

세종문화재단

# King Sejong Institute Foundation

Introduction of King Sejong Institute Foundation

Introduction of King Sejong Institute

Establishment of Korean Language Education Cooperation Network

King Sejong Institute PR Activities

Company Sponsorship & Cooperation with Institutions





King Sejong  
Institute Foundation



## “Korea becomes a friend of all the people around the world through King Sejong Institute”



When you want to learn a language or feel the culture of a country in person, what would you do? Foreigners who want to learn Korean, foreigners who want to know more about the Korean culture, where would they go? They turn to King Sejong Institute.

King Sejong Institute is a little Korea in foreign countries, King Sejong Institute is an oasis that can quench foreigners' thirst for the Korean language and culture and a treasure chest containing glittering stories about Korea.

King Sejong Institute Foundation hopes that Korea will become a friend of all the people around the world through King Sejong Institute, King Sejong Institute will take the lead in an effort to spread the scent of Korean language and culture across the globe.

### Song Hyangkeun

President of King Sejong Institute Foundation

## King Sejong Institute Foundation (KSIF)

KSIF is a public institution that supports 'King Sejong Institute (KSI)', an overseas education institute for Korean language and culture. KSIF was founded in October 2012 in accordance with Clause 2 of Article 19 of the Framework Act on the Korean Language to generally manage and oversee the Korean government's task of spreading the Korean language and culture.

## Foundation Background

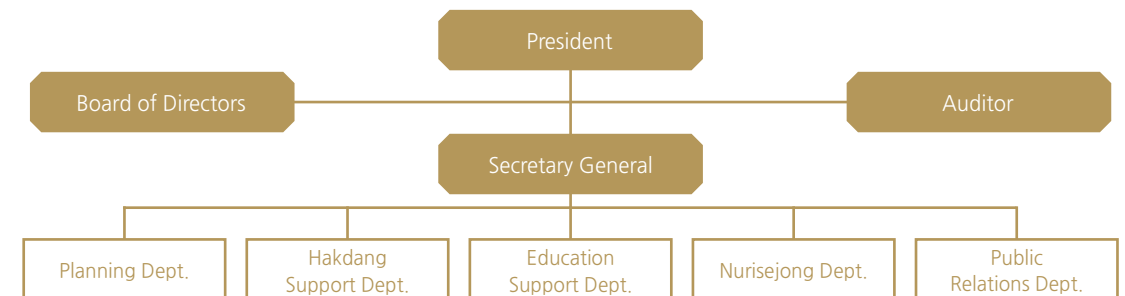
- **Growing demand for Korean language education**  
Demand for Korean language education is growing both at home and abroad resulting from the spread of the Korean Wave, increasing international marriages, Korean companies expanding their global presence and the implementation of employment permit systems.
- **Need for a national brand representing Korean language education institutes**  
Recognize the need for nurturing a brand that generally manages and supports Korean language education in foreign countries based on other countries' successes of spreading their native languages strategically

## Key Businesses

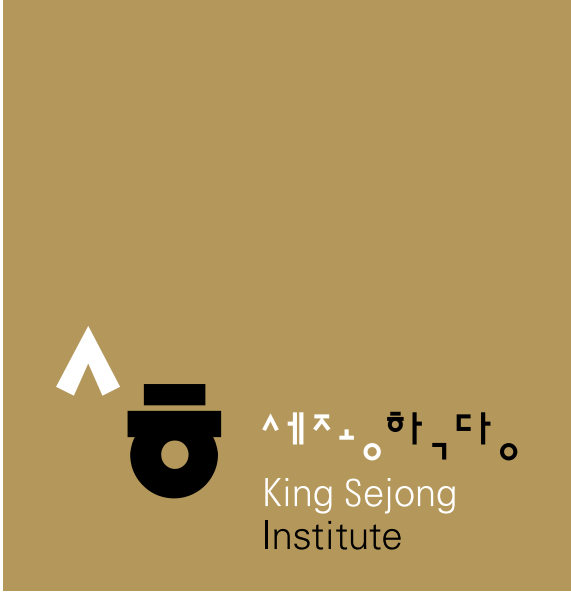
- Designate and support King Sejong Institutes out of institutes or classes that teach the Korean language as a foreign / second language as well as Korean culture
- Develop and operate homepage (Nuri-Sejonghakdang) to teach online the Korean language as a foreign / second language as well as Korean culture
- Distribute King Sejong Institute's standard curriculum and textbooks
- Support King Sejong Institutes in fostering, re-training and providing Korean language teachers
- Culture training and PR activities through King Sejong Institutes
- Other businesses necessary for spreading the Korean language as a foreign language or a second language

## Organization

- 1 Secretary General, 5 Department (22 staffs in total)



(As of Jan. 2014)



# 130 King Sejong Institutes in 54 Countries



(as of July, 2014)

'King Sejong Institute (KSI)' is a representative national brand of Korean language and culture education. KSI is an organization that teaches the Korean language and culture to foreigners who want to learn Korean as a second language or a foreign language.



