

House District _____

Senate District _____

THE TWENTY-SEVENTH LEGISLATURE
APPLICATION FOR GRANTS & SUBSIDIES
CHAPTER 42F, HAWAII REVISED STATUTES

Log No:

For Legislature's Use Only

Type of Grant or Subsidy Request:

GRANT REQUEST - OPERATING

GRANT REQUEST - CAPITAL

SUBSIDY REQUEST

"Grant" means an award of state funds by the legislature, by an appropriation to a specified recipient, to support the activities of the recipient and permit the community to benefit from those activities.

"Subsidy" means an award of state funds by the legislature, by an appropriation to a recipient specified in the appropriation, to reduce the costs incurred by the organization or individual in providing a service available to some or all members of the public.

"Recipient" means any organization or person receiving a grant or subsidy.

STATE DEPARTMENT OR AGENCY RELATED TO THIS REQUEST (LEAVE BLANK IF UNKNOWN): _____

STATE PROGRAM I.D. NO. (LEAVE BLANK IF UNKNOWN): _____

1. APPLICANT INFORMATION:

Legal Name of Requesting Organization or Individual: Study Hawaii Educational Consortium

Db: Study Hawaii Educational Consortium

Street Address:
2440 Campus Road #372
Honolulu, Hawai'i, 96822
Mailing Address:
2440 Campus Road #372
Honolulu, Hawai'i, 96822

2. CONTACT PERSON FOR MATTERS INVOLVING THIS APPLICATION:

Name BECKY GEORGE

Title President, Study Hawaii Educational Consortium

Phone # 808-455-0622

Fax # 808-455-0568

e-mail beckyg@hawaii.edu

3. TYPE OF BUSINESS ENTITY:

- NON PROFIT CORPORATION
- FOR PROFIT CORPORATION
- LIMITED LIABILITY COMPANY
- SOLE PROPRIETORSHIP/INDIVIDUAL

6. DESCRIPTIVE TITLE OF APPLICANT'S REQUEST:

GRANT TO PROMOTE HAWAII AS A PREMIER STUDY DESTINATION

4. FEDERAL TAX ID # _____

5. STATE TAX ID #: _____

7. AMOUNT OF STATE FUNDS REQUESTED:

FISCAL YEAR 2014: \$ 352,500

8. STATUS OF SERVICE DESCRIBED IN THIS REQUEST:

- NEW SERVICE (PRESENTLY DOES NOT EXIST)
- EXISTING SERVICE (PRESENTLY IN OPERATION)

SPECIFY THE AMOUNT BY SOURCES OF FUNDS AVAILABLE AT THE TIME OF THIS REQUEST:

STATE \$ _____
 FEDERAL \$ _____
 COUNTY \$ _____
 PRIVATE/OTHER \$ _____

TYPE NAME & TITLE OF AUTHORIZED REPRESENTATIVE:

President, Study Hawaii
NAME & TITLE

1/31/2013
DATE SIGNED

Application for Grants and Subsidies

If any item is not applicable to the request, the applicant should enter "not applicable".

I. Background and Summary

This section shall clearly and concisely summarize and highlight the contents of the request in such a way as to provide the State Legislature with a broad understanding of the request. Include the following:

1. A brief description of the applicant's background;

The Study Hawaii Educational Consortium ("Study Hawaii") is a 501(c)(3) organization and one of 32 education consortia nationwide. Study Hawai'i was created in 2006 to support a statewide effort to promote Hawaii as a premier study destination for international students. Study Hawaii membership consists of more than 20 accredited universities, community colleges, language programs, and secondary schools in the state of Hawaii with authorization from the Department of Homeland Security to enroll international students at their institutions.

The Study Hawaii Consortium originally was formed as an offshoot and Ad Hoc Committee of the local Hawaii Pacific NAFSA District. NAFSA: Association of International Educators, is the world's largest nonprofit professional association dedicated to international education, with nearly 10,000 members and more than 3,500 institutions in over 150 countries (www.nafsa.org). After six years of operating as a working group with a very successful record of collaborating with state agencies such as HTA and DBEDT, it was decided to file the necessary paperwork with the IRS in 2012 to become a formally recognized nonprofit organization.

