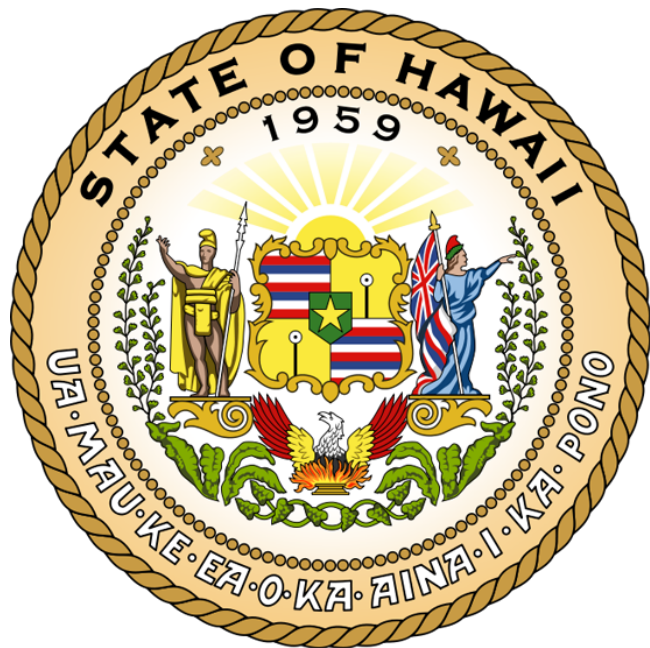


# State of Hawaii Offices in Beijing and Taipei

2017 Annual Report to the Legislature

January 1, 2017 – December 31, 2017



State of Hawaii Offices in Beijing and Taipei  
December 2017

A REPORT TO THE LEGISLATURE OF THE STATE OF HAWAII AS  
REQUIRED BY SECTION 201-84, HAWAII REVISED STATUTES.



## **2017 Annual Report State of Hawaii Office in Beijing**

The State of Hawaii Office in Beijing (SHOB) and its Education Services Center continues its mission to be the primary point of contact for Chinese students, parents and educators interested in “study abroad opportunities” in the State of Hawaii. A recap of SHOB’s efforts to promote the State of Hawaii are as follows:

### **PART 1. SUMMARY**

SHOB increased the number of students traveling from China to Hawaii for short and long-term education programs. 170 students traveled to Hawaii as a direct result of SHOB’s marketing efforts, with 30 new students enrolled in programs longer than one year.

SHOB focuses its attention on the following strategy and methods to promote Hawaii education by building stronger ties with Hawaii’s sister province Guangdong:

1. Market Hawaii as an education destination through organizations such as China Education Ministry, China National Institute of Education Sciences, China Education Association for International Exchange, BAPSTE (Beijing Association of Promotion of Science and Technology Education), Beijing UNESCO Club, EducationUSA, Education Commissions of Districts and Counties of Beijing, etc.
2. Continue to organize Chinese educators to make FAM trips to Hawaii. In April 2017 SHOB brought educators from 10 schools from Beijing and Guangdong to visit Hawaii.
3. Continue its outreach to Chinese schools, especially private schools in Beijing, Tianjin, Shanghai, Zhengzhou, Xi’an, Kunming, Zhongshan, Guangzhou, etc.
4. Provide assistance to both Hawaiian and Chinese schools and educational service providers in building up cooperation and exchanges.
5. Use social media to promote Hawaii’s education and culture.

## PART 2. REPORT ON ACTIVITIES

Promotional events SHOB organized/attended (in chronological order):

### January:

- Meeting with Dr. Amos, representative for/from of Bela Education to discuss how to promote the cooperation between Guangdong and Hawaii schools.
- SHOB attended China National Tourism Administration networking reception with Hawaii Tourism China.



- SHOB had a meeting with Beijing Yue Cheng Education Research Institute (YERI) affiliated with Beijing Yue Cheng International School. YERI provides teachers' training services to Chinese K-12 schools. YERI has conducted over 134 workshops and symposiums with over 8,340 participants from across China. The topics and themes that have been covered include: Differentiation, Emotionally Intelligent Teachers, Backward Design, Brain-friendly Classroom, How to Develop Students' Creative Thinking, the Use of Literary Works-Developing Healthy Relationships with Others, Assessment in the



Differentiated Classroom, Organizational Intelligent Quotient (OIQ), Professional Learning Community (PLC) and How to Develop Students' Global Competences.

