STATE OF COLORADO

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John W. Hickenlooper
Governor

D 2012-028

EXECUTIVE ORDER

Creating StudyColorado within the Department of Higher Education

Pursuant to Article IV, Section 2 of the Colorado Constitution and the authority vested in the Office of the Governor, I, John W. Hickenlooper, Governor of the State of Colorado, hereby issue this Executive Order creating StudyColorado, a program within the Colorado Department of Higher Education.

I. Background, Need, and Purpose

International students contribute directly to Colorado's economy and support Colorado businesses. It is estimated, for the 2010-2011 academic year, that international students and their dependents contributed almost $165 million in tuition and fees to the Colorado economy, and a total of over $235 million when living expenses are factored in.

Equally important to the economic impact to the state, international students enrich our campuses and teach our students to collaborate across cultures and borders. When they return to their home country, international students become "ambassadors" for Colorado, promoting our state with family, friends and—later, when they graduate and enter the workforce—business colleagues. In many cases, international students who have studied in Colorado have gone on to influential positions in their home countries. Colorado benefits from the relationships established by these students during their months or years at our institutions.

Colorado's businesses also benefit from international students. The Governor's Trade and Tourism Ambassador Program (TTAP) was established by Executive Order D2011-004 on January 11, 2011 to help integrate Colorado into the global economy with the express purpose of promoting the export of Colorado goods and services to other countries, persuading foreign investors to establish or expand operations in Colorado, and attracting more tourists to the state's year-round attractions. TTAP Ambassadors in turn established increasing the number of

international students in Colorado as a top priority due to the broad potential impact across all three areas of exports, foreign investment and tourism.

Many of our institutions of higher education are seeking to diversify their student bodies and many are actively recruiting international students. As a state, however, Colorado remains well below average in the number of international students. Similarly, when ranked by the overall size of the population, Colorado falls short in the number of international students it attracts. Colorado can add to the efforts of the institutions with a statewide marketing effort that promotes Colorado as a study destination and leverages the state's trade and tourism activities.

II. Mission and Scope

The mission of StudyColorado will be to attract international students to Colorado through the unified outreach efforts of the state, higher education, and the business community. StudyColorado, with its partners, will engage students to form lifelong connections with Colorado.

A. StudyColorado's goals will be to:

i. Support the international enrollment goals of the state's institutions of higher education;
ii. Create new economic opportunities for Colorado businesses through the influx of international students and their families;
iii. Create a more diverse learning environment to help Colorado students be more competitive in a global workplace; and
iv. Foster lasting relationships between international students and Colorado that will benefit international trade and investment.

B. StudyColorado will achieve these goals by, among other activities:

i. Developing a unique state-wide higher education brand and integrating it into key messaging for state leaders to promote Colorado higher education internationally;
ii. Providing a forum for exchange of information related to international education;
iii. Helping to create a welcoming culture for international students and visitors.

In carrying out its activities, StudyColorado will engage with non-profit and other organizations in Colorado related to target countries including, but not limited to, foreign consulates and

country-focused organizations such as the Canada-Colorado Association, US-Mexico Foundation, and Japan America Society of Colorado.

III. Membership and Board of Directors

A. Membership in StudyColorado will include institutions of higher education that

i. Are accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools;
ii. Are headquartered in the State of Colorado; and
iii. Support the mission and goals of StudyColorado. Each member institution shall designate an individual as a representative to StudyColorado. StudyColorado may have as members other organizations as agreed by its Board of Directors.

B. StudyColorado will have a Board of Directors, the membership of which will include but not be limited to:

i. The Executive Director of the Department of Higher Education or his/her designee;
ii. The Executive Director of the Office of Economic Development and International Trade or his/her designee;
iii. At least five representatives of higher education institutions selected by a vote of all higher education member institutions, each for a term of three years;
iv. At least four representatives from the Colorado business community, who may include members of the Governor's Trade and Tourism Ambassador Program, appointed by the Governor, each for a term of three years.

IV. Staffing and Resources

StudyColorado will be housed within the Colorado Department of Higher Education, which shall provide necessary administrative support.

StudyColorado shall have the power to accept gifts, grants and donations and to collect fees, consistent with Colorado law, from institutions of higher education, private entities and persons for purposes consistent with its mission and goals. Any money contributed to StudyColorado shall be directed to the Department of Higher Education.

V. Duration

This Executive Order shall remain in force until further modification or rescission by the Governor.

GIVEN under my hand and the
Executive Seal of the State of
Colorado this sixth day of
July, 2012.

John W. Hickenlooper
Governor