Some of the successful activities that Study Hawaii has accomplished include:

2007

- Hosting a Study Hawaii reception at the national NAFSA conference in Minneapolis (guests invited to the reception included delegates from foreign universities, Education USA advisors that promote study in the US in 300 countries around the world, and embassy officials from governments that sponsor students to study in the US).
- Developing a booklet in collaboration with DBEDT featuring Hawaii as a study destination with detailed profile of each member of the consortium. The booklet was widely distributed around the world by members traveling and distribution to Education USA offices. DEBEDT also translated the booklet into Chinese for distribution in China and Taiwan.

- Booth exhibitor at the national NAFSA conference in Minneapolis, with over 8000 attendees .

2008

- Hosting a Study Hawaii reception at the national NAFSA Conference in Washington DC in collaboration with HTA to promote Honolulu as a host city for the national conference.
- Booth exhibitor at the national NAFSA conference in Washington DC with over 10,000 attendees.
- Hosting a Study Hawaii reception at the bi-regional NASFA region XII conference in Honolulu in collaboration with HTA and Hilton Hawaiian Village to promote Honolulu for the national conference.
- Collaboration with DBEDT to exhibit a Study Hawaii booth at educational fairs in China.

2009

- Co-hosting a Study Hawaii / Study Oregon reception with the Oregon consortia at the national NAFSA conference in Los Angeles.

2012

- Collaboration with DBEDT to exhibit a Study Hawaii booth at an educational fair in Taiwan.
- Study Hawaii collaborated with the U.S. Embassy in Thailand and Education USA to exhibit a booth at a Hawaii music and cultural event in Thailand.

In September 2012, former Lieutenant Governor Brian Schatz convened an Education Working Group to review international education in Hawaii and find ways to boost international enrollments in the state. In November 2012, the Education Working Group presented its findings to the Lieutenant Governor in a special report. The report included a proposal for boosting enrollment of international students, which has been declining since 2007. Study Hawaii was determined to be the most appropriate organization to coordinate the activities among institutions to increase international enrollment in the state of Hawaii.

In order to expand Study Hawaii's focus to include activities that directly increase international student enrollment, Study Hawaii requires additional funds to serve as seed money. Study Hawaii anticipates being fully self-sustainable in two years.

2. The goals and objectives related to the request;

The goal of Study Hawaii is to double international student enrollments in Hawaii by 2018, thereby doubling the economic impact for the State. By increasing from 4,500 students today to 9,000 by 2018, this will equate to over \$250 million in additional State revenues annually. When indirect impacts are factored in (family visits, consumer spending, etc.) to State economic impact, the 2018 annual impact will exceed \$300 million in State revenues annually.

Hawaii's international student population has declined significantly in the last 5 years, totaling a loss of 26%. Nationally international student enrollment has seen enormous gains, increasing by 45%. The loss of international students in Hawaii equates to a staggering \$302 million dollars lost in the last five years from tuition, housing, and other dollars international students spend while studying in state.

There is an enormous untapped opportunity for the state of Hawaii to more actively develop a new dimension of its brand appeal. Study Hawaii's goal of doubling student enrollments represents an opportunity for Hawaii to enrich and diversify its brand. The state is well known as a tourist destination, but not as well known as a place where international students can get a high-quality educational experience from a variety of public and private campuses. Surveys and focus groups conducted by Study Hawaii show that international students appreciate the chance to get a U.S. education in the familiar and distinct setting of Hawaii.