[From left] Narobi King Sejong Institute / Moscow King Sejong Institute / Bogota King Sejong Institute / King Sejong Institute at Beijing Korean Cultural Center

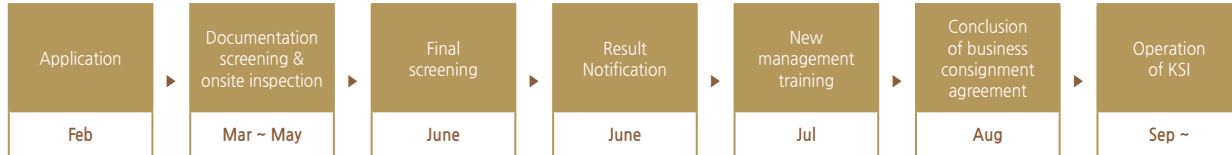
Continent	King Sejong Institutes (No.)	Subtotal (103)	King Sejong Institutes at Korean Cultural Centers (No.)	Subtotal (27)	Total (130)
Asia	Bangladesh(1), Cambodia(2), China(22), India(2), Indonesia(1), Iran(1), Japan(2), Kazakhstan(3), Kirgizstan(2), Laos(1), Malaysia(1), Mongolia(3), Nepal(1), Pakistan(1), Sri Lanka(1), Taiwan(2), Tajikistan(2), Thailand(2), The Philippines(4), Turkey(5), UAE(1), Uzbekistan(1), Vietnam(7)	68	China(2), India(1), Indonesia(1), Japan(2), Kazakhstan(1), Thailand(1), The Philippines(1), Turkey(1), Vietnam(1)	11	79
Europe	Belarus(1), Bulgaria(1), France(1), Germany(2), Italy(1), Lithuania(1), Poland(1), Portugal(1), Russia(3), Spain(1), The Czech Republic(1), UK(1), Ukraine(1)	16	Belgium(1), France(1), Germany(1), Hungary(1), Poland(1), Russia(1), Spain(1), UK(1)	8	24
America	Brazil(1), Canada(2), Chile(1), Columbia(1), Costa Rica(1), Guatemala(1), Mexico(2), Peru(1), USA(5)	15	Argentina(1), Brazil(1), Mexico(1), USA(2)	5	20
Africa	Algeria(1), Kenya(1), Zimbabwe(1),	3	Egypt(1), Nigeria(1),	2	5
Oceania	New Zealand(1)	1	Australia(1)	1	2



# Designation Procedure of King Sejong Institute

## Designation procedure

King Sejong Institute is designated once a year among applicant organizations through document screening and onsite inspection.



\*For details, refer to notifications on the homepage of King Sejong Institute Foundation.

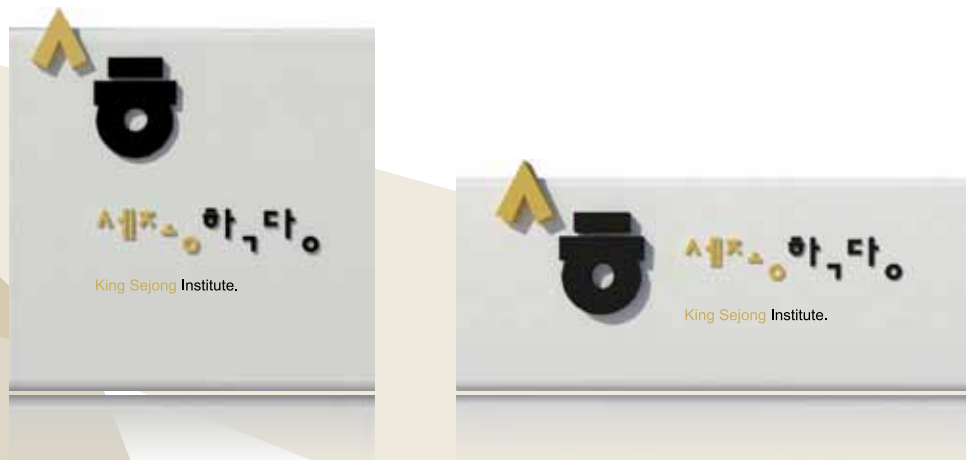
## How to apply by operation type of King Sejong Institute

