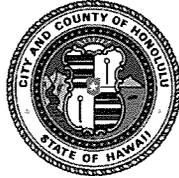


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KIRK CALDWELL
MAYOR



EMBER LEE SHINN
MANAGING DIRECTOR

GEORGETTE T. DEEMER
DEPUTY MANAGING DIRECTOR

October 1, 2013

The Honorable Ernest Y. Martin, Chair
and Members
Honolulu City Council
530 South King Street, Room 202
Honolulu, Hawaii 96813

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Dear Chair Martin and Councilmembers:

The enclosed report is submitted to the City Council in accordance with Resolution 13-75, CD1 which requested the Managing Director's Office to recommend means of attracting and developing international educational joint ventures, co-ventures and other such initiatives.

Very truly yours,

A handwritten signature in black ink, appearing to read "Georgette T. Deemer", is written over the typed name.

Georgette T. Deemer
Deputy Managing Director

Enclosure

**Recommendations to City Council on the
Means of Attracting and Developing International Education Joint Ventures,
Co-Ventures and Other Such Initiatives**

October 1, 2013

PURPOSE

City Council Resolution 13-75, CD1 states the Council's belief that improved efforts to attract and recruit international students to Hawaii would result in substantial benefits to the City and County of Honolulu and the State of Hawaii. The resolution asks the Managing Director's Office to recommend means of attracting and developing international education joint ventures and co-ventures by soliciting recommendations from City, State and Federal Agencies, international business development organizations, ethnic Chambers of Commerce and other interested stakeholders.

RECOMMENDATIONS

- **Hawaii needs to target specific demographics of international students**

Hawaii's efforts to recruit international students are largely limited by the amount of funds devoted to such ventures, as well as, the state's relative isolation from large college fairs that occur on the U.S. mainland and internationally. Hawaii also cannot directly compete with bigger name/higher ranked institutions with lower costs of living. In its recruiting, Hawaii needs to target certain niches in the market rather than attempting to throw a net over all international students and seeing what it can pull in. The top market Hawaii should pursue is China. Other high priority markets should include Japan, South Korea, Taiwan, Sweden and Brazil. Secondary markets include Vietnam, Saudi Arabia, the Pacific Islands, and India.

- **An organization at the state level could consolidate international recruiting trips to cut down on institutional expenses**

Many Higher Education Institutions (HEIs) currently allocate funds toward international recruiting; however, the population of international students in Hawaii has decreased 26% in spite of a nationwide increase of 45% over the last five years. Study Hawaii¹ estimates the lost revenue generated by that decrease to be \$302 million. Current efforts could be enhanced by the creation of an umbrella organization that would coordinate and advise institutions in such a way that would be beneficial to all institutions as well as state of Hawaii. An organization at the state level could provide a united front for international education by

¹ The Study Hawaii Educational Consortium ("Study Hawaii") is a 501(c)(3) organization and one of 32 education consortia from 28 states nationwide. The purpose of Study Hawaii is to attract international students to study in the state of Hawaii.

sending one person or a small delegation representing all of Hawaii to organizations like EducationUSA² that promote studying in America, international college fairs, and international “recruiting agency fairs” instead of institutions each sending their own representative to a smaller number of events.

- **A multilingual site for the recruitment of targeted demographics must be created and maintained**

In addition, such an organization should be responsible for creating a multilingual site (Mandarin, Japanese, Korean, etc.) that targets specific demographic. This site should be professionally designed and be kept current so that students and especially parents can easily find information on HEIs in Hawaii. This information should also be consolidated into a booklet that could readily and generously be distributed at education fairs and places like EducationUSA offices which are located in every American Embassy

- **EducationUSA in American Embassies should be utilized to promote studying in Hawaii**

EducationUSA is purposed to attract international students to study in America and is able to distribute recruiting materials, advertise for institutions/organizations, and advise students. EducationUSA was highly recommended by all parties consulted and the organization at the state level should be responsible for cultivating a strong relationship with EducationUSA. Social media relevant to the target demographics should also be utilized (i.e. things like Facebook and Twitter are inaccessible in China but there are Chinese equivalents).