3. The public purpose and need to be served;

Increasing international student enrollment in Hawaii has both a social and economic benefit for the state. International students attending Hawaii schools:

- **Build bridges** by strengthening the economic and social ties of between the United States and other countries.
 - An increase of international students in Hawaii can be an important and long lasting legacy to the APEC Conference hosted in Honolulu in 2011. Thousands of international students are Hawaii graduates, many of whom become political, business, and community leaders, as well as internationally recognized scholars and researchers, in their own country or internationally. They are Hawaii's best ambassadors and strengthen Hawaii's position on an international level.
- **Bring global perspectives** into U.S. classrooms, thereby increasing the international experience and cross-cultural competence of Hawaii students.
 - The Chronicle of Higher Education reported (December 16, 2011) that domestic students interacting with international students on campus receive similar benefits to traveling abroad without having to leave the country. This international experience improves the domestic students' job prospects in the 21st Century.
 - A 2003 RAND study surveyed 135 Human Resource managers from 75 companies. By consensus, the most important employee skill sets were:
 - Substantive content/technical knowledge of the primary field of business,
 - Managerial ability, with emphases on teamwork and interpersonal skills,
 - **Strategic international understanding and**
 - **Cross-cultural experience**
 - In addition, of surveyed employers, a significant number agreed that candidates with international experience are likely to possess key skills such as:
 - Cross-cultural communication skills (98%)

- Independence (97%)
- Cultural Awareness (96%)
- Maturity (94%)
- Flexibility (90%)
- **Increase the demand for courses in the fields of science and engineering**, which makes it possible for U.S. colleges and universities to offer more of these courses, benefiting U.S. students.
 - The strength and reputation of the U.S. mainland in invention, innovation and entrepreneurship is driven largely by international students and researchers. Hawaii is capable of competing at the same level, but will need to actively attract the best and brightest in the world.
- **Support programming and services on campus for all students** by increases in out-of-state tuition collected, funded largely by non-U.S. sources.
 - The net contribution of international students in Hawaii for the 2011-2012 academic year was over \$107 million. Of that, almost \$56 million was spent on tuition and fees. These dollars provided a crucial contribution to the overall operating expenses of Hawaii education institutions, which benefit domestic, and more specifically Hawaii, students. Without the revenue from international student tuition and fees, it is likely that the government (i.e. from the Hawaii taxpayer) or increased fees charged directly to Hawaii students, would be needed for Hawaii education institutions to operate at the standard they currently do.
- **Support local businesses and communities** with their spending on rent, transportation, and other expenses.
 - Of the \$107 million spent by international students in 2011-2012 mentioned above, \$77.6 million was spent on living expenses. International students stay in Hawaii longer than the average tourist, and therefore have a longer-term positive impact on the state economy by spending their out-of-state dollars on Hawaii goods and services.
 - International students are credited for generating 2,185 jobs in the state and \$16.8 million in state government tax revenue. (A Strategy to Attract International Students to Hawaii”, DBEDT. August 2012) benefiting the state and local communities.

4. Describe the target population to be served; and

There are two main target populations that will benefit from this grant. The first population to benefit will be Hawaii educational institutions. This includes graduate and undergraduate programs at universities, community colleges, language programs, short term academic programs, and secondary schools. By increasing the international student population, we will see additional tuition dollars infused into the operation of the programs, benefiting domestic and Hawaii students. The reputation of Hawaii as a global educational destination will also be promoted by the international student graduates, thereby introducing other international students to the idea of studying in Hawaii.

Secondly, and perhaps an even larger beneficiary, is the state of Hawaii and the communities where these schools are located. By increasing international student enrollment, international students will spend additional money on housing, food, transportation, and other goods and services available locally. This in turn benefits the state by increasing revenues (not just from tuition, but other goods and services as previously mentioned), supporting local jobs, and supporting local businesses.

In addition, the Study Hawaii member institutions are located throughout the state, so different parts and areas of the state economy benefit. While many institutions are located in urban areas, there also are several educational institutions located in more rural locales, providing an essential economic boost in communities where the institution is a major contributor to the local economy.

Study Hawaii has identified the following international markets to focus the first phase of its marketing efforts. This list was generated based research conducted by international education groups such as NAFSA, Education USA (international education arm of the U.S. State Department), contact with international education agents around the world, trends in international student enrollment in other states, as well as a survey of 30 experienced international admission officers working in Study Hawaii education institutions:

- | | |
|---|---|
| <p>Top Target Markets (in alphabetical order)</p> <ul style="list-style-type: none"> • Brazil • China • Japan • South Korea • Taiwan | <p>Secondary Target Markets</p> <ul style="list-style-type: none"> • India • Pacific Islands • Saudi Arabia • Vietnam |
|---|---|

5. Describe the geographic coverage.

While the international students will be coming from all over the world to attend Hawaii educational institutions, the Study Hawaii Educational Consortium consists of universities and community colleges, short-term academic and training programs, language schools, and secondary schools throughout the state.