### ● Independent type

- King Sejong Institute independently operated by a local institution in a foreign country
- A local institution in a foreign country directly applies to King Sejong Institute Foundation

### ● Connected type

- King Sejong Institute operated in cooperation between a domestic institution in Korea and a local institution in a foreign country
- A Korean institution and a foreign institution sign a business contract on the operation of King Sejong Institute and apply to King Sejong Institute Foundation



## Qualification requirements for designation

### ● Established by

#### - Local institution

- \*A government organization, a university (graduate school) or a university-affiliated institute in a foreign country that is operating or wishes to operate a Korean language institute
- \*A non-profit company or a private organization officially registered in a foreign country that is operating or wishes to operate a Korean language institute for the public good

※ Private education institutions not included

#### - Connected institution

- \*A Korean government organization (diplomatic establishment abroad, etc.) or a local government that is operating or wishes to directly operate a Korean language institute in a foreign country or through consignment with another organization.
- \*A Korean university (graduate school) or a non-profit organization/private organization which is operating or wants to operate Korean language institute in a foreign country in cooperation with an overseas institution for the public good

※ Private education institutions established in accordance with the Act on the Establishment and Operation of Private Teaching Institutes and Extracurricular Lessons not included

### ● Facilities

- (Classroom) More than 2 classrooms that can accommodate over 10 students
- (Administrative office) An administrative office for managing the operation of King Sejong Institute
- (Library) Korean language and culture materials available in a library

### ● Teachers

- A person with a Korean language teacher's license
- A college graduate who majored (double majored) or had a minor in teaching the Korean language as a foreign language
- A person who has completed the Korean Language Teacher Education Program
- A person who earned a bachelor's degree or above in language and literature or language education and also has a minimum of 1 year experience in teaching the Korean language

### ● Curriculum

- Open at least 2 Beginner or Intermediate courses and provide classes for more than 30 weeks a year
- Provide a 120+ minute (including break) Korean language class a week

### ● Operation

- Designate KSI head to oversee and manage the institute
- Have more than 1 operation staff who is either Korean or proficient in the Korean language
- Open and manage a separate account for support funds in operating King Sejong Institute

\*For details, refer to notifications on the homepage of King Sejong Institute Foundation.



# Supporting Operation of King Sejong Institute



Supporting Operating Expenses of King Sejong Institute



# Supporting Korean Language Education of King Sejong Institute

## • Operation of standard Korean language curriculum

- Same Korean language curriculum is provided to KSIs all around the world.
- Systematic curriculum is operated by standardizing levels, contents and training hours in line with "World Common Korean Language Education Standard Model".

General Course of King Sejong Institute									Intensive Course of King Sejong Institute	
Course	Level 1		Level 2		Level 3		Level 4		Level 5	Level 6
	Beginner 1		Beginner 2		Intermediate 1		Intermediate 2		Advanced 1	Advanced 2
Standard Textbook	Sejong1	Sejong2	Sejong3	Sejong4	Sejong5	Sejong6	Sejong7	Sejong8	Selected by institute	

## • Standard Textbook <Sejong Korean>

- King Sejong Institute uses <Sejong Korean> as the standard textbook.



## • <Sejong Korean> guidebook for teachers

- Develop and distribute guidebooks to help KSI teachers clearly understand goals of the standard curriculum and teach students effectively

## • <Sejong Korean> workbook and translated learning material

- Enhance the effectiveness of Korean language education by developing workbooks customized by region or language group based on local education environment
- Develop and distribute translated learning materials to help Beginner course students learn the Korean language more easily

Providing Standard Textbooks & Guidebooks for Teachers



Supporting Culture Education of King Sejong Institute



Operating Re-training Programs for King Sejong Institute Teachers



Providing Teachers Specialized in Korean Language & Culture

Providing Online Classes & Training Programs



Operating Nuri-Sejonghaktang



Establishing Korean Language Education Cooperation Network



Regular Evaluation of KSI Operation & Achievement of Learners

## Supporting Korean Culture Education of King Sejong Institute

### ● Developing & operating culture curriculum

- Develop and operate culture curriculum from the perspective of interculturalism to help foreigners broaden interests in and understanding about Korea