- With an invitation from YERI, SHOB attended the “Inquiry-based learning” workshop. The lecturer was Dr. Philip Bossert from Hawaii. The course focused on strategies for designing and implementing Inquiry-Based Learning (IBL) in learning environments. 80 teachers from Chaoyang Branch School of High School, a High School attached to Hunan Normal University, participated in the workshop.



- SHOB had a meeting with Chaoyang High School, a High School attached to Hunan Normal University. SHOB introduced Hawaii education and StudyHawaii member schools. Chaoyang High School indicated interest in cooperating with StudyHawaii members and hopes Hawaii schools would visit them in a future China trip.
- SHOB had a meeting with Michael Zhang, rep of Blue Hawaii in Beijing. Blue Hawaii has 6 shops in China and hopes to develop snorkeling training course for young Chinese people. Blue Hawaii is willing to promote StudyHawaii and Hawaii schools in the shops and sponsor school activities in the near future.

## February - March:

- Outreach to Beijing, Tianjin and schools to promote Hawaii education and develop cooperation opportunities for Hawaii schools.



us keep in touch with you by entering your contact information below:

Last Name/Surname	Year 11	School: Beijing Yinghua
First Name/Given Name	Year 11	Event: Tianjin School Ground
Address	Tianjin Yinghua International School	
Country	China	
When do you plan to attend?	Spring (January-March)	Year 2019
Intended Major	Economics / Finance	
Current School	Tianjin Yinghua International School	
High School Graduation Year	2019	

- Attended the 2017 EducationUSA Spring Education Fair(Beijing) to promote Hawaii education and schools to Chinese students. During the one-day fair, 370 visitors visited the Hawaii booth. Hawaii Education Directories, StudyHawaii member schools' flyers and booklets were distributed to visitors. 1 student completed a form of interest and left contact information.





- Outreach to Guangdong Zhongshan schools to promote Hawaii education and develop cooperation opportunities for Hawaii schools.



#### April - May:

- DBEDT's Office in Beijing was invited to deliver a speech to an audience of 200 delegates from across the country.



- Exchange mission of educators from Beijing and Guangzhou, 11 delegates from Chinese schools had meetings with 17 Hawaiian schools.





- SHOB organized the Hawaii Beijing Networking: HTC, HAL, Blue Hawaii, Hula School, Outrigger Hotels and BAPSTE were invited to exchange information, build synergies and discuss how to work together to promote Hawaii education in China.



- Invited by Hawaii Tourism China, SHOB and other 2017 Aloha Education Mission members attended Hawaii Tourism Authority's China Roadshow in Beijing. About 170,000 Chinese visited went to Hawaii in 2016.

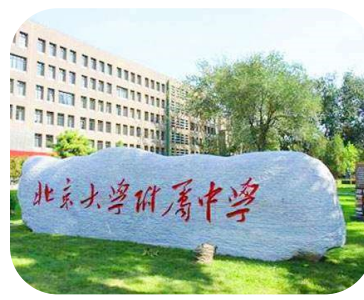




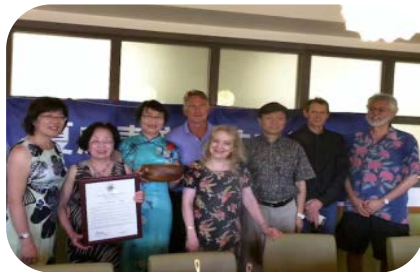
- SHOB conducted outreach to Shanghai schools. SHOB visited two schools, and two Education Departments Kang Qiao International School (K-12 private school with 5000 students); Shanghai Jincai Middle School (G7-9 public school) that is interested in finding a partner school in Hawaii and introducing U.S. education curricula; Shanghai Pudong District Education Department; and the Shanghai Xuhui District Education Department. These two districts have the best resources in Shanghai for developing international exchanges and encouraging more students to travel abroad for educations.



- SHOB had a follow-up meeting with the Peking University High School Education Group, member of the 2017 Aloha Education Mission. The group came to Hawaii to attend the 2017 Global Tourism Summit – Student Debate in September 2017. They hope to establish a sister school from StudyHawaii members.