II. Service Summary and Outcomes

The Service Summary shall include a detailed discussion of the applicant’s approach to the request. The applicant shall clearly and concisely specify the results, outcomes, and measures of effectiveness from this request. The applicant shall:

1. Describe the scope of work, tasks and responsibilities;

Personnel

Study Hawaii is currently comprised of voluntary members. In order to successfully execute the organization's strategic plan and meet its goals, a dedicated staff must be maintained in order to coordinate promotional activities, organize regular meetings, update website and social media campaigns, develop promotional materials, and manage the budget effectively.

The budget expense will cover the hire of a full-time staff person and two part-time staff persons. The paid staff would be supplemented by unpaid student interns and the volunteer time of Study Hawaii members, which comprises the in-kind match contribution.

Website

A robust multi-lingual website is essential to marketing the Study Hawaii initiative effectively, providing both a portal for international students and their parents to learn more about studying in Hawaii and offering a "one stop shop" to contact schools, assess housing options, and gather information on financial assistance opportunities. The website will be translated into multiple languages (Chinese, Korean, Japanese, and Portuguese at a minimum) and provide information specific to each target demographic. The website will be developed to meet "Smart Design" standards, enabling users to view the site on smart phones, iPads, and other mobile devices.

The budget expense will cover the development of the website, including translation, search engine optimization, and maintenance over a three-year period. The match contribution is comprised of student interns, who will be recruited to provide updated content to the website (videos, photos, blog postings, etc.).

Social Media

An increasingly important marketing tool, Study Hawaii will coordinate ongoing social media campaigns in numerous target markets to drive web traffic to the website and school recruiters. The budget expense will cover local ad purchases specific to key target markets (ex. A Chinese language Facebook page or its equivalent).

Advertising

Modest advertising campaigns will be coordinated to roll out with in-country promotions, such as local recruitment events where Study Hawaii will be represented. Conventional advertising may also be used to raise brand awareness and drive traffic to the website. The budget expense will cover ad buys, while the match will be comprised of volunteer or student intern design time.

Promotional Materials

Promotional materials will be developed for outreach events and international recruitment efforts. These materials may consist of flyers or brochures, which will be passed out at education fairs, conferences, or in-country promotions. The match includes donated design time and in-kind printing donations of materials.

Events

Study Hawaii will utilize a diverse range of events to promote Hawaii schools and recruit international students both domestically and abroad. Member schools in the Consortium will attend the annual National Association of International Educators (NAFSA) Annual Conference. The NAFSA Annual Conference brings together more than 8,500 professionals in the field of international education for training workshops, educational sessions, networking opportunities with international education agents and representatives of international feeder schools and programs.

In addition, Study Hawaii member institutions will attend domestic “agent fairs” where international student placement agents come to the United States to meet with representatives of multiple educational institutions. Study Hawaii member institutions will not only promote their own institutions but the diverse range of opportunities available for international students to study in Hawaii. Study Hawaii plans on hosting an educational summit and agent fair in the state, attracting top international education representatives as well as placement agents to tour Study Hawaii institutions to get first hand experience in the educational opportunities available in Hawaii and develop a deeper relationship with Hawaii education institutions. Most Study Hawaii institutions already work with international education agents and benefit from a consistent stream of international students enrolling in Hawaii from those relationships. These events will allow Study Hawaii to increase the breadth and depth of international education agents sending students to Hawaii to provide a consistent, strategic and necessary stream of international students to Hawaii that complements the other initiatives listed here to attract international students.

Study Hawaii will host webinars separately or in conjunction with Education USA Offices around the world to represent education in Hawaii and extend the reach of Study Hawaii beyond target markets that can be reached through travel. This will allow us to connect to school representatives, international education agents, and students directly and with very little expense incurred. Finally, an annual event will be held in Hawaii to cross promote Hawaii schools in an effort to retain current international students, nearly a third of whom leave for out-of-state schools each year.

