



## D 2022 014

### EXECUTIVE ORDER

#### **Amending and Restating Executive Order D 2012 028 Creating StudyColorado within the Department of Higher Education**

Pursuant to the authority vested in the Governor of the State of Colorado and, in particular, Article IV, Section 2 of the Colorado Constitution, I, Jared Polis, Governor of the State of Colorado, issue this Executive Order amending and restating Executive Order D 2012 028, creating StudyColorado, a program within the Colorado Department of Higher Education (DHE).

#### **I. Background and Purpose**

International students and international education opportunities contribute directly to Colorado's economy, benefit our students, and support Colorado businesses. For the 2020-2021 academic year, international students and their dependents contributed an estimated \$300 million in tuition and fees to the Colorado economy and supported over 3,500 jobs. Education was Colorado's sixth largest export in 2020. When they return to their home countries, international students become ambassadors for Colorado, promoting our state with family, friends and business colleagues.

For Colorado businesses, international students are a fresh source of talent and a diverse potential workforce. They bring a global perspective to business issues, have country-specific knowledge, speak other languages, and bring talent from their home countries. Colorado students also benefit from international education. They will work and live in a global environment and will bring value to their workplace from exposure to other cultures and study abroad opportunities.

To attract international students and create lifelong connections with these students, on July 6, 2012, Governor Hickenlooper Issued Executive Order D 2012 028, creating StudyColorado. Since 2012, Many institutions of higher education throughout Colorado have collaborated through StudyColorado to market Colorado as a higher education destination and advance international education. StudyColorado complements and strengthens institutions' recruitment efforts and facilitates participation in international education events and activities. Institutions benefit from the professional networking opportunities and expanded marketing that StudyColorado offers; and the State benefits from more consistent marketing and outreach. This Executive Order amends and restates Executive Order D 2012 028 to transform the Board of Directors into an advisory group. An advisory board will ensure that StudyColorado continues to

align with and receive guidance from the business community and other stakeholders outside of higher education.

## **II. Mission and Scope**

The mission of StudyColorado is to support the internationalization goals of Colorado's institutions of higher education. Its primary purpose is to promote Colorado as a higher education destination.

### A. StudyColorado's goals are to:

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

### B. StudyColorado achieves these goals by, among other activities:

1. Developing and maintaining a unique state-wide higher education brand;
2. Facilitating collaboration among institutions for outreach and marketing purposes;
3. Promoting the benefits of international education among Colorado's business communities;
4. Providing a form for exchange of information related to international education; and
5. Helping to create a welcoming culture for international students.

## **III. Membership in StudyColorady and Advisory Group**

### A. Membership in StudyColorado includes institutions of higher education that

1. Are accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools;
2. Are headquartered in the State of Colorado; and
3. Support the mission and goals of StudyColorado.

- B. StudyColorado may include as members organizations other than those listed in III.A as agreed by its membership and advisory board.
- C. StudyColorado may establish an advisory group to help achieve the goals of the program. If established, the group may include members from DHE, the Office of Economic Development, institutions of higher education, and Colorado's business community.

**IV. Staffing and Resources**

StudyColorado is housed within the DHE, which provides necessary administrative support.

StudyColorado has 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 is directed to DHE.

**V. Duration**

This Executive Order, amending and restating Executive Order D 2012 028, 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 twenty-fifth day of March 2022.

A handwritten signature in blue ink that reads "Jared Polis". The signature is written in a cursive, flowing style.

Jared Polis  
Governor