

# Winter 2024-2025 Newsletter

## Study Hawai'i Speaker Series

**Study HAWAI'I**  
www.studyhawaii.org

**Best Practices for Social Media**

Ms. Andrea "Dre" Childs, is the Outreach Coordinator for Study Hawai'i. Dre has over 10 years of experience in Business Development and Marketing.

**Webinar Highlights:**

- Improve your brand
- Engage audience
- Content strategy
- Community Building
- Analytics & Data

WEDNESDAY, OCTOBER 16, 2024  
12:00PM-12:45PM

zoom

<https://studyhawaii.org>  
808-956-2465

**Next Speaker:  
Vinnie Flores  
from Education  
USA.  
Wednesday,  
February 26 at  
12:00 pm**

**Study HAWAI'I**  
www.studyhawaii.org

**Economic Impact Survey**

Joseph Roos is the Economics Research Branch Chief for the Department of Business, Economic Development & Tourism Research & Economic Analysis Division (DBEDT). He started his career working for a Japanese trading company in Japan, Alaska, and Washington State. He then continued onto graduate school and received his master's degree in Economics from Oita University in Japan and a Ph.D. from the University of Washington. As a Fulbright-Scholar, he conducted research on innovation and the impact on Japan's housing market. In addition to DBEDT, Joseph has held positions with the USDA and University of Washington.

**Webinar Highlights:**

- Overview of Hawaii's Economy
- International Student Survey
- Future Opportunities
- Question & Answer

WEDNESDAY, DECEMBER 11, 2024  
12:00PM-12:45PM

zoom

<https://studyhawaii.org>  
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**DBEDT**

In 2024, Study Hawai'i began its lunch time Speaker Series to help members improve their international outreach. The series premiered on October 16 with Dre Childs, the Social Media Coordinator from Study Hawai'i presenting on how to use social media to enhance international recruitment. The second speaker was Joseph Roos from the state Department of Business and Economic Development (DBEDT) on December 11. Dr. Roos presented the results of the 2024 International Student Survey and showed how to use those numbers to guide international student recruitment. The next speaker will be Vinnie Flores, the Regional Manager for Northeast Asia and the Pacific for EducationUSA. EdUSA, as part of the U.S. State Department, offers services to assist schools to expand international student recruitment. Mr. Flores will discuss ways schools can use EdUSA's services as well as recent student mobility trends in Asia and the Pacific and what challenges and opportunities those trends provide for Hawaii schools. Mark your calendar and join us on **Wednesday, February 26 at 12:00 pm** to learn more about EducationUSA.

# Virtual Recruitment Fair

## October 4, 2025



**HEC** ハワイ留学支援センター  
Hawai'i Education Study Abroad Support Center



日本最大級のハワイ留学フェア \ オンライン・参加無料 /

### ハワイ留学フェア 2024

10月5日 (土) 開催

ハワイから人気の17校が参加  
現地学校担当者  
直接話せるチャンス!

**HEC** ハワイ留学支援センター  
「いいね!」 1,158件・フォロワー1,161人

Click here to send a message

メッセージ

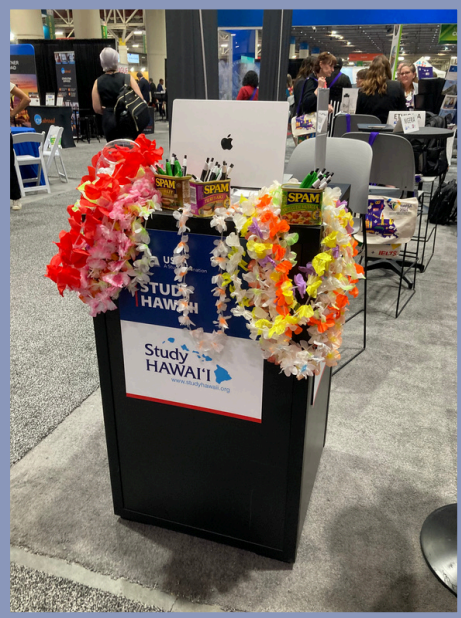
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On October 4, Study Hawai'i members and HEC: the Hawaii Education Study Abroad Support Center in Tokyo, Japan hosted a virtual fair for Japanese students who want to study in Hawai'i. HEC recruited students and 18 Study Hawai'i member schools provided staff and students to meet with the prospective students over Zoom. More than 90 Japanese students participated in either the individual meetings with the Study Hawai'i members or in the informational sessions hosted by HEC. Due to the positive responses, we plan to host another virtual fair with HEC next year. Stay tuned!



