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# A BILL FOR AN ACT

RELATING TO HIGHER EDUCATION.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. As the State continues to recover from the  
2 recent economic crisis, it is imperative that every opportunity  
3 for sustainable economic growth and development be seized and  
4 capitalized upon. By emphasizing its strengths, the State will  
5 be able to ensure that its long-range goals of economic  
6 stability will be realized, which will be to the benefit of all  
7 Hawaii residents.

8           The International Trade Administration in the United States  
9 Department of Commerce has focused on increasing exports as a  
10 means to spur job creation and aid the country's economic  
11 recovery. To this end, promoting higher education as an export  
12 service has been a recent part of the International Trade  
13 Administration's export strategy.

14           Higher education is one of the United States' top service  
15 exports and the United States is currently the largest  
16 destination for international students seeking higher education.  
17 Tuition and living expenses paid by international students  
18 attending universities in the United States has added nearly



1 \$20,000,000,000 to the United States economy during the 2009-  
2 2010 academic year alone.

3 Situated at the heart of the Pacific, Hawaii is uniquely  
4 positioned to begin promoting higher education as an export  
5 service and employ this export service as part of an overall  
6 economic development strategy for the State. Hawaii has  
7 historically maintained social and cultural ties with many  
8 Pacific rim countries and as a cosmopolitan center, is rife with  
9 resources to make students from many different cultural  
10 backgrounds feel secure in their decision to study so far from  
11 home.

12 The State stands to profit from more than the clearly  
13 evident economic benefits. As the Under Secretary for the  
14 International Trade Administration stated, "[e]xpanding  
15 educational opportunities for students in emerging economies...is  
16 critical to developing a middle class in those markets. The new  
17 middle-class consumers emerge with increased resources to  
18 participate in both local and global markets." The State's  
19 business and academic communities will directly benefit as  
20 Hawaii residents build ties and strengthen connections with  
21 international students who will return to their home countries  
22 with lasting economic and social relationships. Ultimately,



1 promoting higher education as an export service will indirectly  
2 implement a program of cultural diplomacy, familiarizing future  
3 leaders and professionals with the attitudes and perspectives  
4 that are valued in Hawaii, which will serve to strengthen the  
5 State's position in a global marketplace.

6 These benefits will only be realized, however, if the State  
7 makes a concerted and coordinated effort to pursue this economic  
8 strategy. The purpose of this Act, therefore, is to establish  
9 the higher education export commission, to develop a unified  
10 strategic vision and implement a targeted effort toward  
11 establishing higher education as factor for sustainable economic  
12 growth.

13 SECTION 2. Chapter 201, Hawaii Revised Statutes, is  
14 amended by adding two new sections to be appropriately  
15 designated and to read as follows:

16 "§201- Higher education export commission;  
17 establishment. (a) There is established the higher education  
18 export commission within the department of business, economic  
19 development, and tourism for administrative purposes. The  
20 commission shall consist of nine members to be appointed by the  
21 governor and shall serve pursuant to section 26-34; provided  
22 that members of the commission shall not be subject to the



1 advice and consent of the senate. Of the nine members appointed  
2 by the governor:

3 (1) Two shall have experience with public institutions of  
4 higher education in the State;

5 (2) Two shall have experience with private institutions of  
6 higher education in the State;

7 (3) One shall represent the department of business,  
8 economic development, and tourism;

9 (4) One shall have experience in the private sector in  
10 international marketing; and

11 (5) One shall have experience in the private sector  
12 employing economic development strategies.

13 (b) The commission shall select a chair from among its  
14 members.

15 (c) Members of the commission shall serve without pay but  
16 shall be reimbursed for their actual and necessary expenses,  
17 including travel expenses, incurred in carrying out their  
18 duties.

19 (d) The commission may employ or contract with, without  
20 regard to chapters 76, 78, and 89, persons it finds necessary  
21 for the performance of its functions, including a full-time  
22 executive director, and to fix their compensation; provided that



1 the commission shall have the authority, at its discretion, to  
2 dismiss any person employed by or contracted with the  
3 commission.

4 **§201- Duties of the higher education export commission.**

5 (a) The higher education export commission shall:

6 (1) Develop a unified strategic vision for the promotion  
7 of higher education as an export service to support  
8 sustainable economic development within the State;  
9 provided that the commission shall consider any  
10 existing strategies or implementation plans that  
11 address this issue;

12 (2) Engage in multiparty discussions and collaborations  
13 with key educational organizations, institutions, and  
14 the private sector in the development and ongoing  
15 support of the unified strategic vision and the  
16 development of an adequate infrastructure to support  
17 the unified strategic vision;

18 (3) Coordinate with federal agencies to promote higher  
19 education as an export service within the State,  
20 including the United States Department of State and  
21 the International Trade Administration within the  
22 United States Department of Commerce;



- 1        (4) Establish and implement marketing strategies targeted  
2                    toward attracting and recruiting international  
3                    students to Hawaii-based institutions of higher  
4                    education;
- 5        (5) Develop and support networks in foreign countries to  
6                    promote Hawaii-based institutions of higher education;
- 7        (6) Assist and support those Hawaii-based institutions of  
8                    higher education that independently engage in  
9                    international marketing efforts; and
- 10       (7) Collaborate with Hawaii-based institutions of higher  
11                    education to increase their capacity to successfully  
12                    accept and assist international students.
- 13       (b) The commission shall work to maintain the reputation  
14 and integrity of higher education within the State. The  
15 commission shall promote and assist only those institutions that  
16 are accredited by an accrediting agency recognized by the  
17 Secretary of Education."

18        SECTION 3. New statutory material is underscored.

19        SECTION 4. This Act shall take effect upon its approval.



**Report Title:**

Higher Education; Exports; International Students

**Description:**

Establishes the Higher Education Export Commission within the Department of Business, Economic Development, and Tourism, to promote higher education in the State as an export service as a strategy for economic development. (HB1997 HD1)

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