The budget will cover the cost of recruiter registration fees, booth space fees, and any related promotional activities (such as Commerce matchmaking service or reception). The match is comprised of the costs participating schools will incur to attend and promote study Hawaii.

Travel

Travel expenses will be incurred to send representatives on recruiting missions or in concert with education promotion events. Most of these events will occur overseas and in key target markets. This expense would include participation in a trade mission, particularly if such a mission is led by the Governor's office, by the U.S. Chamber of Commerce, or by U.S. Commercial Services. The Study Hawaii consortia of schools would develop recruiting trips for member institutions to key target markets, with activities including education fairs, public presentations on educational opportunities in Hawaii, visiting local secondary schools and universities to present to students as well as meet with guidance and placement counselors, visit international education agents, working with local offices of Education USA and U.S. Commercial Services, visiting government education representatives (i.e. Ministry or Department of Education) and other government departments involved with international students attending schools in the United States (e.g. immigration offices, government scholarship programs, etc.). Whenever possible, the multi-city road show approach will be utilized in order to generate the greatest return from travel expenses. Study Hawaii members also will promote studying in Hawaii during their individual school recruitment trips. Their travel costs in promoting Study Hawaii comprise the match component of this expense.

Office Space, Equipment, & Supplies

These expenses will cover the costs of providing a computer, printer, phone, and other miscellaneous supplies that need to be acquired. Study Hawaii will provide office space and supplies as in-kind match contributions.

2. Provide a projected annual timeline for accomplishing the results or outcomes of the service;

International student enrollment goals by academic year, and economic impact (based on 2011-2012 tuition and living expense levels):

2013-2014 – 4,500	Total revenue: \$107.1 million
2014-2015 – 5,000	Total revenue: \$120.5 million
2015-2016 – 5,700	Total revenue: \$137.4 million
2016-2017 – 6,700	Total revenue: \$161.5 million
2017-2018 – 7,800	Total revenue: \$188 million
2018-2019 – 9,000	Total revenue: \$216.9 million

The funding request would cover the 2013-2014 fiscal year, but the effects from the momentum built by the initiatives listed here would allow us to increase the average number of international students in following years as momentum develops. Therefore, the expectation is that the return on the investment will have an immediate effect, but have even more long-term impact over the next several years.

3. Describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate, and improve their results; and

Study Hawaii will use its goals and objectives to create an assessment plan that ensures the project stays on track. Study Hawaii will meet with each educational institution in the State at the onset of funding to determine their initial international student enrollment rates, where they are currently focusing their international promotional efforts (if anywhere), and their short-term institutional goals regarding international enrollments (e.g. new markets they are considering to open, target international student enrollments for the following year, etc.). Study Hawaii will use the enrollment goals listed above and develop intermediate and short term goals within the areas of website and social media, marketing, events and travel, etc. that will help institutions develop specific and measureable action plans. The Study Hawaii board will contact the schools quarterly to determine 1) the institutions progress on their individual and Study Hawaii collective goals 2) what adjustments should be made to improve productivity 3) any increases in international student enrollment; 4) and new opportunities that should be pursued.

The Study Hawaii board will evaluate the quarterly priorities, strategies, activities, and success rates, of Study Hawaii and each individual institution to develop a biannual report that gives an overview of the initiatives so far, global enrollment trends, adjustments that have been or need to be made based on regional economic and/or political changes, and recommendations for future action for the following twelve months.

Study Hawaii will engage in constant coordination and cooperation with U.S. Commercial Services, DBEDT, Hawaii Tourism Authority, etc. to improve efforts at increasing productivity and efficiency.

4. List the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expending agency). The measure(s) will provide a standard and objective way for the State to assess the program's achievement or accomplishment. Please note that if the level of appropriation differs from the amount included in this application that the measure(s) of effectiveness will need to be updated and transmitted to the expending agency.

