

CHUNGDAHM Learning Information Packet

The logo consists of the letters 'CDI' in white, bold, sans-serif font, set against a solid red square background.

Welcome to CHUNGDAHM Learning, where you will be joining a team of over 1,100 foreign instructors throughout over 120 locations across South Korea. Along with these instructors, you will join over 400 staff members in various departments, such as Program R&D, Faculty Human Resources, Corporate Strategy and E-learning.

Over 40,000 students trust CHUNGDAHM to provide a very unique ESL program methodology that inspire each of them to learn and achieve their goals. You will share the responsibility of guiding young minds and shaping bright futures.

History, Vision and Mission

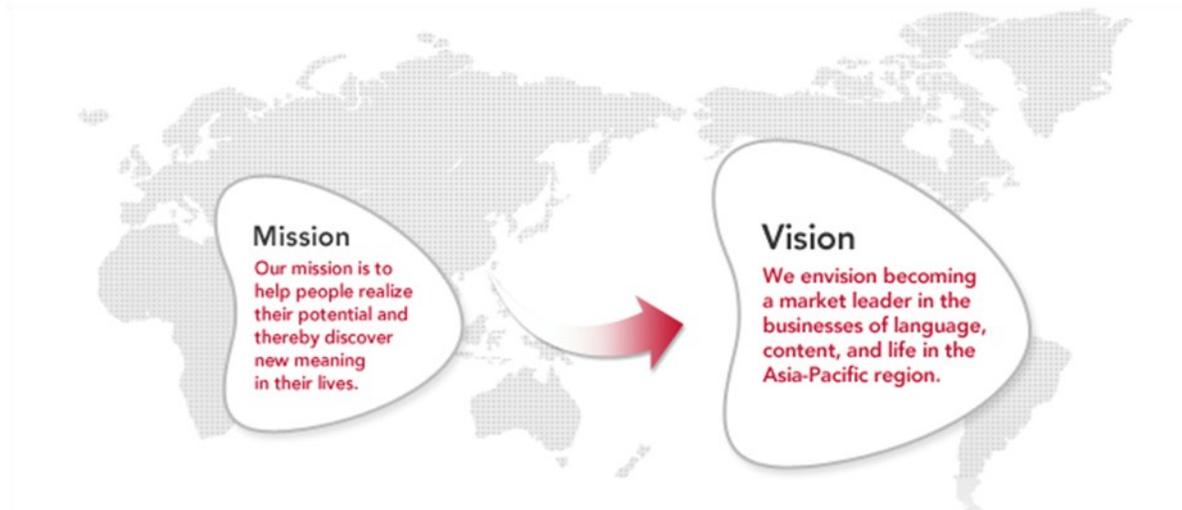
Founded in 1998 with the sole objective of revolutionizing Korea's English education industry, CHUNGDAHM has become one of the nation's most renowned language institutes and research facilities in the nation. CHUNGDAHM Learning has evolved into a publically-traded corporation encompassing Educational Institution Business, Online Educational Business, and Global Education Business.

Our Educational Institution Business provides language educational services under the brand CHUNGDAHM April (an English educational program for elementary school students; CHUNGDAHM Global Track (for students who are going to international schools and Universities abroad; CHUNGDAHM Institute (cultivating students' language fundamentals and fostering critical thinking, as well as Quick Chinese, a Chinese educational program. Our Online Educational Business provides English speaking and writing skills programs through Internet and telephone, and our Global Educational Business develops franchises in the United States, Canada, and China, recruits and trains instructors, and organizes overseas study programs.

Our corporate vision is to become a market leader in the business of language, content, and life in the Asia-Pacific region, and our company slogan, "Learning and Beyond" represents CHUNGDAHM's vision of becoming a global education company leading the language, content, and life businesses. "Learning and beyond" also fosters leadership and takes students beyond learning into the realm of discovery. This in turn will

**learning
and beyond**

breathe new life into society.



