



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Written Testimony Only
for
House Committee on Higher Education
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by
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HB 775 HD1 – RELATING TO EDUCATION

Chair Choy, Vice Chair Ichiyama, and members of the committee:

House Bill 775, House Draft 1 appropriates funds to the Department of Business, Economic Development and Tourism to be expended for marketing, travel, and other recruitment related expenses to market Hawaii's institutions of higher education to international students.

The University of Hawai'i (UH) supports the intent of HB775 HD1 to increase international student recruitment activity and to market Hawai'i as an education destination. We recognize the contributions of international students to our campuses in enriching the educational environment with ideas, talent, networks, and opportunity from regions beyond our state and preparing Hawaii's students for a rapidly changing, globalized world. This brings multiple benefits to UH as well as to the state of Hawai'i.

UH is pleased to work with DBEDT to promote higher education in Hawai'i and bring more international students to our state. As the only public university in the State of Hawai'i, the UH system is well poised to offer a very broad selection of coursework, study, and specialties that would appeal to the broadest universe of foreign students. We hope that the use of public funds to support this effort will emphasize and highlight the strengths of our State's public university, but do also recognize that including the wide selection of private universities within our state is equally important. The UH believes that more efforts and collaboration to market the strengths, benefits, and value of all higher education opportunities in Hawai'i will be beneficial for all institutions. The UH welcomes any efforts to create additional opportunities to promote higher education in Hawai'i.

We look forward to more robust recruitment efforts and leveraging DBEDT's existing international resources to expand Hawai'i's exposure internationally.

Thank you for the opportunity to testify.