# NAFSA CONFERENCE

**SAN DIEGO, CA - MAY 27-30**



Join Study Hawai'i at the 2025 NAFSA Annual conference in San Diego, California. Once again we will have a booth in the U.S. Commercial Services, Study in the USA pavilion. Join thousands of international educators from all over the world for professional development, partnership building, and the thrill of being with like-minded people committed to the promotion of international education and collaboration across borders. Study Hawai'i will be reaching out to the membership seeking volunteers to assist in staffing the booth during the conference. We hope to see you in San Diego!

# Economic Impact Survey



One of Study Hawai'i's core beliefs is that international education provides important economic and sociocultural benefits to the State of Hawai'i. National surveys have often undercounted the true economic impact that international students bring to Hawai'i. For that reason, Study Hawai'i has partnered with DBEDT since 2009 to track the full amount of money brought to Hawaii by short and long-term international students. Working with economists from the Research & Economic Analysis Division of DBEDT, Study Hawai'i members provide data on the economic impact of these students. The findings are published in the fall of each year and provide clear data on the value of international education in our state, including state taxes and total jobs generated.

According to Joseph Roos from DBEDT, international education is a significant contributor to our state economy. In 2023 it generated \$188 million in direct spending into the state's economy. With a total of 8,311 students for calendar year 2023, this sector is a quiet but effective income generator. Spending on tuition, fees, and living expenses create ripple effects that impact numerous sectors of the state economy. The overall economic impact of international education in Hawai'i in 2023 was estimated to be about \$373 million and the sector supported more than 4,500 jobs. This is evidence that international education represents a viable alternative as an economic driver in the state's attempt to diversify from an over reliance on tourism.

Japan, South Korea and the Philippines were the three countries that sent the most students to Hawai'i in 2023. Japan has once again sent the most students accounting for 28% or 1,742 students in 2023. This is more than three times larger than South Korea, the country with the second largest number of students studying in Hawai'i. For more detailed information, refer to the charts below or view the entire report at: <https://files.hawaii.gov/dbedt/economic/reports/2024-11-foreign-student.pdf>

Impacts of International Student Spending  
Calendar Year 2023

<b>Direct Spending</b>	<b>\$188,036,618</b>	
	<b>Final Demand Multiplier (Type II)</b>	<b>Economic Impact (Type II)</b>
<b>Total Output Generated</b>	1.97	<b>\$370,432,137</b>
<b>Total Household Income Generated</b>	0.86	<b>\$161,711,491</b>
<b>Total State Taxes Generated</b>	0.139	<b>\$26,137,090</b>
<b>Total Jobs Supported</b>	24.7 (per \$million)	<b>4,645</b>

Country of Origin Ranking  
Calendar Year 2023

Rank	Country/Place	No. of Students	% of Total
1	Japan	1,742	28.3%
2	South Korea	520	8.5%
3	Philippines	487	7.9%
4	China (PRC, HK, Macao)	427	6.9%
5	Switzerland	405	6.6%
6	Germany	239	3.9%
7	Canada	206	3.3%
8	Taiwan	159	2.6%
9	Tonga	151	2.5%
10	Norway	141	2.3%
11	Fiji	93	1.5%
12	India	83	1.3%
13	Brazil	73	1.2%
*14	Indonesia	71	1.2%
*14	Mongolia	71	1.2%
15	Thailand	69	1.1%
16	France	68	1.1%
17	Vietnam	58	0.9%
**18	Australia	55	0.9%
**18	French Polynesia	55	0.9%
19	Western Samoa	54	0.9%
20	Denmark	47	0.8%
21	New Zealand	46	0.7%
22	Malaysia	45	0.7%
23	Papa New Guinea	44	0.7%
24	Cambodia	38	0.6%
25	Spain	37	0.6%

# Study Hawai'i Membership

We want to send a big mahalo to all Study Hawai'i members for supporting our work to promote Hawai'i as the **best classroom in the world!** Here is a list of the 2024 Study Hawai'i ohana.

## 2024 Members

### High Schools

Hanalani Schools  
Hawaii Preparatory Academy  
Mid-Pacific Institute  
Sacred Hearts Academy  
St. Andrews Schools

### Language Schools

Academia Language School  
Global Village Hawaii  
Institute of Intensive English  
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

Chaminade University  
Hawaii Pacific University  
UH Hilo  
UH Mānoa Office of Global Exchange  
UH West Oahu  
University of Hawai'i System