



Winter
2023

Global Social Media Campaign

During 2022 Study Hawaii'i contracted with Bonard, a global education consulting company, to develop and execute a social media campaign in three different markets to boost the profile of educational opportunities in our state. We focused on Brazil, South Korea, and China.

The campaign focussed on Facebook and Google ads in **Brazil, South Korea, Taiwan, and Southeast Asia**. In China, the social media promotion was focussed on WeChat and Weibo. The Facebook posts received the largest audience in Brazil, Taiwan and Vietnam. The total number of users reached was 1,283,586 with 153,701 unique clicks on the posts.



Webinars in Brazil, China, Southeast Asia and Japan

In conjunction with the social media outreach, Study Hawai'i worked with Bonard reach out to hundreds of prospective students through virtual webinars. Study Hawai'i board members representing the various levels of member institutions (high schools, language schools, community colleges, and universities) presented about the benefits of studying in Hawai'i.

CHINA, TAIWAN, HONG KONG, AND MACAU:

SEPTEMBER 30

344 REGISTRANTS

SOUTHEAST ASIA:

MAY 27

1,046 REGISTRANTS

BRAZIL:

APRIL 2

1,120 REGISTRANTS

For the second year in a row, Study Hawai'i collaborated with HEC, a Japanese education agency, to host a webinar for Japanese students and their parents. This virtual webinar was held on June 24 and 80 students and parents were in attendance.



The Study Hawai'i Educational Consortium was recently represented at the ICEF Workshop held in San Diego. Industry professionals based in the U.S. come to ICEF to form partnerships with agents who can promote their programs and services to the global student market. More than 400 agents and 200 providers from more than 90 countries attended this year's workshop.

Educational Consortia from around the US were promoted within the US Commercial Services Pavilion this year. This workshop provided Study Hawai'i the opportunity to schedule up to 38 one-on-one meetings with potential partners from all around the world. Sara Sato from Hawai'i Pacific University attended the event for Study Hawai'i.



Delegation to Hiroshima

In August, Study Hawai'i joined a delegation from the State of Hawai'i to Hiroshima, Japan to celebrate the 25th anniversary of the State of Hawai'i and Hiroshima Prefecture Sister State relationship. The delegation was led by Governor Ige and First Lady Dawn Amano-Ige and included more than 20 state legislators, members from the Hiroshima Kenjin Kai, Hawaii Tourism Japan, and the Japanese Chamber of Commerce. Study Hawai'i was invited to present at a luncheon focused on Mālama Hawai'i, the focus of HTJ's current marketing campaign. We showed how schools across Hawai'i are focused on integrating indigenous philosophy into our education through embracing Ōlelo Hawai'i and service-learning projects to foster an appreciation in our students for the indigenous culture and the fragility of our natural resources.

The guests at the luncheon included elected representatives from Hiroshima prefecture, business leaders, and many school representatives from schools that partner with Study Hawai'i institutions. Todd Shumway from the University of Hawai'i at Hilo represented Study Hawai'i as part of the state delegation.



NAFSA 2022
ANNUAL CONFERENCE & EXPO
BUILDING OUR SUSTAINABLE FUTURE

Study Hawai'i represented consortium members at the first in-person national NAFSA conference since 2019. We shared the US Commercial Services pavilion with other state consortia strategically located at the entrance to the Expo Hall during the conference in Denver. Study Hawai'i members staffed the table and shared information about Study Hawai'i members with other attendees. We also joined other state consortia in round table conversations with US Commercial Service representatives from embassies around the world including Japan, Kenya, Mexico, the Philippines, and India, and South Korea.

Study Hawai'i Membership

It is time to renew your membership to take advantage of the global outreach Study Hawai'i provides for member schools. We thank those schools who have continued to support the activities of Study Hawai'i, 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 2023!

2022 Members

High Schools

Hanalani Schools

Iolani School

Mid-Pacific Institute Sacred Hearts Academy

St. Louis School

St. Andrews Schools

Language Schools

Global Village Hawaii

UH Mānoa Hawaii English Language Program

UH Mānoa Outreach College International Programs

Community Colleges

Hawaii Tokai International College

UH Hawai'i Community College

UH Kapiolani Community College

UH Kauai Community College

UH Leeward Community College

UH Maui College /Maui Language Institute

Universities

Hawaii Pacific University

UH Hilo

UH Mānoa Office of International and Exchange Programs

UH West Oahu