



Testimony Presented Before the  
Senate Committee on Tourism and International Affairs  
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Chair Kahele, Vice Chair English, and members of the Committee on Tourism and International Affairs:

Thank you for the opportunity to submit this testimony in strong support of House Bill 775, which would appropriate funds to support the marketing of Hawai'i institutions of higher education to international students.

Hawai'i Pacific University has long prided itself on its attractiveness to international students. It remains our goal that fully a third of our student body be comprised of students who have come from around the world to study and learn in the unique atmosphere of our Hawai'i campuses.

HPU's international learning community benefits more than our international students. In striving for a student mix of one-third each of students from Hawai'i, the continental U.S. and international regions, HPU's goal is a global mix of students that becomes a strategic asset of both the university and our state, positioning us for excellence in emerging markets and a changing world.

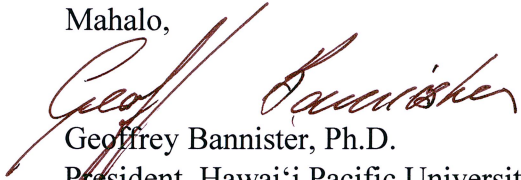
Our international students also bring powerful economic impacts: A November report by the Institute of International Education notes international students in Hawai'i supported nearly 1,000 total local jobs and added an estimated \$107.1 million in total revenue between 2013 and 2014.

Still, experience has shown us that attracting international students is not solely a matter of economics. It also fosters a diversity within the student body that is positive for our students, our university, and our state. According to a study by College Factual, HPU was our nation's most diverse university in 2014 with an overall diversity score of 91.4 percent, which looks at ethnic, gender, and geographic diversity. I believe that diversity has played a large role in our university's continued success.

Hawai'i rightfully celebrates its diversity, and it is to our state's benefit to continue to foster the rich mix of cultures and ideas that have made this such a special place. Attracting more international students to our universities not only ensures that we continue to enjoy the benefits of their fresh insights, but also that they will have the opportunity to take a part of what makes Hawai'i special when they return to their native countries.

In short, an additional investment by our state in marketing Hawai'i as a destination for higher education will pay dividends all around. I encourage the committee to advance this measure and support the ideals of international education for our community.

Mahalo,



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