More Than Just a Publically-Traded Company

In June of 2008, CHUNGDAHM Learning became a publically-traded company on Korea's KOSDAQ (Korean Securities Dealers Automated Quotations), making it one of the few English education service providers to achieve this goal. Following a successful IPO, CHUNGDAHM is poised for continued growth and stability even in times of global and domestic economic recession.

Because of the South Korea's strong cultural commitment to education, education is one of the few industries in the country that thrives just as strongly in economic adversity as it does in times of prosperity. According to a *Samsung Equity Research Report* dated 12/2/2008, "Growth in the private English education market should remain solid next year, backed by the government's focus on improving English education—particularly in areas of listening and speaking. The proportion of household spending on English is already the highest among education subjects."

CHUNGDAHM has experienced year-over-year increases in revenue and profits since 2004, and has re-invested funds from its IPO into Online Learning System Development, Curriculum Development, and Product Purchasing.

Stock Price:

<http://company.chungdahm.com/eng/invest/stockprice.aspx>

teaching philosophy

Passion for Knowledge Management, Compassion for Mentee Learners

Aligned with our corporate vision and mission, our faculty's core values are "Passion for Knowledge Management, compassion for mentee learners." Our CEO, Young Hwa Kim, coined the phrase.

The following is a segment of his address from the 2006 Faculty Conference:

"Passion for Knowledge Management, compassion for mentee learners," is a slogan that I created based on my 15 years of teaching experience. I invented this slogan in an attempt to translate what I believe is a teacher's proper role. Passion for teaching represents one of the basic attitudes a good teacher maintains. Without passion, even a very skillful instructor cannot be an inspirational teacher. He or she could not play a socially responsible role properly. On the other hand, the second part of the phrase addresses the idea of being in the student's position and empathizing with his/her ability level, which is also essential for successful teaching. In this sense, the latter part may refer to skills instead of an attitude, as a true teacher is prepared to endure challenges from his or her vocation.



CHUNGDAHM Learning
CEO Young-Hwa Kim

Also, when we attempt to interpret the phrase of compassion for learners from a deeper perspective, we come to arrive at the simple truth that teaching is learning. That is, a good teacher himself or herself must be involved in a learning process. A humble teacher will stay an eternal learner. In my opinion, those with such a desire for self-learning are likely to also enjoy a certain art of living where skill is not the only conduit to success. It is my unrelenting desire that everyone involved with the CHUNGDAHM organization encompasses this compassion for learners, as well as the passion necessary to mold the youth of tomorrow, today.

CEO Young

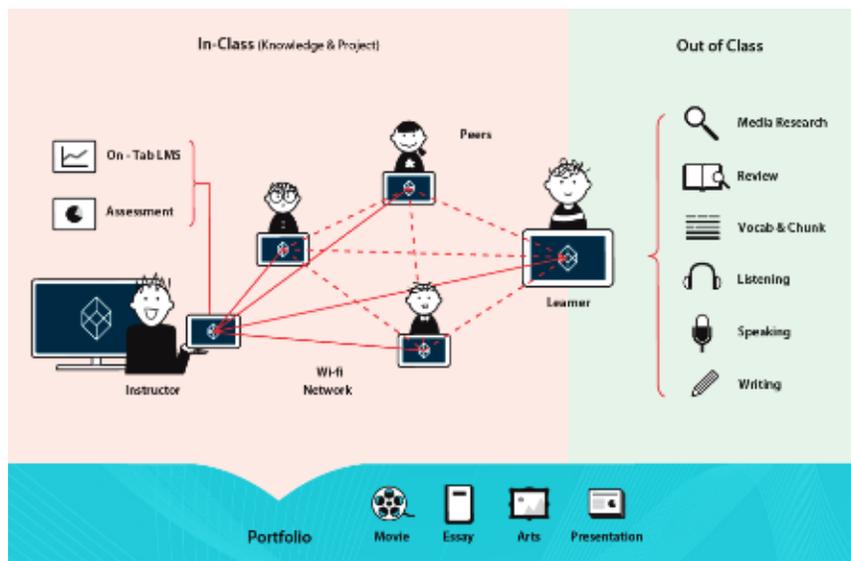
CHUNGDAHM Curriculum

Chungdahm’s methodology focuses on the critical thinking element of language communication in ESL to foster clear and effective communication. It’s goal is not to make Koreans become native English-like speakers or reach native-like proficiency (by imitating native-English expressions, grammar, vocabulary and pronunciation). Its goal is to help Koreans express thought clearly and effectively with others in the global community, regardless what their first language might be through fundamentals and cognitive language skills.