- **Utilizing recruiting agencies is essential in today’s market for international education**

The prevalence of recruiting agencies is only increasing and Hawaii needs to utilize them as a resource to compete in the international education market. In China specifically, the percentage of students that use an agency in their decision to study internationally is estimated to be around 80-85%. Students go to agencies and agencies will recommend schools to them and/or advise the students through the admissions and transition processes. Although agencies have a mixed reputation due to their commission-based nature (though their reputation and business practices are changing positively) organizations such as American International Recruitment Council (AIRC), International Educational Consultants Association (IECA), National Association for College Admission Counseling

² EducationUSA is a U.S. Department of State-supported network of hundreds of advising centers around the world.

(NACAC), NAFSA: Association of International Educators (NAFSA) are either certification groups or international education authorities that an organization at the state level could contact regarding which agencies are reputable and effective.

- **Hosting representatives from top agencies would be highly beneficial in creating relationships that would bring more international students to Hawaii**

Hawaii should strongly consider hosting representatives from the top recruiting agencies for conferences with educators here on how to improve Hawaii's recruiting efforts in those countries. This would also go a long way to developing positive relationships with the agencies that the international student market is becoming more dependent on. EducationUSA is limited by its inability to work with agencies, thus an organization at the state level could also serve as the go-between for EducationUSA and the agencies.

- **Prioritizing international education in the DBEDT offices in Beijing and Taipei would serve Hawaii well**

State of Hawaii, Department of Business, Economic Development & Tourism (DBEDT) offices in Beijing and Taipei should be utilized to recruit international students. The DBEDT "A Strategy to Promote the Attraction of International Students to Hawaii" recommended that these offices be converted into "State of Hawaii Student Recruitment Centers to work with education agents and directly with students to market Hawaii as a place to study. Assist and facilitate the colleges and universities with the recruitment of students to Hawaii."

- **Hawaii should utilize its private sector to integrate internships into the international student experience in Hawaii**

Hawaii could make specific attempts to use its private sector to attract international students. Companies located in the state could sponsor top international students to come to Hawaii for education as well as an internship. This would be attractive to the students because of the lowered cost and opportunity to enter the American workforce. Most student visas limit the compensation for work students can receive to their specific fields of study (though it can be abused). This would also benefit Hawaii companies in that they would be able to recruit top level international talent. Promoting a strong integrated internship program would be very appealing to students.

- **Study Hawaii or a similar organization should be funded to coordinate international student recruiting efforts**

It is strongly recommended that Study Hawaii become the state level organization aforementioned. Study Hawaii is a consortium of local schools that already has a framework in place to coordinate international student recruiting efforts. Study Hawaii has been limited by its ability to receive funding beyond its original grant from the State. Study Hawaii's GIA application to the 2013 Legislative Session contains much of the information and strategies that Office of Economic Development found independently. Since the GIA was denied, it is clear that Study Hawaii or a similar organization needs someone to advocate this legislation which would be beneficial to the entire state. International education lost its key advocate when Former Lieutenant Governor Brian Schatz was appointed to the U.S. Senate in December 2012. Study Hawaii has continued to exist through membership fees and small grants such as the \$10,000 Hawaii City and County Mayor Billy Kenoi pledged. Study Hawaii or such an organization needs funding to become the highly functional international education coordinator at the state level that Hawaii needs.

- **UHM Faculty members could be incentivized to pursue new agreements or expanding existing agreements.**

The UHM Study Abroad Center strongly encourages UHM students to study abroad. There are a large number of universities UHM is partnered with according to its site. The Manoa International Exchange (MIX) encourages student exchanges and has formal International Agreements with 101 universities (MIX Partner Universities). International Agreements commit resources to projects while Memorandums of Understanding merely express intent. Faculty members can propose new Agreements or Memorandums with potential partner universities. The process could possibly be streamlined and made easier for faculty members. More state revenue could also be allocated to fund more International Agreements and Memorandums of Understanding and the pursuit of such Agreements and Memorandums. These relationships through UHM could be further strengthened as a source of international students in Hawaii.