Study Hawaii will report on the total number of international students at Hawaii institutions. The total international student rate will be compared with the target enrollment goals of each year to determine success. Study Hawaii will also report on the economic impact to quantify the revenue generated from international students into the State economy, again comparing it with the goals outlined to determine success. Beyond the key measures of success listed above, additional measures will be tracked regarding efficiency and productivity:

- Total number of inquiries (website, e-mail, phone, etc.) and applications from each member institution. Many times inquiring families must receive several marketing “touches” before acting and making an inquiry. It will be expected that we cannot track every inquiry that comes through Study Hawaii efforts, but if the overall number of inquiries and applications increase the expectation is that part of that can be credited to the collaborative efforts of the Study Hawaii Consortia.
- Direct referrals to member institutions from the Study Hawaii website.
- Effectiveness of social media campaigns to drive inquiring international students to the Study Hawaii website, as well as attendance to Study Hawaii events advertised through social media channels.
- Inquiries and enrollments from institutional travel and Study Hawaii consortium travel, particularly in the identified primary and secondary target markets.
- Number of brochures given to families at fairs and education events locally and abroad.
- International student referrals from education agents.
- Annual satisfaction surveys and focus group discussions with currently enrolled international students.

III. Financial Budget

1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.

Please see the required forms attached.

2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2014.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$176,250	\$58,750	\$58,750	\$58,750	\$352,500

3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2014.

Study Hawaii is currently not requesting funding from any other sources. The Consortium will be collecting membership fees from its members in 2013, which cost \$600 per member institution.

4. The applicant shall provide a listing of all state and federal tax credits it has been granted within the prior three years. Additionally, the applicant shall provide a listing of all state and federal tax credits they have applied for or anticipate applying for pertaining to any capital project, if applicable.

Study Hawaii has neither applied for nor received any state or federal tax credits.

IV. Experience and Capability

A. Necessary Skills and Experience

The applicant shall demonstrate that it has the necessary skills, abilities, knowledge of, and experience relating to the request. State your experience and appropriateness for providing the service proposed in this application. The applicant shall also provide a listing of verifiable experience of related projects or contracts for the most recent three years that are pertinent to the request.

Member representatives of the Study Hawaii Educational Consortium work with international students on a daily basis through their employment at educational institutions around the state. Representatives of Study Hawaii are intimately familiar with the markets and potential for international recruiting. Members are knowledgeable on the best methods to recruit students in each region. In addition, Study Hawaii has worked with organizations around the State and has the support of these organizations which will surely better leverage grant funds. This includes DBEDT, Hawaii Tourism Authority, and U.S. Commercial Services who can leverage the resources available within the state to maximize the return on the investment. Although these organizations are unable to contribute funds directly, they have committed to supporting the objectives of this program.

B. Facilities

The applicant shall provide a description of its facilities and demonstrate its adequacy in relation to the request. If facilities are not presently available, describe plans to secure facilities. The applicant shall also describe how the facilities meet ADA requirements, as applicable.

The University of Hawaii-Manoa has agreed to contribute office space to serve as the headquarters of Study Hawaii. Additionally, all Study Hawaii member institutions have agreed to donate time, facilities, etc. to the efforts of coordinating the recruitment of international students.

V. Personnel: Project Organization and Staffing

A. Proposed Staffing, Staff Qualifications, Supervision and Training

The applicant shall describe the proposed staffing pattern and proposed service capacity appropriate for the viability of the request. The applicant shall provide the qualifications and experience of personnel for the request and shall describe

its ability to supervise, train and provide administrative direction relative to the request.

Study Hawaii will hire a full-time director and two part-time assistants. Study Hawaii's hired personnel will have experience in international marketing, ideally with specialized experience in international recruiting and experience successfully executing social media campaigns. The Study Hawaii officers will have constant contact with the staff member (on a daily and/or weekly basis). The staff members will also participate in monthly Study Hawaii board meetings. Reviews of initiatives, discussion of results, and action plans created will be a regular agenda item of the Study Hawaii board meetings.

B. Organization Chart

The applicant shall illustrate the position of each staff and line of responsibility/supervision. If the request is part of a large, multi-purpose organization, include an organizational chart that illustrates the placement of this request.

Study Hawaii Board Members

7 elected members with 4-year terms.

