

Press Kit

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Contents

Mission Statement

Company Overview

C2 Locations

Service Offering Overview and Curriculum

New SAT Overview

Biographies

News and Video Clips

Press Releases

Awards, Certifications, and Recognition

Testimonials



Mission Statement

At C2 Education, we believe in our students and in their potential for greatness. We take students toward their dreams. C2 helps our students and their families benefit from a better education, now and always.

Core Values

Inspiring Energy:

*We inspire our students and each other,
pursuing goals with relentless energy*

Partnership:

We partner with our students, our parents, and each other

Integrity:

We are honest and transparent in our words and actions

Respect:

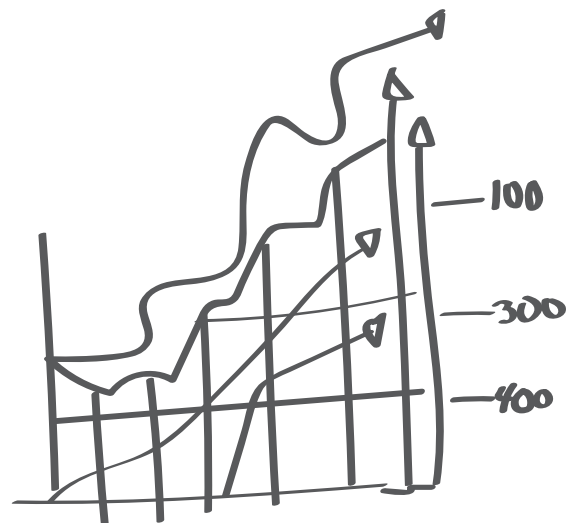
*We respect each other's different backgrounds,
experiences, and thoughts*

Results Accountability:

We deliver for our students and the company

Company Overview

- Established in 1997 as a private tutoring program run out of a Harvard dorm room
- Incorporated in 1999
- Opened first center in 2000, in Maryland
- Nation's fastest growing educational services provider
- Over 150 centers nationwide, serving over 12,000 students each week
- The number of centers will double in the next 3 years
- First test prep provider to write and publish student workbooks for the new SAT
- Multilingual staff available in some centers
- Customized and personalized curriculum
- Diagnostic and periodic testing
- Personalized service, scheduling, and counseling
- Exceptional instruction with 3:1 student-to-teacher ratio



C2 Area Locations with Over 150 Centers Nationwide

[\(Click here for center locator\)](#)



Growing to Support the Needs of Students Nationwide

Services and Curriculum Overview

At C2 Education, every student deserves an individual approach to education and tutoring. C2 completely customizes curriculum to meet each student's unique needs whether in a subject area or standardized test preparation for grades K-12. C2 offers flexible scheduling options, talented teachers, and a small-group setting to provide support and engagement.

The C2 Education program begins with a diagnostic test and consultation where the results paired with the student's academic record and goals will be reviewed to assess strengths and areas of opportunity to customize each student's unique program. After the program is underway, parents will be invited to interim conferences to review their child's progress.

Most Popular Services Include:

- SAT®, ACT®, and PSAT®
- Math
- ISEE® and SSAT®
- AP and IB exams
- State standardized tests
- Homework help
- Study skills
- Summer programs
- Magnet school entrance exams

360° Tutoring

C2 Education's services are designed to provide support for all students. C2 tutors not only teach academic skills, but also serve as mentors and coaches, encouraging and guiding students throughout the school year. The C2

program directors serve as academic advisors, providing in-depth academic and college admissions counseling in order to keep students on track to meet long-term education goals.

We Wrote the Book on the NEW SAT®

C2 Education has always been on the forefront of tutoring and test preparation curriculum development. C2 has an in-house team of curriculum experts and is the first tutoring, test preparation service to release the proprietary curriculum specifically for the NEW SAT on October 6, 2014 for our centers and students.