- SHOB attended the Hawaii Music Festival China event in Beijing. The event offered festivals, parades, performances, concerts with local schools and musical troupes in every year of April. Over the past three years, Beijing Music Academy, and Hawaii United Travel Inc. have been working together to organize 170 Chinese music enthusiasts to visit Hawaii. The event included a two-day performance, half-day exchange with UH Manoa music professors and one week of neighbor island travel. The Hawaii House of Representatives presented a Proclamation to the 2017 Chinese delegation to encourage more Chinese joining the event.



### June - August:

- Invited by The Ministry of Commerce and American States Association in China, SHOB attended the 2017 China-U.S. Sub-national Economic & Trade Cooperation Event and introduced DBEDT and Hawaii schools to China government officials.



- SHOB provided support to StudyHawaii schools – HPU, MPI, LCC, Shijiazhuang Foreign Language School, UHManoa, BELA Education Group, APIS & Beijing Huamingweiye Exchange Center, KCC, Guangdong Yangxianyi School, School Affiliated to Peking University.
- SHOB received an advertising opportunity for Study Hawaii from supporter, Hanbaolong Cultural Media Co. for a 1 minute per show, 120 times a day for 30 days, on their ultra-bright LED outdoor billboard located at one of prime advertising spots in Beijing.

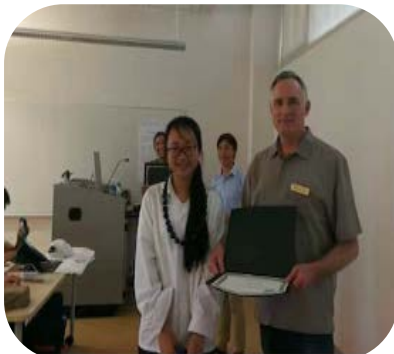


- SHOB outreach to the Education Bureau of Henan Province to promote Hawaii and StudyHawaii. Henan is China's third most populous province with a population of over 94 million. It is the 5th largest provincial economy of China. The province includes 60,700 public schools and 15,337 private schools. Annually, the high school graduate more than one million students, 15,000 of whom travel abroad for higher education.
- Prepared Chinese students to visit Hawaii.





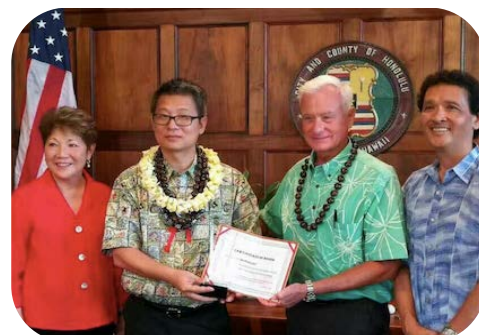
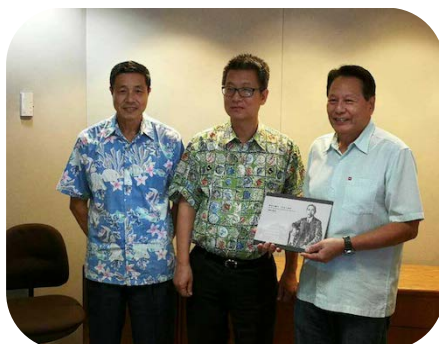
- from Shijiazhuang Foreign Language School: 40 students
- from Zhejiang Province: 57
- from Zhongshan, Guangdong Province: 20
- from Shanghai: 25
- from Zhengzhou, Henan Province: 18
- from Guangzhou, Guangdong Province: 5



- Provided assistance with itinerary planning for the Zhongshan government delegation to Hawaii and pre-arranged a meeting between Zhongshan and DBEDT. Five Zhongzhan city officials headed by one of its Vice Mayor Mr. Lei Yue Long visited their sister city – Honolulu, in commemoration of the 20th anniversary of sister-cities.

### **August - October:**

With SHOB's recommendation, Hawaii was selected as the destination of "2018 Chinese Teenagers STEM Scientific Research Activities" organized by Beijing Municipal UNESCO Clubs Association and Beijing Information Technologies Education Institute.





- Provided assistance to Zhongshan Young Sen Yit Middle School with their Hawaii visit. The school was established by General Young Sen Yit, who is a Sun Yat-sen follower. Two years ago, the school established a sister-school relationship with Hawaii's Hahaione Elementary School.