The board, in conjunction with the officers, set priorities and initiatives.

Study Hawaii Executive Officers

Elected to 2-year terms.

The officers are involved with carrying out the goals of Study Hawaii and supervise the Study Hawaii staff member.

President

Vice-President

Secretary

Treasurer

Study Hawaii Staff Members

One full-time and two part-time members (as mentioned in Section II-1) will be responsible for the day-to-day work of Study Hawaii and will report directly to the Study Hawaii Officers.

VI. Other

A. Litigation

The applicant shall disclose any pending litigation to which they are a party, including the disclosure of any outstanding judgment. If applicable, please explain.

Not applicable.


B. Licensure or Accreditation

The applicant shall specify any special qualifications, including but not limited to licensure or accreditation that applicant possesses relevant to this request.

To ensure the highest quality of member institutions, all institutions are required to be nationally accredited for membership in the Study Hawaii Educational Consortium. Member institutions must be accredited by an approved body such as Western Association of Schools and Colleges (WASC), or the Accrediting Commission for Community and Junior Colleges (ACCJC). For secondary schools, the National Association of Independent Schools (NAIS), or Hawaii Association of Independent Schools (HAIS). For independent language schools they must be accredited through the Commission on English Language Program Accreditation (CEA) or Accrediting Council for Continuing Education and Training (ACCET).

BUDGET REQUEST BY SOURCE OF FUNDS
(Period: July 1, 2013 to June 30, 2014)

Applicant: Study Hawaii Educational Consortium

BUDGET CATEGORIES	Total State Funds Requested (a)	Study Hawaii Matching Funds (b)	(c)	(d)
A. PERSONNEL COST				
1. Salaries	75,000	125,000		
2. Payroll Taxes & Assessments	11,250	0		
3. Fringe Benefits	15,000	5,000		
TOTAL PERSONNEL COST	101,250	130,000		
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island	0	0		
2. Insurance	0	0		
3. Lease/Rental of Equipment	0	3,500		
4. Lease/Rental of Space	0	7,500		
5. Staff Training	0	5,000		
6. Supplies	250	3,500		
7. Telecommunication	1,500	500		
8. Utilities	0	1,500		
9. Website Development	75,000	25,000		
10. Social Media Campaigns	15,000	25,000		
11. Advertising	25,000	10,000		
12. Promotional Materials	15,000	10,000		
13. NAFSA Annual Conference Promotion	20,000	50,000		
14. Education Fairs, Participation Costs	20,000	20,000		
15. Education Fairs, Travel Costs	55,000	65,000		
16. Cross-Promotion Events in Hawaii	20,000	25,000		
17				
18				
19				
20				
TOTAL OTHER CURRENT EXPENSES	246,750	251,500		
C. EQUIPMENT PURCHASES	4,500	0		
D. MOTOR VEHICLE PURCHASES	0	0		
E. CAPITAL	0	0		
TOTAL (A+B+C+D+E)	352,500	381,500		
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	352,500	Becky George	(808) 455-0622	
(b) Study Hawaii Matching Funds	381,500	Name (Please type or print)	Phone	
(c)			01/30/13	
(d)		Signature of Authorized Official	Date	
TOTAL BUDGET	734,000	Becky George, Chair, Study Hawaii		
		Name and Title (Please type or print)		

