



**DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT & TOURISM**

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Statement of  
**RICHARD C. LIM**  
Director  
Department of Business, Economic Development, and Tourism  
before the  
**HOUSE COMMITTEE ON FINANCE**

Thursday, February 23, 2012  
4:30 p.m.  
State Capitol, Conference Room 308

in consideration of  
**HB 1997 HD1**  
**RELATING TO HIGHER EDUCATION.**

Chair Oshiro, Vice Chair Lee and Members of the House Committee on Finance.

The Department of Business, Economic Development, and Tourism (DBEDT) strongly supports HB 1997 HD1, which establishes a Higher Education Export Commission within the Department of Business, Economic Development, and Tourism to promote the export of higher education as an economic development strategy for the State of Hawaii, subject to funding to carry out its intent.

DBEDT recognizes the positive impact the export of education services has on the State of Hawaii's economy and works closely with the Study Hawaii Consortium and the National Association of Foreign Student Advisors (NAFSA) - Hawaii and Pacific Islands District to promote and advocate for international education and exchange in Hawaii. In 2008-2009, DBEDT partnered with the Study Hawaii consortium to conduct a statewide survey to determine the economic impact of international education in the state. Our findings were that international students and their dependents spent \$160 million in Hawai'i during the 2008-2009 academic year. The survey also found that 13,124 international students studied in the state of Hawai'i during the 2008-2009 academic year, with the top five places of origin being students from Japan, South Korea, Switzerland, Taiwan and the People's Republic of China respectively.

In 2008, DBEDT also worked with Study Hawaii to update a marketing brochure, retain an exhibition booth and promote Hawaii at the NAFSA conference in Washington, DC. In 2009, DBEDT obtained funding for a group of educational agents from Chengdu, China to visit Hawaii schools and attend a networking function.

Due to budget cuts and reductions-in-force in 2009, DBEDT was unable to continue its work with the Study Hawaii consortium or promote the export of higher education. With the necessary staff and funding resources, DBEDT would be pleased to administer the Higher Education Export Commission.

Thank you for the opportunity to offer these comments.



# UNIVERSITY OF HAWAII SYSTEM

## Legislative Testimony

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Testimony Presented Before the  
House Committee on Finance  
Thursday, February 23, 2012  
4:30pm

By  
Dr. Linda K. Johnsrud  
Executive Vice President for Academic Affairs/Provost  
University of Hawai'i

HB 1997, HD1      RELATING TO HIGHER EDUCATION

Chair Oshiro, Vice Chair Lee, and members of House Committee on Finance, I am submitting written testimony on behalf of the University of Hawai'i regarding House Bill 1997, HD1.

The University of Hawai'i supports the intent of HB 1997, HD1, with enthusiasm. In 2010 the Board of Regents endorsed a mission statement in regard to international engagement, as follows:

*A primary purpose of the University of Hawai'i is to serve the people of Hawai'i by preparing its students to be internationally engaged citizens, by enriching the educational experience of students and faculty, and by connecting the citizens of Hawai'i with ideas, talent, and economic opportunity from the vibrant cultures and economies of the Asia-Pacific and beyond. Across its ten campuses, the University of Hawai'i is committed to being a preeminent international center of learning, discovery, application, and service in Oceania, the Asia-Pacific region, and beyond. It also fosters among students and faculty global perspectives and attitudes and adaptability to a rapidly changing environment.*

Representatives from the University would be happy to participate on the Commission for Higher Education Export as described in HB 1997, HD1, or any other working group that is convened to pursue this strategic initiative.

Thank you for the opportunity to testify.

February 22, 2012

Rep Marcus R. Oshiro, Chair  
House Committee on Finance

RE: Testimony on HB 1997  
Relating to Higher Education : 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.