### September - October:

- SHOB conducted outreach with Education USA to Zhengzhou, Xi'an and Beijing schools. The events featured School Fairs with StudyHawaii booths, meetings with local education authorities, presentations to high school students and parents, and EducationUSA Seminar's : "Why study in Hawaii."



- SHOB held meetings with China Daily, China Education Online, China Education Newspaper for the Media Fam Tour to Hawaii in Jan 2018.



- SHOB held meetings with Shijiazhuang government officials and Shijiazhuang Foreign Language School (SFLS) representatives. SHOB attended the “Third Annual Conference of Global K-12 Education Research Association,” organized by SFLS. Scott Siegfried from Mid Pacific Institute presented a congratulatory message from Governor Ige.



- Assisted High Schools affiliated to Peking University to participate in the 2017 Global Tourism Summit-Student Debate on Oahu. The school won the fifth place at the competition.



- Provided assistance to HPU, KCC, MPI with marketing promotions and meeting arrangements. Helped to prepare the UH-Manoa China Office.



### PART 3. REPORT ON SOCIAL MEDIA PROMOTIONS

SHOB conscientiously promotes Hawaii education through social media, especially on WeChat. Some other forms of new media channels, such as webcasts and webcam individuals have become fads and quickly take the place of traditional ad media such as TV, newspapers and radio. But, new media are becoming equally costly. SHOB maintains weekly updates on Hawaii education and culture on free channels, WeChat and Weibo. The following are some examples from our screen shots:

#### ▽UH Hilo

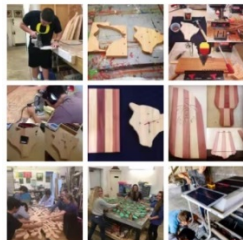
夏威夷大学希洛分校简介：



美国夏威夷大学希洛分校坐落在美国夏威夷群岛中最大的岛--夏威夷岛（亦称大岛）上的希洛市。全校共有4,000多学生，其中本科生3,600名，研究生400多。学校占地115英亩，拥有487英亩的大学科技园。校内有多座教学大楼和实验室以及图书馆、多媒体中心、书店、学生宿舍、剧院、学生活动中心、运动场、餐厅和学生宿舍。其中新建的社会科学和科学

#### ▽HPA

Hawaii Preparatory Academy夏威夷大岛预备学校的手工课！



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#### ▽Lei Day



#### ▽ University of Hawaii System (Youku Video)



#### ▽Global Village (Youku Video)



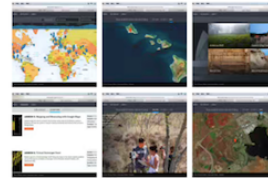


## ▽NAFSA 2017



## ▽Science in Hawaiian classes

夏威夷学校将CyArk三维式文化遗产存档系统应用于各年级教学。学生在多个课程中使用三维激光扫描技术、数据收集及处理、数字化建模和其它世界一流空间技术来建立文化遗产古迹数据。不仅帮助学生历史学习，也能通过拍摄、分析、保存与全世界学生分享历史数据。



## ▽Mid-Pacific Institute



## ▽World Oceans Day and Marine Science

「6月8日世界海洋日」2017世界海洋日主题：我们的海洋，我们的未来。减少塑料垃圾污染，保护健康海洋和美好未来。老师们通过各种丰富活动让学生了解令人难以置信的海洋生物，引导孩子认识到保护海洋的重要性！目前人类对海洋的了解不足5%，海洋科学人才稀缺。



夏威夷大学戏剧系教授、亚洲戏剧部主任魏莉莎一行赴山东学校开展京剧艺术教育交流。



## ▽ Shanghai Fengxian District visited HI



## ▽Hawaii Tele-Control Airplane Model Expo

「第十届夏威夷遥控航模飞行展」@珍珠港太平洋航空博物馆



## ▽ Ukulele culture in Hawaii



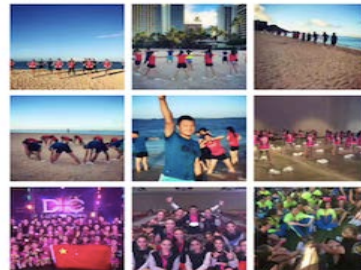
## ▽ Hawaii Music Festival

2018年4月·檀香山·欢迎与全球合唱团共同参与第十二届「夏威夷音乐节」。感谢北京音乐协会、合唱协会和各合唱团体的大力支持。夏威夷的舞台，尽展风采！



## ▽ Global Dance and Cheer Games Competition

热情欢乐夏威夷，全球孩子舞起来！2017国际技巧与舞蹈啦啦操锦标赛 Global Games正在夏威夷举办。2016中国代表队成绩相当好，北京一〇一中学获得混合集体青少组第一名，中关村二小获得集体混合少年组第二名。中国孩子棒棒哒👍



## ▽ Experiencing Aloha Spirit

石家庄外国语学校的学生第三次来夏威夷过暑假啦！夏威夷正得到越来越多学校与学生的高度认可。感谢所有夏威夷学校和接待机构的用心付出，你们热情、体贴、周到的安排是阿罗哈精神最好的诠释！🌺❤️



## ▽ Peace theme at Pearl Harbor

珍珠港太平洋航空博物馆将于9月23日举办#用历史感悟未来#历史日穿越活动。与“不同时代”的解说员共同走进硝烟四起的战争年代，了解人类为了和平所付出的努力。



## ▽ Honolulu high livable



新出炉的报告说，檀香山跻身全美教育程度最高的城市之中，在150个美国城市中，整体排名名列31。

个人理财网站WalletHub比较各城市在教育方面的诸多数据，包括获得高中大学学位居民的比例，大学平均素质，也考虑了族裔和性别在教育上的差距，列出教育程度和教育素质与程度差异两项的排名。结果檀香山整体排名不但名列前25%，而且排名比纽约、辛辛那提、凤凰城和洛杉矶都高。

## ▽ Educational exchanges between China and Hawaii

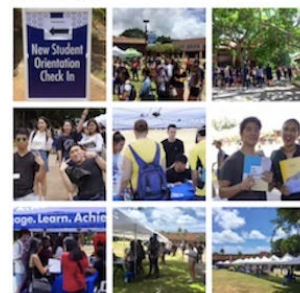
受绍兴体育局和篮协邀请，夏威夷太平洋大学男篮主教练Darren来到中国，为来自各学校的60名校园篮球教练提供培训指导👍



2017年8月11日，檀香山-中山国际友城20周年纪念日！感谢美中双方各届人士多年来的不懈努力和倾情付出，祝愿两市人民的友谊历久弥新🌺



### KCC学院





檀香山-中山国际友城20周年，中山学子赴夏威夷寻伟人足迹、了解当地华人两百年发展历程。茂宜市政厅将学生来访当天-2017年8月18日定为中国历史日。



周谷平副书记率浙江大学教育学院本硕博学生代表赴夏威夷交流，学习夏威夷在“学校环境与服务、运动管理与康复、海洋与可持续发展、文化创意与遗产保护”等领域的教研成果。



## ▽ Introducing Hawaii and SH members.

◀ 返回 乐学夏威夷 ...

### 夏威夷学校教育联盟成员名录

2017-09-06 SHOB 乐学夏威夷



**StudyHawaii Educational Consortium**夏威夷学校教育联盟是设立于美国夏威夷州的致力于夏威夷教育与院校推广的非营利性组织（美国联邦税法501c3条款规定的非赢利性机构），其

◀ 返回 乐学夏威夷 ...



### K12 学校

1. 亚太国际学校  
Asia Pacific International School



经济人智库发布最新全球宜居城市报告，夏威夷欧胡岛上的檀香山被评为全美宜居城市第一名、全球最宜居二十城市之一。评选考量了人口密度、经济指数、受教育程度、犯罪率等30多个因素，最终归类为5方面指标：稳定性、医疗保健、文化/环境、教育、基础设施。



今天是夏威夷成为美国第五十州的建州58周年纪念日，全州放假一天！不论因何缘份与夏威夷相识，希望你感受到爱与快乐 ❤ Aloha!



## ▽ StudyHawaii in Henan and Xi'an.

Aloha 🌺❤



郑州·郑州中学

2017年9月16日 上午11:34 删除

感谢美国使馆EducationUSA的精彩活动，让夏威夷教育被西安的老师学生和家长们所了解，也为业内朋友们提供了一次很好的交流机会。相识从相识开始，相识从此刻开始 🌺



西安

2017年9月17日 下午7:53 删除

## ▽ SHOB Wechat home page



## ▽ SHOB Weibo home page:

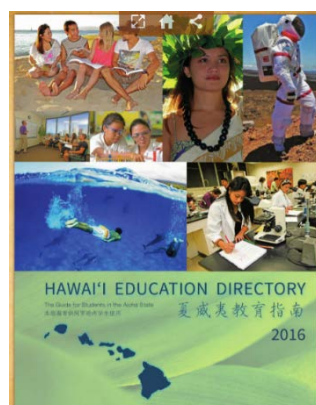


## ▽ Youku Video home page:



## Marketing Material:

SHOB distributed 720 Hawaii Education Directory booklets and 550 flyers from January to November 2017.





Beijing Office's Expenses for FY2017

<b>Description Of Expenses</b>	<b>Total</b>
Director's Contract	\$ 35,403.41
Assistant's Salary	\$ 17,909.76
Employee Social Insurance	\$ 2,488.95
Office Rent	\$ 34,647.15
Office Management Fee	\$ 2,634.03
Lunch Coupon	\$ 219.65
Bank Fees	\$ 222.63
Phones/Fax/Long Dist.	\$ 758.68
Mobile Phone	\$ 30.35
Postage	\$ 69.49
Freight & Delivery Charge	\$ 41.10
Office Supplies	\$ 176.24
Taxi Fare	\$ 229.85
Lunch Meetings	\$ 13.89
Marketing/Promotion	\$ 194.73
Out/State Travel Exp.	\$ 13,719.99
China Mission Expenses	\$ 23,199.77
<b>Total Expenses</b>	<b>\$ 131,959.67</b>



## **2017 Annual Report State of Hawaii Office in Taipei**

From October 7 to October 8, the State of Hawaii office in Taipei and University of Hawaii Outreach College actively promoted programs for international students at the Hawaii Pavilion at the “Study World International Education Expo” to parents and students. A two-day expo took place in both Taipei and Taichung city. More than eighty prospective students were interviewed at the expo for school to follow-up on these leads. This year, a high percentage of Taiwanese students were interested in knowing more about graduate and undergraduate programs.



### **Hawaii Education Service Center in Taipei**

In 2014, the State of Hawaii Office in Taipei was rebranded as the Hawaii Education Service Center promoting international education opportunities for students from Taiwan.

In 2017, education-related outreach activities included:

- School visits to Taipei high schools and universities. Met with principals and international office directors among others. The DBEDT Taipei Office's Executive Director also made presentations and speeches to students in Taiwan.



- Promoted Hawaii schools at “Study World” education fairs.
- Worked with the Education USA team to educate staff on the advantages of studying in Hawaii.
- Distributed school collateral materials in the State of Hawaii Office in Taipei and other venues.
- Met and discussed study abroad opportunities with students and parents interested in applying to Hawaii schools.
- Updated market information to Taiwan vocational high schools, overseas study consulting agencies, immigration consultants, public and private universities interested in sending students to Hawaii to study.
- Sent over two hundred promotional emails to Taiwan high schools and universities, to introduce Hawaii’s education system and DBEDT Taipei office for further contacts.
- Assisted school representatives from Kapiolani Community College (KCC) in scheduling school visits in Taipei. Arranged and accompanied KCC representatives to school visits in Taipei, assisted and provided office space for



KCC representative, Mr. Cy Feng to invite parents and students to meet.  
(November. 6<sup>th</sup> to November. 9<sup>th</sup>)

- Created a complete education databank for future use.
- Taipei office Director Alex Lei attended APAIE 2017 Conference & Exhibition in Kaohsiung City from March 20 to March 24, along with three school representatives from University of Hawaii System, to promote Hawaii education. This event attracted 1600 educators from over 40 countries.



- DBEDT Taipei Office staff met with several hundred students and parents promoting Hawaii as a learning destination during the course of the year.

### **Promoting Hawaiian Cultural**

- Assisted the Taiwan Indigenous Council with the invitation to Hawaii speaker Ms. Vicky Holt Takamine to Taiwan to attend the “2017 International Austronesia Conference,” from November 12 – November 17. Ms. Takamine spoke at the conference about Hawaiian affairs and the “2020 Festival of the Pacific Art”, hosted by the State of Hawaii.