Another unique aspect of CHUNGDAHM Learning is that we require prospective students to take a TOEFL (Test of English as a Foreign Language) to matriculate. This way, we can determine the precise level of each student’s proficiency to place them in the appropriate course. We create texts, programs and resources specifically tailored to the needs of each student based on their skill level, which facilitates optimal learning conditions for students and instructors.

As a result of searching for new ways to improve the efficiency of English language acquisition, Chungdahm has implemented the use of Smart Classrooms, a first in Korea. The use of tablet computers (for students and instructors) eliminated the use of textbooks, which produced momentous results in helping students improve their skills and the concept of the English language through digital media and



Other CHUNGDAHM Programs

표현어학원

CHUNG DAHM

Expression Learning opened in September 2011 and utilizes digital textbooks and the Smart Class system to provide a program suited to prepare middle and high school students for essay-type school tests.

Expression Learning's 500 and TRIANGLE programs help students learn various expressions and background knowledge about the topic through the TKS(Topic Knowledge System), which is an effective Speaking and Writing learning method certified by KATE (the Korean Association of Teachers of English). These programs are very effective for difficult essay-type questions as well as preparation for school tests.

Moreover, the Smart Class learning system that is connected to the students' tablet PCs allows for instantaneous participation and communication. This allows for heightened concentration conducive to enhanced student abilities, as well as higher class satisfaction by enabling meticulous learning catered to each student.

<http://ei.chungdahm.com>



CLUEVILLE is Chungdahm Learning's "Hybrid Open Academy" which aims to foster students' ability to communicate and express themselves through "virtual experience" and reciprocal communicative learning. This is done with an ESL environment based on a 3D platform.

CLUEVILLE's objective is to foster English communication ability. Through CLUE's Main program, students will be able to develop reading, writing, listening and speaking abilities of a seventh grader according to the standard school curriculum. They will also aim for the ability to utilize what they have learned to express their thoughts in connected sentences and develop their thinking abilities through experiential learning, as well as foster their comprehension skills through storytelling-based fundamental study.

CLUEVILLE makes it possible to study through a new platform, breaking away from the pre-existing study method of lectures or listening/speaking drills. CLUEVILLE also provides an open-type hybrid-structure learning service that can be accessed from school and home and is tailor-made for virtual ESL experiential learning and interdisciplinary on/offline contents.

<http://clue.chungdahm.com>

April어학원

Launched in September 2007, the CHUNGDAHM April Institute uses creativity and art as its core concept. Our aim is to allow students to use active Imagination, artistic sensibility and expression to study creative thinking and problem solving. We also help students develop cross-curricular knowledge based on a variety of topics pre-selected from textbooks used in Korean, American, Japanese and Chinese school curriculums. In 2012, the CHUNG-DAHM April Institute also unveiled its highly anticipated new program 'April 2.0' to meet the ever-rising expectations of our customers for greater interactivity and creative learning strategies.



In this high-technology era, April Institute makes wide use of Information Technology to enable our own curriculum to be delivered effectively through a Smart board. This allows the classroom environment to be more fun and enjoyable for our students. Through the touch screen display and digital books, students can take part in various activities which results in an overall increase of class quality as well as motivating our students to further their English.

Since its conception, the CHUNGDAHM April Institute has continually strived to become the standard carrier for English institutes targeting Korean elementary school students. By becoming a part of our company, you will be given a chance to make a difference in Korean students' lives and indeed your own. With professionalism and a creative heart, we invite you to help us to achieve our goals for excellence in English instruction.