HEARING: Thursday February 23, 2012 4:30 pm  
State Capitol, Room 308  
Honolulu, HI 96813

Dear Chair Oshiro and Members of the House Committee on Finance:

Thank you for the opportunity to send in written testimony to the House Committee on Finance. My name is Becky George and I am the Director of the Office of International Programs at Leeward Community College. Today, I am providing testimony as an individual working in the field of international education and as a member of the National Association of International Educators (NAFSA), which is active in the State of Hawaii and across the country, advocating for international education.

DBEDT has worked closely with international educators in the state on numerous projects with success such as conducting a survey to measure the economic impact of foreign students studying in Hawaii, assisting with educational fairs in China and Taiwan to promote Hawaii, publications that promote Hawaii as a study destination and assistance with a website that can showcase Hawaii and the educational opportunities here. However, additional funding would allow DBEDT to do much more in support of international education and promoting Hawaii as a sought after study destination. International students and scholars not only enrich our campuses and help us to promote global competency among our local student populations, but they have significant economic impact on our state and our institutions of higher education.

It is for these reasons that I fully support HB 1997 and respectfully ask for passage of the bill. Thank you for the opportunity to provide my testimony to this committee.



House Committee on Finance

February 23, 2012 – 4:30 p.m.

**H.B. 1997, HD1**

**Relating to Higher Education**

**Testimony in Support**

Chair Oshiro, Vice Chair Lee and Members of the Committee, my name is Geoffrey Bannister, and I am President of Hawaii Pacific University (HPU). HPU is a private, non-profit university consisting of three campuses: Hawai'i Loa, Waimanalo and downtown Honolulu. We currently have more than 4,500 undergraduate and 1,200 graduate students, plus over 2,000 members of the military, and, I am proud to say, we are one of the most culturally diverse universities in America with the state's largest nursing, MBA and military servicing programs. Our students are from all 50 states and more than 100 countries.

Nearly 50 years old now, we are still forging new campus plans and expanding our most precious asset – our students. HPU's unique vision is to maintain a student profile that is one third Hawai'i, one third mainland USA and one third global. HPU was ranked #20 in international student population amongst all Master's Level institutions worldwide by *Open Doors*. The diversity of HPU's student body is a unique asset that stimulates learning about other cultures firsthand, both inside and outside of the classroom.

Hawaii Pacific University enthusiastically supports H.B. 1997, HD1 which establishes a Higher Education Export Commission to promote the export of higher education as an economic development strategy for the state. We believe this legislation will be effective in promoting international education and exchange in Hawaii.

Representatives from HPU would be happy to participate on the Commission for Higher Education Export as envisioned by H.B. 1997, HD1.

Thank you for the opportunity to testify. I am available to answer any questions you may have.

Linda Chu Takayama  
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## **FINTestimony**

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**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, February 21, 2012 12:14 PM  
**To:** FINTestimony  
**Cc:** joelw@hawaii.edu  
**Subject:** Testimony for HB1997 on 2/23/2012 4:30:00 PM  
**Attachments:** Weaver HB1997-2012 Testimony-Fin.doc

Testimony for FIN 2/23/2012 4:30:00 PM HB1997

Conference room: 308  
Testifier position: Support  
Testifier will be present: No  
Submitted by: Joel Weaver  
Organization: Study Hawaii Educational Consortium  
E-mail: [joelw@hawaii.edu](mailto:joelw@hawaii.edu)  
Submitted on: 2/21/2012

Comments:

## **FINTestimony**

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**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Wednesday, February 22, 2012 5:15 PM  
**To:** FINTestimony  
**Cc:** stevencc@hawaii.edu  
**Subject:** Testimony for HB1997 on 2/23/2012 4:30:00 PM

Testimony for FIN 2/23/2012 4:30:00 PM HB1997

Conference room: 308  
Testifier position: Support  
Testifier will be present: No  
Submitted by: Steven Clements  
Organization: Hawaii Community College Intensive English Program  
E-mail: [stevencc@hawaii.edu](mailto:stevencc@hawaii.edu)  
Submitted on: 2/22/2012

Comments: