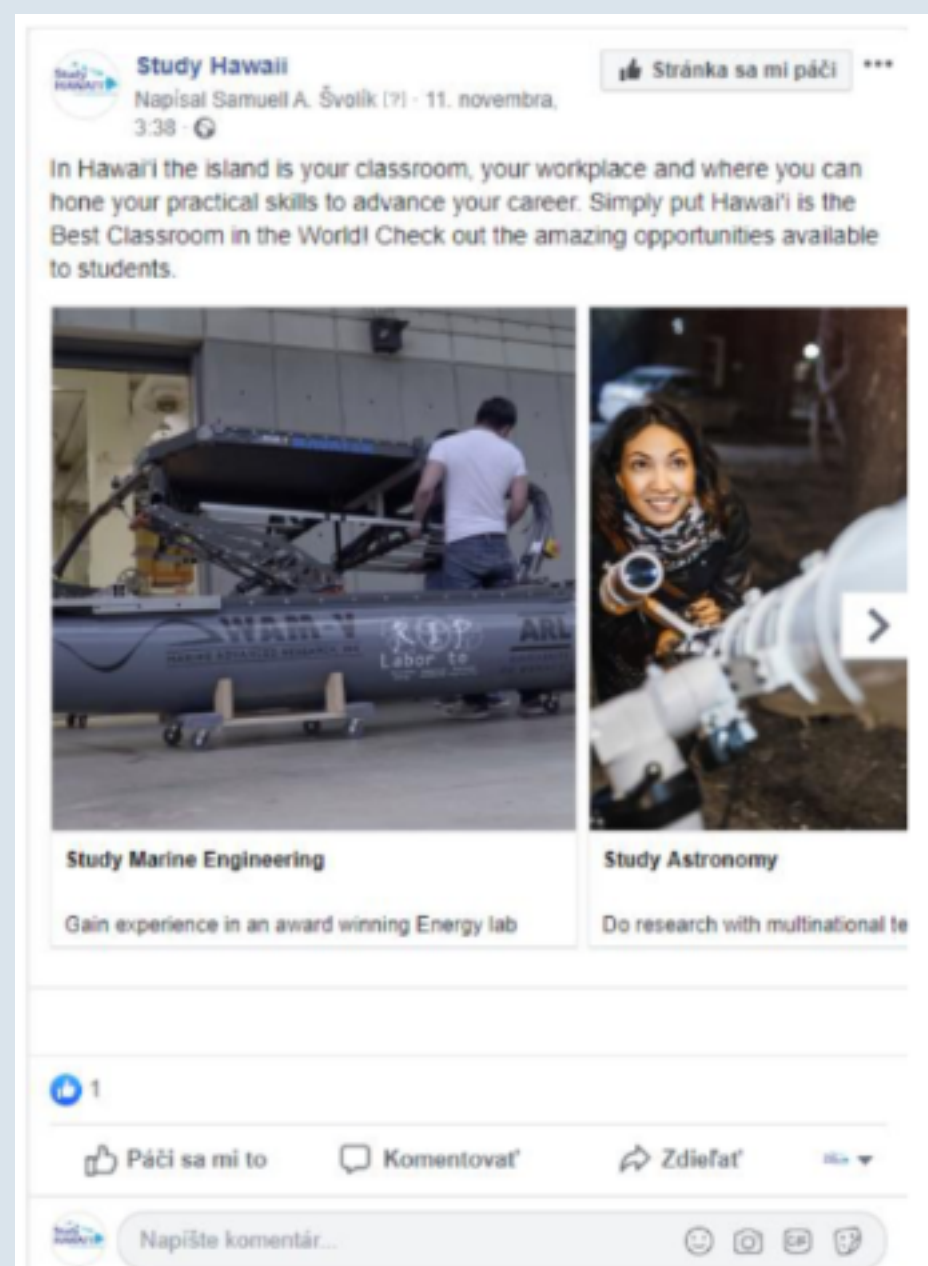
## WINTER 2022 NEWSLETTER

## Social Media Outreach

Campaign in Brazil, South Korea, and China

Study Hawaii is embarking on a new global social media campaign. Beginning in January, we will be working with Bonard - a large international education marketing firm located in Austria who has previously managed social media campaigns for Study Hawaii - on an aggressive campaign using Facebook, WeChat, and Instagram to promote the many reasons that Hawaii is the best classroom in the world. The campaign will focus on the recruitment of students in Brazil, China, and South Korea.

The several-month campaign will require input and material from Study Hawaii members to provide Bonard with the content they need to promote each individual institution to prospective students. Please watch for emails from the Study Hawaii Executive Board and respond quickly to help us create a successful campaign. Also, you can provide information for posting on the Study Hawaii social media pages by completing [this form](#).



## NAFSA National Conference

May 31 - June 3, 2022



After two years of virtual conferences, NAFSA is planning on having the first in-person conference since 2019 from May 31-June 3 in Denver, Colorado. Study Hawaii has secured a booth in the U.S. Commercial Services pavilion. Study Hawaii members attending the conference can use the booth as a meeting place and also to promote their own programs. We will be asking for assistance to staff the booth during the hours that the Expo Hall is open.