### ● Providing culture experts

- Send Korean culture experts to King Sejong Institutes in cooperation with professional institutions such as Korea National University of Arts

### ● Making & distributing teaching aids and materials to King Sejong Institutes

- Make and distribute teaching aids for Korean culture education to King Sejong Institutes



### ● Korean Culture Study for KSI learners

Provide an opportunity to experience the Korean culture by inviting outstanding students to Korea every year

- Provide various culture programs to study and experience the Korean culture to learn the Korean culture on a deeper level
- Provide an opportunity to visit tourist attractions shown in Korean dramas and movies
- Select scholarship students through speech and essay contests and provide an opportunity of short-term educational trips to Korea







# King Sejong Institute(KSI) Informatization Activities

## Supporting online education

- **Establishing and operating Nuri-Sejonghaktang** [www.sejonghaktang.org](http://www.sejonghaktang.org)
  - : Provide integrated information to help people learn the Korean language and culture online anytime and anywhere
- **Providing educational materials for learners**
  - : Provide online classes in various languages to help people learn the Korean language and culture for themselves
  - : Provide useful study materials created to reflect levels of student performance and objectives of learning
  - : An e-book version of KSI's standard textbook, <Sejong Korean>
- **Providing teaching materials for Korean language teachers**
  - : Provide up-to-date information related to Korean language education
  - : Provide self study programs to enhance expertise of teachers
  - : Provide multimedia education materials to use in class through a digital library
- **Operating KSI social network** [www.facebook.com/sejonghaktang.org](http://www.facebook.com/sejonghaktang.org)
  - : Deliver information about Korea through video or cartoons
  - : Provide simple and interesting contents related to Korean language education
  - : Deliver news about King Sejong Institutes around the world and King Sejong Institute Foundation

## Supporting digitalization of King Sejong Institute operation

- **Developing contents for Korean language and culture learning (education)**
  - Develop Korean language and culture courses available in various environments such as internet, mobile phone and mobile PC (tablet PC)
  - Provide up-to-date learning materials continuously in connection with related organizations such as broadcasting station
  - Develop and distribute learning (education) materials for Korean language learners and teachers
- **Operating the homepage of King Sejong Institute Foundation (KSIF)** [www.ksif.or.kr](http://www.ksif.or.kr)
  - Provide the latest information on King Sejong Institute Foundation and businesses carried forward by the Foundation
  - Provide various information such as policies related to Korean language and culture, education and events
  - Provide an online venue to communicate with KSIF
- **Operating business management system of KSIF** [bms.ksif.or.kr](http://bms.ksif.or.kr)
  - Systematically manage statistical information related to King Sejong Institute
  - Enhance the effectiveness of spreading the Korean language and culture by overseas King Sejong Institutes
  - Plan, establish and operate information system to speed up policy decision-making



Nuri-Sejonghaktang [www.sejonghaktang.org](http://www.sejonghaktang.org)



KSIF homepage [www.ksif.or.kr](http://www.ksif.or.kr)



Mobile King Sejong Institute [m.sejonghaktang.org](http://m.sejonghaktang.org)



# Supporting Korean Language Teachers of King Sejong Institutes

## Providing qualified Korean language teachers abroad

Send qualified Korean language teachers to King Sejong Institutes in need of professional teachers  
 Create jobs for Korean language teachers with license to work abroad

### • Dispatch procedure



※ For details, refer to notification on the homepage of King Sejong Institute Foundation.

### • Qualifications for dispatched teachers

- Teachers with 2 years (800 hours) or more experience
  - : Individuals who acquired qualification (3rd degree or above) for a Korean language educator in accordance with the Framework Act on the Korean Language
  - : Individuals who worked for 2 years or more at an institution or organization specified in Clause 2 of Article 13 in the Enforcement Decree of the Framework Act on the Korean Language and also has 800 hours or more experience in teaching the Korean language
- Teachers with less than 2 years of experience
  - : Individuals who acquired or will acquire qualification (3rd degree or above) to become a Korean language educator (a college(graduate school) graduate-to-be with a major in Korean language teaching) in accordance with the Framework Act on the Korean Language