New SAT® Overview

On March 5, 2014, the College Board announced the details of a massive redesign of the SAT®. The updated SAT will feature a number of significant changes designed to focus on a deeper understanding of the skills and knowledge necessary for college and career readiness. The redesigned SAT will be administered starting in the Spring of 2016, which means that students in the 10th grade or below will take the new SAT.

Side By Side:

A Look At The SAT And The Common Core

Below is a College Board summary of the current and redesigned exam and an *Education Week* analysis providing relevant material in the Common Core State Standards.

	Current SAT	NEW SAT	Common Core
Citing Evidence	Reading and writing sections do not require students to cite evidence. Students select answers to demonstrate their understanding of texts but are not asked to support their answers.	Sections require evidence-based reading and writing. Students will support answers with evidence, including questions that require them to cite specific parts of a passage to support their answer choice.	Citing specific “textual evidence” when interpreting material is a key thread of the common core. In the introduction, the English/language arts standards say college- and career-ready students “value evidence.” It says, “Students cite specific evidence when offering an oral or written interpretation of a text.”
Source Documents	Source documents do not represent a wide range of academic disciplines. While many different types of text might appear on any SAT, there is no requirement that students encounter scientific or historical sources.	Source documents originate from a wide range of academic disciplines. On every SAT, students will encounter source texts from science, history, and social studies, analyzing them the way they would in those classes.	The common core calls for teaching literacy across the curriculum. The English/language arts standards specifically highlight the teaching of reading, writing, and other literacy objectives in science, history/social studies, and technical subjects.
Vocabulary	Vocabulary is focused on words that are sometimes obscure and not widely used in college and career. These words, while interesting and useful in specific instances, often lack broad utility in varied disciplines and contexts.	Vocabulary is focused on words that are widely used in college and career. The exam will focus on words such as “synthesis” and “empirical” whose specific meaning depends on the context.	Students should develop “extensive vocabularies, built through reading and study,” the standards say. They should “determine or clarify the meaning of unknown and multiple-meaning words and phrases by using context clues,” and “acquire and use accurately general academic and domain-specific words and phrases... at the college and career readiness level.”
Writing and Essay	The essay measures students’ ability to construct an argument based on their background and experiences. Since students are not given source material, there is no way to verify the accuracy of their argument or examples.	The essay measures students’ ability to analyze evidence and explain how an author builds an argument to persuade an audience. Responses will be evaluated based on the strength of the analysis as well as the coherence of the writing.	The writing section says students “must take task, purpose, and audience into careful consideration, choosing words, information, structures, and formats deliberately. ... They have to become adept at gathering information, evaluating sources, and citing material accurately, reporting findings from their research and analysis of sources in a clear and cogent manner.”