## **Government Relationships**

- DBEDT's Taipei Office Executive Director Lei continued to promote Hawaii at the invitation of the Ministry of Foreign Affairs; Ministry of Education; Bureau of Energy, Environmental Protection Administration; American Institute in Taiwan; Rotary Clubs; Overseas Trade Development Council; Taipei City Government; Indigenous Council and the Taiwan Provincial Government.
- DBEDT Taipei Office Executive Director Lei was elected President of the American State Office Association (ASOA), where ten U.S. States are represented in Taiwan. Director Lei was invited by the Taiwan Government and American Institute of Taiwan to represent the State of Hawaii at diplomatic functions and host briefings for U.S. delegations.



- On February 18, DBEDT's Taipei Office Executive Director Lei, attended a Rotary function to welcome thirty-two Hawaii Rotarians, a function that Hawaii D-5000 and Taiwan D-3480 & 3510 Rotary clubs applied the "Rotary Global Grand" to support the humanity service in Tai-Tung county. Director Lei gave a speech at the welcome reception to introduce Taipei office services and priorities,

and congratulated the corporation for the successful interaction between the Hawaii Rotary club and Taiwan.



- From May 22 to May 28, DBEDT Taipei Office Executive Director Lei, accompanied a “Hawaii State Legislative delegation” visit to Taiwan.

House Speaker Scott Saiki led the delegation. The Representatives who accompanied him were Richard K. Onishi; Justin H. Woodson; Ty J.K. Cullen; and Joy A. San Buenaventura. Official visits were made to the Ministry of Foreign Affairs, Bureau of Environmental Protection, Taipei Metro, Bureau of Energy, Council of Indigenous Peoples and Gogoro Electric Motorcycle Company.







- From August 28 to September 2, DBEDT's Taipei Office Executive Director Lei, accompanied DBEDT Director Luis P. Salaveria on his visit to Taiwan. Director Salaveria was invited by the Taiwan Ministry of Economic to attend the "U.S. Business Day" event where Director Salaveria gave a speech to promote Hawaii business, investment, clean energy and education attractions. Director Salaveria also visited the Taiwan Ministry of Foreign Affairs, Council of Indigenous Peoples, Ministry of Education, Aerospace Industry Association, Asia Silicon Valley Development Agency, Taiwan Startup Stadium, Institute of Information Industry, Bureau of Environmental Protection, Industrial Technology Research Institute, and Gogoro Electric Motorcycle.





- On September 25, Director Lei attended the opening ceremony of the Pacific Islands Leadership Program (PILP), in Taiwan. Vice Minister Chang, and Wen-Liang, Taiwan Ministry of Foreign Affairs hosted it. The PILP was coordinated between the East-West Center and the Taiwan Ministry of Foreign Affairs. The program started in Hawaii for three weeks, continued in Taiwan for two weeks, and concluded in Hawaii for the last three weeks of the training program. Dr. Scott Mcleod, Director of the Leadership program at the East-West Center, accompanied the Young Pacific Islands Leaders (Young PALM).



- On August 26, Executive Director Lei was invited by the Council of Indigenous Peoples to attend their “International Pacific Islander training program” in Tai-Tung County. Also in attendance was the New Zealand and Republic of Palau Ambassador. At the training course, Executive Director Lei delivered a speech to over one hundred people talking about Hawaii history, cultural and educational attractions.

Taipei Office's Expenses for FY2017

<b>Description Of Expense</b>	<b>Total</b>
Director's Contract	\$ 45,000.00
Assistant's Salary	\$ 20,743.34
Office Rent	\$ 10,484.96
Parking Rental	\$ 39.38
Health Insurance	\$ 573.64
Labor Insurance	\$ 907.68
Newspaper Subscription	\$ 114.30
Copy Machine Rental	\$ 958.04
Utilities	\$ 326.34
Phones/Fax/L-Distance	\$ 1,217.61
Mobile Phone	\$ 1,073.86
Postage	\$ 293.38
Office Supplies/Internet	\$ 326.19
Taxi Fare	\$ 296.39
Miscellaneous Exp.	\$ 420.31
Membership Fees	\$ 312.50
Printing	\$ 1,725.31
Taiwan Mission Expenses	\$ 2,331.32
Marketing/Promotion	\$ 9,171.88
Telephone Equipment	\$ 402.34
<b>Total Expenses</b>	<b>\$ 96,718.77</b>