## International Education Week

International Education Week 2021 was highlighted by activities across the Study Hawaii member schools. We were excited to also receive recognition for the importance of international education from Governor David Ige and First Lady Dawn Ige. In addition to signing a proclamation declaring November 15-19 as International Education Week in the State of Hawaii, The Governor and First Lady also recorded a video emphasizing the importance of welcoming international students to our schools and our state. You can view [the video at this link](#).



## Virtual Recruitment

HEC Virtual Fair -- November 5, 2021

Study Hawaii and HEC: Hawaii Education Study Abroad Support Center organized a virtual recruiting fair for Study Hawaii members on November 5.

The 14 participating Study Hawaii members shared their school's videos, presentations, and promotional material with the 96 potential students and parents who attended. Also, students were able to meet school representatives through virtual booths. There was no cost for Study Hawaii members to participate.

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

This was the second fair in which Study Hawaii partnered with HEC, and we hope to continue by offering these opportunities for free or little cost to Study Hawaii members in 2022.

## Economic Impact Survey



We recently received the 2020 annual report on the economic impact of international students in Hawaii from 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. Mahalo to the Study Hawaii institutions who contributed data to make the report as complete and accurate as possible.

Below are some highlights from the report. You may access the complete report [here](#).

Table 1: Direct Economic Impact of International Students in Hawaii for Calendar Year 2020

Category	Number of Students	Spending by International Students on		
		Tuition & Fees	Living Expenses*	Total
<b>Long-Term Students</b>	<b>5,535</b>	<b>\$54,776,417</b>	<b>\$44,489,054</b>	<b>\$99,265,470</b>
Middle-high school students	219	\$4,804,476	\$4,253,816	\$9,118,292
Degree-seeking undergraduate students	2,692	\$35,516,045	\$11,248,309	\$66,764,354
Degree-seeking graduate students	624	\$14,375,896	\$9,006,929	\$23,382,825
<b>Short-Term Students</b>	<b>1,961</b>	<b>\$5,968,207</b>	<b>\$7,946,393</b>	<b>\$13,914,600</b>
Non-degree-seeking undergraduate students	510	\$3,137,285	\$2,417,091	\$5,554,376
Non-degree-seeking graduate students	93	\$900,350	\$558,076	\$1,458,426
Short-term training program students/professionals	886	\$1,643,985	\$1,390,077	\$3,034,062
Students in summer/winter camps	246	\$284,157	\$338,704	\$622,861
Visiting scholars/teachers	226	\$2,430	\$3,242,445	\$3,244,875
<b>Total</b>	<b>5,496</b>	<b>\$60,744,623</b>	<b>\$52,435,447</b>	<b>\$113,180,070</b>

Source: DBEDT, 2021 IES

Table 2: Total Economic Impact of International Students in Hawaii, 2020

Direct Spending (from Table 1)	2020 (2019 IES)	
	Final Demand Multiplier (Type II)	Economic Impact (Type II)
Total Output Generated	1.97	\$222,964,738
Total Household Income Generated	0.86	\$97,234,869
Total State Taxes Generated	0.139	\$15,732,030
Total Jobs Supported	26.6 (per \$million)	3,011

Source: DBEDT. Calculations are based on the Hawaii State Input-Output Study: 2017 Benchmark Report (December 2020)

Table 4. Summary of Economic Impacts: 2018, 2019, and 2020

	2018 (2019 IES)	2019 (2019 IES)	2020 (2021 IES)
Total Direct Spending	\$216,865,847	\$185,026,598	\$113,180,070
Output Multiplier	2.06	2.06	1.97
Earnings Multiplier	0.91	0.91	0.86
State Tax Multiplier	0.138	0.138	0.139
Employment Multiplier (jobs per \$m)	21.1	20.3	26.6
Total Output Generated	\$446,742,445	\$381,154,792	\$222,964,738
Total Income Generated	\$197,247,921	\$168,374,204	\$97,234,869
Total State Taxes Generated	\$34,264,804	\$29,234,202	\$15,732,030
Total Jobs Supported	4,576	3,756	3,011

Source: DBEDT. The Hawaii State Input-Output Study: 2017 Benchmark Report (2020), The Hawaii State Input-Output Study: 2012 Benchmark Report (2016) for 2019 and 2020 reports.

## Membership



As of January 1, Study Hawaii has 18 members for 2022. Thank you to so many returning members who took advantage of the \$50 savings by renewing your membership before the end of the year. We thank those schools who have continued to support the activities of Study Hawaii, 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!

## Current Members

## High Schools

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

## Language Schools

Global Village Hawaii  
UH Mānoa Hawaii English Language Program  
UH Mānoa Outreach College International Programs  
University of Hawaii Maui College/Maui Language Institute

## Community Colleges

Hawaii Tokai International College  
UH Leeward 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