The newest program is the starting point for its sister academies April and Chungdahm Institute. In this kindergarten, students enjoy themselves, while still keeping in mind the importance of learning key skills in English. i-Garten currently consists of six different levels i-5, i6-1, i6-2, i7-1, i7-2, and i7-3.

i-Garten focuses on the three "I's" Integration, Imagination, . Integration ap-

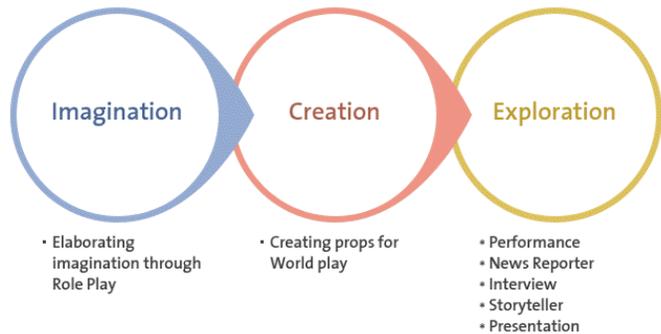
Information Packet

Immersion. Integration approach to learning English consists of reading, writing, listening and speaking.

i-Garten added blended learning where the students develop skills on a topic and play fun games related to the material. Often, use of multiple hands on activities or games with Smartboards during class time.

Additionally, students have learning tablets, which reinforce their learning at home. Imagination is a huge factor

that separates i-Garten from other Korean kindergartens. Encouragement of students to appreciate other imaginative and classical works so that they could express their own thoughts and feelings through crafts, dramas, and other activities. Immersion simply means the sharing and exchange of other cultures and languages. Using topics and curriculum from across the world, i-Garten students are motivated to think globally. Alongside our tremendous energy, our hopes are to build our student's enthusiasm



CHUNGDAHM provides an array of overseas programs designed to provide learners with opportunities to grow as global leaders through multicultural experience. The CHUNGDAHM Immersion School (CIS) is a wholly-owned and operated subsidiary of CHUNGDAHM Learning based in Boston, Massachusetts. CIS provides intensive language learning, program learning, project learning, and experiential learning programs to dramatically accelerate students' proficiency, self leadership, and motivation.

<http://cis.chungdahm.com>

Chungdahm Standard Salary

If offered employment at CHUNGDAHM, we will base your initial salary rate on your background (experience, education), interview, and performance on written and oral exercises. We have invested a great deal of time and effort into formulating our evaluation system, and believe it accurately reflects an appropriate initial salary we are able to offer you. Since our goal is to attract the highest quality instructors, we pay one of the highest salaries in Korea.

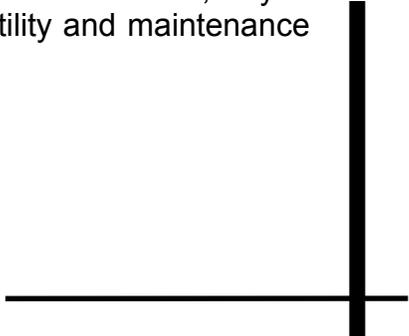
After you fulfill your 1 year contract, you will be rewarded with a severance bonus, which is equivalent to one month's salary. You will also be enrolled into national health insurance as well as national pension, payments which are co-paid with the company. You are also granted 15 paid vacation days.

Please note that all employees in Korea must file for Korean taxes in January. Taxes may be adjusted accordingly; while some may receive a refund, some may also have to pay additional taxes. Your branch can assist you with the filing process.

Your housing will be chosen for you and provided rent free or you will be given a 5,000,000 KRW key money loan (deposit) to find your own accommodations (depending on which contract you are offered). Due to the way the real estate market works in Korea, there will be a real estate broker fee of 250,000 to 400,000 KRW depending on the location and value of the apartment if you receive a contract that provides the key money loan.

Since you may not be familiar with the housing market in Korea, we will try to briefly explain what may be most suitable for an instructor living in Korea. Most instructors live in one of two types of apartments. The first, and most common for CHUNGDAHM instructors, is called an officetel. These studio apartments are situated in high rise buildings and they tend to be more modern since most of them were built in the last seven years. They often come with basic appliances but they are more expensive due to these factors. The other type of apartment is called a Villa. These are studio apartments that are situated in smaller private buildings that tend to be older, but also continue to be built today.