	Current SAT	NEW SAT	Common Core
Math Coverage	Math section samples content from a wide range of high school-level math. There are often only one or two questions on each topic and students need to cover a great deal of math to be prepared for all topics.	Math section draws from fewer topics that evidence shows most contribute to student readiness for college and career training. Students can study these core math areas in depth and have confidence that they will be assessed.	A key priority of the math common core is to cover fewer topics in greater depth. Also, the document says, “The high school standards specify the mathematics that all students should study in order to be college and career ready.”
Calculators	Calculators are permitted for full math section. It is difficult to assess students’ sense of numbers, their fluency in calculation, and their ability to understand concepts rather than plug in the answers.	Calculators are permitted on certain portions on the math section. The calculator can be used where most appropriate, but the no-calculator section allows greater assessment of students’ understanding, fluency, and technique.	Students should “use appropriate tools strategically,” the math standards say. Proficient students use “technological tools to explore and deepen their understanding of concepts.” (Both of the two main test-development consortia plan to allow calculators on some portions of their exams.)
Analyzing Text and Data	Reading and writing does not require data analysis. The reading and writing section does not often include passages from science and social studies with graphs and tables; questions rarely require students to both read text and analyze data.	Students are asked to analyze both text and data in real world contexts, including identifying and correcting inconsistencies between the two. Students will show the work they do throughout their classes by reading science articles and historical and social studies sources.	Students should gain knowledge from “challenging” scientific and technical texts that “often make extensive use of elaborate diagrams and data to convey information and illustrate concepts.” They must be able to read such texts “with independence and confidence because the vast majority of reading in college and workforce training programs will be sophisticated nonfiction.”
Historical Documents	Source documents are drawn from texts that are not widely recognized and publicly available. Students have no idea before they take the test what the reading passages will be about.	Each exam will include a passage drawn from the Founding [U.S.] Documents or the Great Global Conversation. Students read from either a founding document such as the Declaration of Independence or from the conversation it inspires in the United States and around the world, such as Lincoln’s Gettysburg Address or King’s “I Have a Dream” speech.	The grades 9-10 reading standards call for students to “analyze seminal U.S. documents of historical and literary significance (e.g., Washington’s Farewell Address, The Gettysburg Address, Roosevelt’s Four Freedoms speech, King’s ‘Letter from Birmingham Jail’), including how they address related themes and concepts.” A companion standard for grades 11-12 calls for reading “foundational U.S. documents,” including the Declaration of Independence.
Incorrect Answers	Scoring deducts points for incorrect answers. Students get ¼ point deducted for incorrect answers; no points deducted for omitted answers.	Scoring does not deduct points for incorrect answers. Students are encouraged to select the best answer to every question.	
Essay	Essay is required.	Essay is optional.	
Scoring	Score scale of 2400.	Score scale of 1600 with separate score for essay.	
Format	SAT available on paper only.	Available in paper and digital forms.	



David Kim

Chief Executive Officer

While studying Economics at Harvard University, David first became interested in the relationship between economics and education, a passion which inspired him to begin a tutoring service for local students. What began as a small tutoring service run out of a Harvard dorm room has grown into C2 Education with over 110 centers nationwide.

His vision for improving education and helping the student population learn and grow combined with his business acumen have served as the foundational building blocks for C2. Daily, David continues to serve the company as CEO while helping to support the mission backed with strategy and expertise.

Expertise:

Higher Education
Business and Strategic Planning
Leadership and Staff Development
Start-Ups
Educational Consulting
Admissions
Research
Curriculum Design and Development
Management Consulting
Teaching and Tutoring

Professional Accomplishments and Affiliations

- Board Member, Washington Youth Foundation
- Commissioner, Montgomery County Commission on Children and Youth
- Honored by Korean Economic Institute of America
- Published in Forbes Magazine
- Published in Entrepreneur Magazine - Cover
- Published in Inc. Magazine; Inc. 5000 Ranking

[Kim Wikipedia Page](#)

Education:

Graduated Harvard University in 2000 with a B.A. in Economics



Jim Narangajavana
Co-Founder & Vice President

During his undergraduate years at Harvard earning his B.A. in Biochemical Sciences, Jim volunteered his weekends to help underprivileged students increase their SAT® scores and gain college admission. After graduating from Harvard, he continued his passion for teaching and developed the educational systems unique to C2.

Since August 2006, Jim has served as Co-Founder and Vice President of C2 Education. His involvements daily include ensuring high quality and state-of-the-art training for teachers, continual development of the new C2 curriculum, and the development of new product offerings.

Expertise:

Teaching and Tutoring

Leadership

Curriculum Development

Public Speaking

Research

Curriculum Design and Development

Higher Education

Professional Accomplishments And Affiliations

- Created and developed the C2 Teacher Training system
- Led the development of a national online Teacher Training System
- Created and developed the C2 proprietary SAT Curriculum Belt System
- Led the development of C2 Curriculum (SAT, ACT®, Math, Reading, Writing, etc.)
- Created the Test Grading System
- Led the development of the C2 Online Testing System
- Led the development of the College Essay Service

Education:

Graduated Harvard University with a B.A. in
Biochemical Sciences



Lisa Compton

Chief Operating Officer

Lisa is a seasoned executive with 18+ years of experience in strategy, operations, and marketing. Many big brands have benefited from Lisa's expertise, including Starbucks, Sunbelt, Teavana, and AVIA. She has a proven track record of leading teams to increased sales while minimizing costs. Lisa takes great pride in always ensuring outstanding customer service and superior customer experiences. Her other competencies include media, promotions, public relations, and cross channel marketing.