BUDGET JUSTIFICATION PERSONNEL - SALARIES AND WAGES

Applicant: Study Hawaii Educational Consortium

Period: July 1, 2013 to June 30, 2014

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
Study Hawaii Director	1.00	\$50,000.00	100.00%	\$ 50,000.00
Project Assistant #1	0.50	\$40,000.00	50.00%	\$ 20,000.00
Project Assistant #2	0.13	\$40,000.00	12.50%	\$ 5,000.00
Study Hawaii Board Member #1	0.15	In-Kind Match	15.00%	N/A
Study Hawaii Board Member #2	0.15	In-Kind Match	15.00%	N/A
Study Hawaii Board Member #3	0.15	In-Kind Match	15.00%	N/A
Study Hawaii Board Member #4	0.15	In-Kind Match	15.00%	N/A
Study Hawaii Board Member #5	0.15	In-Kind Match	15.00%	N/A
Study Hawaii Board Member #6	0.15	In-Kind Match	15.00%	N/A
Study Hawaii Board Member #7	0.15	In-Kind Match	15.00%	N/A
Study Hawaii Member #1	0.10	In-Kind Match	10.00%	N/A
Study Hawaii Member #2	0.10	In-Kind Match	10.00%	N/A
Study Hawaii Member #3	0.10	In-Kind Match	10.00%	N/A
Study Hawaii Member #4	0.10	In-Kind Match	10.00%	N/A
Study Hawaii Member #5	0.10	In-Kind Match	10.00%	N/A
TOTAL:				75,000.00
JUSTIFICATION/COMMENTS: Study Hawaii Board Members and Associate Members will contribute in-kind match via voluntary time worked in support of all activities.				

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Applicant: Study Hawaii Educational Consortium

Period: July 1, 2013 to June 30, 2014

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
Computers	3	\$750.00	\$ 2,250.00	
Computer Printer	1	\$350.00	\$ 350.00	
Mobile Phones	3	\$250.00	\$ 750.00	
Design Software	1	\$500.00	\$ 500.00	
Database Management Software	1	\$650.00	\$ 650.00	
TOTAL:	9		\$ 4,500.00	

JUSTIFICATION/COMMENTS:

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
None			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				

JUSTIFICATION/COMMENTS:

**BUDGET JUSTIFICATION
CAPITAL PROJECT DETAILS**

Applicant: Study Hawaii Educational Consortiu

Period: July 1, 2013 to June 30, 2014

FUNDING AMOUNT REQUESTED						
TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED	OF FUNDS REQUESTED	FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY: 2011-2012	FY: 2012-2013	FY:2013-2014	FY:2013-2014	FY:2014-2015	FY:2015-2016
PLANS	0	0	\$348,000	\$0	\$175,000	\$175,000
LAND ACQUISITION	0	0	\$0	\$0	\$0	\$0
DESIGN	0	0	\$0	\$0	\$0	\$0
CONSTRUCTION	0	0	\$0	\$0	\$0	\$0
EQUIPMENT	0	0	\$4,500	\$0	\$0	\$0
TOTAL:			\$352,500	\$0	\$175,000	\$175,000
JUSTIFICATION/COMMENTS:						

**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS AND SUBSIDIES PURSUANT TO
CHAPTER 42F, HAWAII REVISED STATUTES**

The undersigned authorized representative of the applicant certifies the following:

- 1) The applicant meets and will comply with all of the following standards for the award of grants and subsidies pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide the services for which a grant or subsidy is awarded;
 - b) Complies with all applicable federal and state laws prohibiting discrimination against any person on the basis of race, color, national origin, religion, creed, sex, age, sexual orientation, or disability;
 - c) Agrees not to use state funds for entertainment or lobbying activities; and
 - d) Allows the state agency to which funds for the grant or subsidy were appropriated for expenditure, legislative committees and their staff, and the auditor full access to their records, reports, files, and other related documents and information for purposes of monitoring, measuring the effectiveness, and ensuring the proper expenditure of the grant or subsidy.
- 2) The applicant meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is incorporated under the laws of the State; and
 - b) Has bylaws or policies that describe the manner in which the activities or services for which a grant or subsidy is awarded shall be conducted or provided.
- 3) If the applicant is a non-profit organization, it meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is determined and designated to be a non-profit organization by the Internal Revenue Service; and
 - b) Has a governing board whose members have no material conflict of interest and serve without compensation.

Pursuant to Section 42F-103, Hawaii Revised Statutes, for grants or subsidies used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant or subsidy was awarded and disposes of the land in fee simple or by lease, the organization shall negotiate with the expending agency for a lump sum or installment repayment to the State of the amount of the grant or subsidy used for the acquisition of the land.

Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

Study Hawaii Educational Consortium

(Typed Name of Individual or Organization)

1/31/2013

(Date)

Becky George

(Typed Name)

President, Study Hawaii Educational Consortium

(Title)