### • Types and roles of dispatched teachers

- Teachers with 2 years (800 hours) or more experience
  - : Manage Korean language and culture education of King Sejong Institute and contribute to stabilizing the operation of curriculum
  - : Develop and study ways to promote Korean language and culture education of King Sejong Institute
- Teachers with less than 2 years of experience
  - : Develop teaching materials for Korean language and culture education of King Sejong Institute
  - : Support work to manage students of King Sejong Institute
  - : Support events related to Korean language and culture education held by King Sejong Institute

## Operating Korean language teacher education program

Support license acquisitions (3rd degree) for Korean language educators and specialize education of King Sejong Institute by providing teacher education programs for KSI teachers who have not acquired a teacher's license



[From left]  
 2012 dispatched teachers training in Korea, Learning So-Go dance / Korean language teaching practice / Culture class(Orngam) / 2013 initiation ceremony for dispatched teachers / 2013 dispatched teachers training in Korea





## Evaluation for King Sejong Institute

### Evaluating operation of King Sejong Institute

Ensure substantiality of operation by checking the operation of individual KSIs and their educational programs  
Come up with ways to support KSIs effectively by objectively evaluating their operation

- **Evaluation criteria:** Apply different evaluation criteria depending on operation period

- KSIs with less than 3 years of operation

- : Conduct evaluation to check basic operation ability
- : Propose specific improvement measures for insufficient areas discovered through self evaluation to help start-up KSIs put basic operation structure in place

- KSIs with 3 or more years of operation

- : Conduct evaluation to enhance the competitiveness of KSI
- : Check achievement level vs. operation plan to help KSIs stand on their own feet and strengthen competitiveness, and encourage to achieve goals

- **Evaluation procedure:** Check operation status of KSI by combining self evaluation results and onsite inspection results

- Self evaluation of KSI

- : Individual KSIs check the operation of the institution and training voluntarily once a year
- : Submit written evaluation results together with supporting evidence to KSIF

- Onsite inspection by KSIF

- : KSIF conducts onsite inspection for certain KSIs once a year
- : Check operation status based on written self evaluation results

- **Utilization of evaluation**

- : Figure out KSIs in need of support based on evaluation results and come up with effective support measures
- : Find and spread best practices and propose specific improvement measures to KSIs requiring improvement

### Evaluating achievement of students

- A test to check achievement of KSI students all around the world
- Students can check their achievement level after completing each level of the standard curriculum
- Standardize training of KSIs by making standardized evaluation criteria for students and enhance public confidence of KSI training



