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# A BILL FOR AN ACT

RELATING TO EDUCATION.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. The legislature finds that there is a growing  
2 trend in education of international study and educational  
3 travel. Hawaii's unique history, optimal geographic placement  
4 between the United States and Asia, and globally ranked programs  
5 of higher education have all served as factors in establishing  
6 Hawaii in the forefront of choice destinations for international  
7 students. The legislature further finds that increased  
8 recruitment strategies and carefully structured future programs  
9 encouraging international students to attend school in Hawaii  
10 are necessary to keep Hawaii's reputation as a place of beauty  
11 and education.

12           SECTION 2. There is appropriated out of the general  
13 revenues of the State of Hawaii the sum of \$250,000 or so much  
14 thereof as may be necessary for fiscal year 2015-2016 for  
15 marketing, travel, and other related recruitment expenses  
16 necessary to market Hawaii and Hawaii's institutions of higher  
17 education to international students.



1           The sum appropriated shall be expended by the department of  
2 business, economic development, and tourism for the purposes of  
3 this Act.

4           SECTION 3. This Act shall take effect on July 1, 2015.



**Report Title:**

International Marketing and Recruitment; Higher Education;  
Appropriation

**Description:**

Appropriates funds to the department of business, economic development, and tourism for marketing Hawaii and Hawaii's higher education institutions to international students. (HB775 CD1)

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