

LATE TESTIMONY

Testimony in Support of HD 1997
February 9, 2012

From: Pamla Collins
Director
English Language Institute
UH Hilo

Sustaining international student enrollment is necessary for the continued growth of a globally competitive student and community population. The diversity of cultures allows Hawaii's students to better understand the variety of peoples who, although they come from far away, significantly affect our state's growth, reputation and economy.

Hawaii has fallen behind the national trend of increase in international student enrollment. In 2010-2011, the highest number of students ever studied in the U.S, a 4.7 % increase.

(<http://www.iie.org/en/Research-and-Publications/Open-Doors/Data/International-Students/Enrollment-Trends/1948-2011>)

Building the "lasting economic and social relationships" referred to in HB 1997 begins with stronger and better organized efforts to bring the students to us so that we can establish these personal and business connections. They are obviously interested in the U.S – we need to show them that Hawaii is a U.S. educational destination too.

Thank you.

Lori Hasegawa

From: Fong, Roger [RFong@els.edu]
Sent: Thursday, February 09, 2012 10:14 AM
To: HEDtestimony
Subject: HB 1997

Aloha,

I wish to submit testimony for approval of HB 1997.

ELS Language Centers is the largest academically minded ESL program in the US with over 60 centers across the US including one in Hawaii on the campus of Hawaii Pacific University.

Having this bill pass would help assist Hawaii even the playing field for international students wanting to study in the US and Hawaii.

Having travelled to many countries promoting our ESL center in Hawaii, the #1 reason we hear why international students won't choose Hawaii as first choice for education is because they think it is just "fun and sun".

By creating this committee to work with DBEDT, Hawaii can focus the marketing and advertising to promote education in Hawaii.

Even being part of former Governor Lingle's delegation to China to promote Education in Hawaii in 2010, we saw that Chinese parents' first choices to send their sons/daughters was always going to be West Coast or East Coast.

I whole heartedly approve in helping pass this bill to promote and increase education to Hawaii.

Roger Fong

Director

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YEARS OF LEADERSHIP IN
INTERNATIONAL EDUCATION

1961-2011

nakashima2 - Susie

From: mailinglist@capitol.hawaii.gov
Sent: Thursday, February 09, 2012 12:00 PM
To: HEDtestimony
Cc: slfujita@hawaii.edu
Subject: Testimony for HB1997 on 2/9/2012 2:00:00 PM
Attachments: Testimony in Support of HB1997.doc

Testimony for HED/INT 2/9/2012 2:00:00 PM HB1997

Conference room: 309
Testifier position: Support
Testifier will be present: No
Submitted by: Sherri Fujita
Organization: Individual
E-mail: slfujita@hawaii.edu
Submitted on: 2/9/2012

Comments:

Testimony in Support of HB1997

I am the Coordinator for the Intensive English Program at Hawai'i Community College, based in Hilo, Hawai'i. We offer English language programming to international students who wish to attend college or university in the US. Last year, international students at Hawai'i Community College alone brought in over \$1.5 million to the local economy. International students pay non-resident tuition, and help support local businesses through their daily purchases. Many of them are visited by friends and family generating further revenue for Hawai'i Island.

Marketing internationally is a big expense for us, and we cannot afford to launch the same campaigns that Australia, New Zealand, and Canada do. These countries are our biggest competitors in the higher education market, and these countries all have federal level support to market themselves abroad. For Hawai'i to stay competitive, we need to operate at the same level. In the end, most students prefer to study in the US, but if we are not visible to these students as a potential destination to study, we will lose out.

Please support HB1997 to allow us to build international education and use our unique geographic position to place us as world leaders in higher education.

LATE TESTIMONY

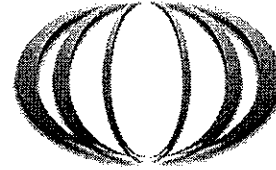
nakashima2 - Susie

From: mailinglist@capitol.hawaii.gov
Sent: Thursday, February 09, 2012 12:47 PM
To: HEDtestimony
Cc: steve@kekepana.com
Subject: Testimony for HB1997 on 2/9/2012 2:00:00 PM
Attachments: Education services testimony.pdf

Testimony for HED/INT 2/9/2012 2:00:00 PM HB1997

Conference room: 309
Testifier position: Support
Testifier will be present: No
Submitted by: Stephen K. Craven
Organization: Individual
E-mail: steve@kekepana.com
Submitted on: 2/9/2012

Comments:



Kekepana International

February 9, 2012

Several years ago, I was one of the creators of a talk show on Hawaii Public Radio called ***Business Beyond the Reef***. One of our first broadcasts explored possibilities for developing educational services as an export industry for Hawaii, whether by attracting foreign students to our islands or by taking Hawaii schools overseas to teach in foreign markets. There no studies yet on how much this line of business might mean to Hawaii, so we came up with a back-of-the-envelope guess that Hawaii earned at least \$160 million annually by selling educational services. The business has grown since then and has easily doubled in value for our state.

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It could grow a lot more with timely support and encouragement. Current foreign student enrollment proves that Hawaii is internationally competitive, but we have stopped short of a coordinated approach to marketing our abilities around the world. We attract students from Japan, Korea, Taiwan, China and even Europe. But we can do better. And few of our schools have even considered finding students in India, the Middle East or Latin America - untapped markets all.

We are in tough times for education budgets, but foreign students overwhelmingly pay-full tuition - thus helping to pay for Hawaii students who may pay less. And there is a huge multiplier effect from having foreign students, whether for housing, food and restaurants, transport. And that is not even considering visits to Hawaii from parents or other family who might not come to our islands otherwise. I don't see how we can lose by passing this bill.

Mahalo,

Stephen K. Craven