As mentioned before, our Faculty Resources department will assist you in each process of finding a place in your preference, whether it comes fully-furnished with items, or you choose to furnish it yourself. Instructors are expected to pay for utility and maintenance costs.



Advantages of CHUNGDAHM

CHUNGDAHM learning prides itself on maintaining a professional environment where you are respected as an educator, and providing the tools to effect change in your students. A computer with internet access is provided in all of our classrooms, as well as a whiteboard and a 42" television for speaking and listening exercises.

We have implemented a complete, online system to assist with student administration. For example, students are given identification cards that are scanned when entering the facility, which tracks their attendance. When their names are not registered for their scheduled classes, an automatic text message is sent to their parents' mobile phones to notify them of their child's lateness or potential absence. The online administration system also provides a tool to record grades, student progress, and student issues. Parents have immediate access to these grades and comments through the school's homepage. Staff members will also communicate with student parents if required, eliminating the need for teachers to speak directly with parents.

CCTV cameras are installed in every classroom to serve a number of purposes. A great tool in providing assistance to new instructors in managing classroom dynamics and developing teaching skills, the CCTV also provides assistance in managing students' behavior. Furthermore, portions of your lessons can be reviewed used as an example to help new instructors improve their lessons once you become a seasoned instructor.

While CHUNGDAHM's training session prepares an instructor for their first day of class, an on-site support system was put in place to help instructors improve and continue to develop. Every school has a Head Instructor who will sit down with you, observe and review your recorded classes, and work together with you to find ways to help you feel more comfortable in the classroom and create the most positive learning environment for the students.

CHUNGDAHM's programs include quarterly syllabi, assessment tools (quizzes, exercises, assignments), and supplemental learning aids and materials. Other "hagwons" or English language institutes typically give instructors a text book and attendance sheet and say "go!" CHUNGDAHM leads the pack in its unique ESL methodology, and is becoming the expert for which it believes will be the standard in East Asian ESL. This methodology has been endorsed by KATE (Korean Association of Teachers of English)

<http://www.kate.or.kr/Framework/main.asp> CHUNGDAHM also has co-publishing and publishing rights with some of the most renown publishers in the world including Scholastic, Pearson, Longman, Cambridge, and Cengage.



Information Packet

Teaching at Chungdahm Institute

Typically, weekday classes run from 4-10pm, however, a few locations have classes that begin at 4:30pm and finish at 10:30pm respectively. Weekend class times may vary; however, they typically start between 10:30am and 2:30pm.

You will be teaching elementary to high school students and your classes will not exceed a number of 16 students although typically, there are 8-12 students per class. Chungdahm students retain a proficient level of English where they are able to communicate their thoughts, even at the lowest levels. Our curriculum is modeled on academic principles and structure, so you will be teaching, not babysitting and playing games.



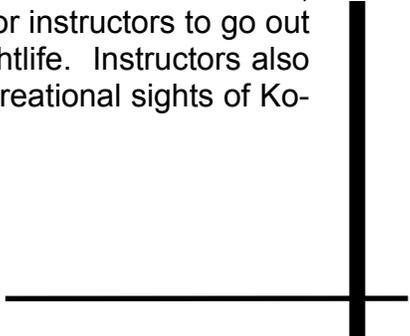
Teaching at Chungdahm April

Typically, classes run from 1:00-9:00pm. On some days you may finish at 8:30 pm. There are no weekend classes at Chungdahm April.

You will be teaching elementary to high school students and your classes will not exceed a number of 16 students although typically, there are 8-12 students per class. April students retain a proficient level of English where they are able to communicate their thoughts, even at the lowest levels. Our curriculum is modeled on academic principles and structure, so you will be teaching, not babysitting and playing games

Life in Korea

Because CHUNGDAHM instructors work the same hours in a pleasant environment, bonding with co-workers comes with relative ease. It is common for instructors to go out after class to have dinner, grab a drink, or experience Korea's nightlife. Instructors also meet before class or on days off to visit some of the cultural or recreational sights of Korea.



