



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

NEIL ABERCROMBIE  
GOVERNOR

RICHARD C. LIM  
DIRECTOR

MARY ALICE EVANS  
DEPUTY DIRECTOR

No. 1 Capitol District Building, 250 South Hotel Street, 5th Floor, Honolulu, Hawaii 96813  
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804  
Web site: [www.hawaii.gov/dbedt](http://www.hawaii.gov/dbedt)

Telephone: (808) 586-2355  
Fax: (808) 586-2377

REVISED

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

Thursday, February 9, 2012  
2:00 p.m.  
State Capitol, Conference Room 309

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

Chairs Nishimoto and Awana, Vice Chairs Nakashima and Hashem and Members of the House Committees on Higher Education and International Affairs.

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.

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

---

Testimony Presented Before the  
House Committees on Higher Education and International Affairs  
Thursday, February 9, 2012  
2:00pm.

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

HB 1997, HD1      RELATING TO HIGHER EDUCATION

Chairs Nishimoto and Awana, Vice Chairs Nakashima and Hashem, and members of House Committees on Higher Education and International Affairs, 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.

Testimony Presented Before the  
House Committee on Higher Education  
and  
House Committee on International Affairs

February 9, 2012 at 2:00 pm

By

Joel S Weaver

Study Hawaii Educational Consortium

HB 1997 HD1- Relating to Higher Education. Establishing 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.

Chairs Nishimoto and Awana, Vice Chairs Nakashima and Hashem, and members of the House Committee on Higher Education and the House Committee on International Affairs:

Thank you very much for the opportunity to testify on this resolution. I strongly encourage you to pass it out of your committees.

I work at the University of Hawaii at Manoa and am very involved with the International Education community through our local NAFSA affiliate. With NAFSA colleagues from the public and private institutions in Hawaii, we started an effort several years ago called "Study Hawaii Educational Consortium" to promote Hawaii as a preeminent destination for education from the K-12, community college, and university levels. We currently have 20 different members from institutions and programs in Hawaii representing the breadth of excellent educational opportunities our state affords.

**The vision of Study Hawaii is to establish Hawai'i as an international leader in education and training through global links, partnerships, and exchanges.**

Study Hawaii members share a belief that international education advances learning and scholarship, builds understanding and respect among different peoples, and enhances constructive leadership in the global community. We believe that international education is fundamental to fostering peace, security and well-being. We believe that promotion of inbound and outbound educational travel to and from Hawaii will bring great benefit to the state economically and will contribute to the development of a more globally competent citizenry, one that can lead the world in forging a more innovative, multiculturally agile and sustainable future. As the state that provided the educational foundation for the current occupant of the White House and his parents, Hawai'i is in a position to boast about the quality of education and people that our state can produce!

From the inception of the Study Hawaii group, we have worked closely with the Department of Business, Economic Development, & Tourism to carry out our activities. For example:

- In 2007, we partnered with DBEDT to develop and print a glossy brochure, which partner institutions used in their marketing efforts worldwide.
- DBEDT supported Study Hawaii to put on very well-received receptions at the national NAFSA conferences in Minneapolis (2007), Washington DC (2008), and Los Angeles (2009).
- DBEDT offices in Beijing assisted by translating the Study Hawaii brochure into Mandarin and distributing it at student fairs in China.
- Study Hawaii has worked with the DBEDT to sponsor several successful “International Education Days” at the state capitol. These are events that allow institutions to invade the 3<sup>rd</sup> or 4<sup>th</sup> floors of the capitol building to educate legislators on the myriad interesting International Education efforts that are going on here in Hawaii.
- According to the Institute of International Education, international students contribute over \$20 billion to the U.S. economy through tuition and living expenses. In 2008 Study Hawaii worked with DBEDT to get an accurate count of the economic impact of international students in Hawaii. We found that the direct impact of international students and scholars to the state was over \$160 million—considerably higher than the \$115 million figure published by the IIE survey. Indirect impact pushes the impact closer to \$200 million.
- Currently we are working with DBEDT to develop a strong Study Hawaii website that will drive traffic to member institutions. The plan is for this multilingual site to be linked prominently to DBEDT’s other initiatives such as tourism and energy.

The Study Hawaii effort is a labor of love for those of us who are passionate advocates for international education, but it is done in addition to our day jobs. As such, we are strongly in favor of the establishment of a Higher Education Export Commission under the aegis of the DBEDT. Such a commission would serve to highlight the great economic, intellectual, and social value of in-bound and out-bound educational travel to the state of Hawaii. This concerted and coordinated effort would help promote Hawaii not just as a uniquely beautiful location for tourism and meetings, but also as a preeminent educational hub for the Pacific Basin.

Thank you for the opportunity to testify in strong support of this House Bill 1997.