## Establishing Korean Language Education Cooperation Network

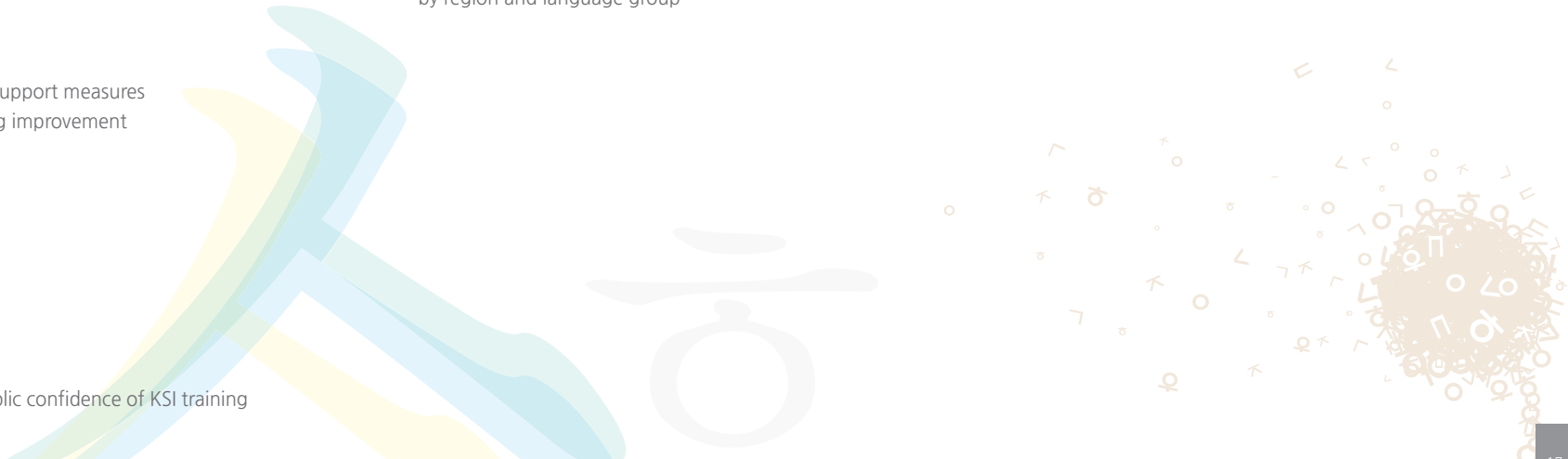
### World Korean Educators Conference

- Establish a global cooperation network of King Sejong Institutes by inviting KSI heads, operators and teachers once a year
- Strengthen expertise of overseas Korean language education by sharing practices of Korean language education and operation of Korean language education institutes around the world



### Holding training programs by region

- Seek cooperation and mutual development among Korean language institutes in the region by establishing a cooperation network of people engaged in Korean language education in the region
- Strengthen expertise of overseas Korean language education by sharing Korean language teaching methods specialized by region and language group





## King Sejong Institute PR Activities

### Holding public forums

- Provide direction for policies of spreading the Korean language and culture by holding open forums
- Invite people from overseas institutions involved in spreading their mother language to introduce policy examples of how to promote one's vernacular and to seek solutions for a better future of the business

### Giving special guest lectures for Korean language and culture

- Invite well-known individuals and broadcast special lectures about the Korean language and culture via YouTube and Nuri-Sejonghagdang
- Promote King Sejong Institute and introduce the Korean language and culture to the whole world by providing special lectures on special occasions

### Periodical magazine <Sejonghagdang>

- Publish a periodical magazine twice a year to deliver news about King Sejong Institutes all around the world
- Bring KSIs closer to each other and improve the sense of connectedness by sharing the news of institutes
- Boost awareness of the role of King Sejong Institute Foundation by introducing business plans and business objectives of the Foundation

### Sending news of KSIF

- Deliver news of King Sejong Institute Foundation via e-mail once a month
- Quickly deliver information on Korean language and culture helpful to members of Nuri-Sejonghagdang and King Sejong Institutes
- Inform KSIs and students with news about attendable events and projects for the month which encourages their continuous participations

### Supporting exhibition and making PR materials

- Make PR materials about the Korean language and culture
- Support making exhibits to display in museums and exhibition halls about Korean language education status of King Sejong Institutes and other overseas institutions



## Company Sponsorship and Cooperation with Institutions

- Cooperate with various institutions to spread the Korean language and culture effectively
- Lay the foundation for Korean language and culture education through company sponsorship

### Company sponsorship

Donated money and goods are used in spreading the Korean language and culture abroad

#### ● Learning material support

- Support <Sejong Korean> for KSI learners in underdeveloped countries
- Learners in underdeveloped countries who cannot afford books to learn Korean can have new dreams through the Korean language

#### ● Facility support

- Support facilities of King Sejong Institutes to build libraries providing information on Korea and make classrooms equipped with necessary tools
- Make King Sejong Institutes a more pleasant place where foreigners interested in Korea turn to first feel inclined to stay

#### ● Event support

- Hold events to introduce the Korean language and culture to the world
- KSI families who visit Korea to participate in events organized by KSIF such as World Korean Educators Conference and Korean Culture Study for KSI Learners will love Korea more

#### ● PR support

- Make PR materials such as leaflets and newsletters about King Sejong Institute
- People around the world will get more opportunities to meet King Sejong Institute and an increasing number of people around the globe will become friends of Korea

### Cooperation status

Contents support	Arirang TV, Korea Culture Information Service Agency
Teaching aids support	SBS('Deep Rooted Tree (Ppuri Gipeun Namu)', Sandol Communication (Rido Hangeul Nori), Korean Traditional Performing Arts Foundation (Arirang comprehensive CD, English books about Korean traditional music)
Teaching materials	Chunjae Education Inc, KB Kookmin Card
Technology & operation support	Google Korea (broadcasting special guest lecture), Human Resources Development Service of Korea (supporting operation of special King Sejong Institutes), Korea Creative Content Agency



세종학당재단

King Sejong  
Institute Foundation



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YouTube Channel [www.youtube.com/learnTeachKorean](http://www.youtube.com/learnTeachKorean)

## Location

