

STAND. COM. REP. NO.

1316

Honolulu, Hawaii

APR 07 2015

RE: H.B. No. 775
H.D. 1
S.D. 1

Honorable Donna Mercado Kim
President of the Senate
Twenty-Eighth State Legislature
Regular Session of 2015
State of Hawaii

Madam:

Your Committee on Ways and Means, to which was referred H.B. No. 775, H.D. 1, S.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO EDUCATION,"

begs leave to report as follows:

The purpose and intent of this measure is to market Hawaii and Hawaii's higher educational institutions to international students.

Specifically, this measure appropriates moneys to the Department of Business, Economic Development and Tourism for marketing, travel, and other related recruitment expenses.

Your Committee received written comments in support of this measure from the Department of Business, Economic Development and Tourism and Chamber of Commerce of Hawaii. Your Committee received written comments on this measure from the University of Hawaii.

Your Committee finds that educational travel and international study are growing trends in education. Your Committee believes that Hawaii is in the forefront of choice destinations for international students because of the State's unique history, optimal geographic location, and globally ranked higher education programs. Your Committee further finds that increased recruitment and marketing strategies are necessary to



attract international students and maintain Hawaii's reputation as a place of beauty and education.

As affirmed by the record of votes of the members of your Committee on Ways and Means that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 775, H.D. 1, S.D. 1, and recommends that it pass Third Reading.

Respectfully submitted on
behalf of the members of the
Committee on Ways and Means,



JILL N. TOKUDA, Chair