Information Packet

Arrival to Korea

At CHUNGDAHM, we make sure you are taken care of from the very first steps to arriving in Korea. To help you prepare for your move to Korea, we will send you a welcome packet, a comprehensive information booklet that includes what to do after you get off the airplane and how much currency you should bring for your first month in Korea, among other useful tips.

When you arrive at Incheon International Airport, you will take a limousine bus to City Air Terminal, which is an extension of the airport in south-eastern Seoul. After your arrival at the City Air Terminal, we will bring you to your hotel room, where you can temporarily store your luggage, relax, and take a load off. A welcome package from our Faculty Resources Department will be presented to you to help you acquaint yourself with Korea.

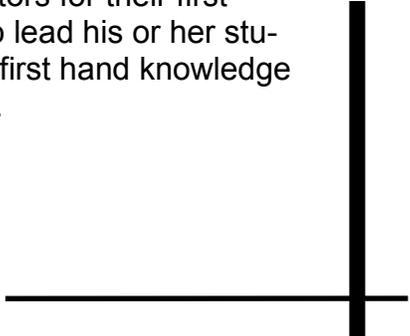
The great thing about joining a company like CHUNGDAHM is that we provide you with options. Whether it is the remuneration package or locations, we want to reward you with what you deserve. If you prefer a quiet and serene lifestyle, you can work in one of our suburban locations. You can enjoy the mountains and the sea, or you can live in a trendy area of Seoul.

Training Program

To mentor new instructors with the knowledge necessary to deliver an effective lesson to students, CHUNGDAHM Learning instructors are required to attend and pass one week of comprehensive training.

Training typically commences in the first week that instructors arrive in Korea. The first day of training is an orientation session consisting of our company's history, goals, and vision, and a refresher course on grammar and reading skills. For the rest of the week, instructors learn the different components of the class structure, including the rationale behind each segment.

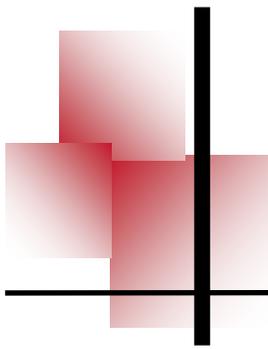
While training can be quite intense, it successfully prepares instructors for their first class. Instructors with little to no previous experience will be able to lead his or her students to success. Seasoned professionals on the other hand gain first hand knowledge about how CHUNGDAHM's ESL methodology for Korea is unique.



Information Packet

Sample Training Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday
7:30 – 8:00					
8:00 – 8:30	Medical Check				
8:30 – 9:00					
9:00 – 9:30					
9:30 – 10:00					Final Evaluation (3 hours)
10:00 – 10:30	Curriculum Overview (2.5 hours)	Simulation & Feed- back (5 hours)	Simulation & Feed- back (5 hours)	Simulation & Feed- back (5 hours)	
10:30 – 11:00					
11:00 – 11:30					Additional Module Overview (B2)
11:30 – 12:00 pm					
12:00 – 12:30					Departure
12:30 – 1:00	General Orientation				
1:00 – 1:30	Lunch Break				
1:30 – 2:00					
2:00 – 2:30		Lunch Break	Lunch Break	Lunch Break	
2:30 – 3:00	Group Study & Lesson Prep (3 hours)				
3:00 – 3:30					
3:30 – 4:00		Group Study & Lesson Prep (3 hours)			
4:00 – 4:30					
4:30 – 5:00					
5:00 – 5:30	Independent Study & Lesson Prep				
5:30 – 6:00		Independent Study & Lesson Prep	Workshop (CD trainees only)	Independent Study & Lesson Prep	
6:00 – 6:30			Independent Study & Lesson Prep		
6:30 ~					



We hope this information packet serves to describe CHUNGDAHM Learning and answer some basic questions. We look forward to speaking with you to further discuss the application process and answer any questions you may have about working for us and living in Korea.