C2 Education now enjoys the benefit of Lisa's extensive operational experience. Her savviness in operations combined with her passion for child welfare and education is a perfect fit for the C2 mission.

Expertise:

Marketing Strategy
Operations
Executive Leadership
Promotions
Corporate Strategy and Planning
Retail and Franchise Operations
Corporate Communications
Advertising and Media
Public Relations
Cross Channel Marketing

Professional Accomplishments And Affiliations

- Board Member and Marketing Chairperson, Imagine It! The Children's Museum of Atlanta
- Recognized in 2005 as "one of Atlanta's 25 most powerful women" by Atlanta Women's Magazine
- Recognized in 2007 as "one of North Fulton's Phenomenal Women" by American Business Women's Association

Education:

Graduated Baylor University, Waco, Texas with a B.B.A.

News and Video Clips



C2 Joins Georgia Public Broadcasting/NPR Panel Discussion on the Importance of Early Education

(Click Here for full article)



Forbes: The Rise of Liberal Arts Colleges in Asia

(Click Here for full article)



The Wall Street Journal Showcases Innovations in Tutoring

(Click Here for full article)



David Kim on Phil Hulett & Friends

(Click Here for full interview)



Appen Media: From Dorm Room to Board Room

(Click Here for full article)



Atlanta Journal Constitution

"Inquiries by parents triggers \$48M-a-year idea."

(Click Here for full article)



Education Dive: What Defines High-Quality Education in a State?

(Click Here for full article)



Univision

(Click Here for full article)



C2 Expands into Korea by the Chosun Daily

(Click Here for full article)

Press Releases



PR Newswire

"C2 Education Helps Students Master the New SAT"

([Click Here for full article](#))



PR Newswire

"C2 Education Announces Community Giveback Essay Contest"

([Click Here for full article](#))



PR Newswire

"C2 Education Announces Chicagoland Challenge Winners"

([Click Here for full article](#))



PR Newswire

"C2 Education Announces the Crib to College Sweepstakes"

([Click Here for full article](#))



PR Newswire

"C2 Education is Ready to Help Students with the New SAT & PSAT"

([Click Here for full article](#))



PR Newswire

"C2 Center in Maple Lawn Hosts Grand Opening Event"

([Click Here for full article](#))

Awards, Certifications and Recognition



2016 Program of the Year - National Tutoring Association

[\(Click here for more information\)](#)



World's Greatest Tutoring Centers – how2media

[\(Click here to watch the full video\)](#)



C2 Education Students Win Recognition in Prestigious National Merit Scholarship Contest

[\(Click here for full article\)](#)



C2 Education Honored as a Fast 50 Asian American Business for 2012

[\(Click here for full article\)](#)



Testimonials

“C2 offered me personalized attention, comfortable learning environment, abundant resources, and enduring support. They really cut through the confusion of college applications and SAT strategies. With C2’s help, I was able to stay ahead of the college admissions game. My C2 teachers were knowledgeable and genuinely invested in my success. When I dropped by C2 months after my last session, my teachers still remembered me by name!”

Christina T. | SAT Score: 2390 | Attending Pomona College, Student

“Through C2, I gained the confidence and drive to tackle any situation, whether it be SAT, ACT, or a regular test in class.”

Raja S. | ACT Score: 35 | Attending MIT Fall 2013, Student

“My time at C2 was fantastic. The tutors were instrumental in helping me improve my SAT score, and also helping in the development of my college essays. Everyone was always friendly, and it was a very welcoming and comfortable learning environment.”

Suhas G. | SAT Score: 2380 | Attending Wash U. of St. Louis, Student

“I came to C2 because my mom made me, but I am so grateful for it. Even while working very hard, I felt relaxed and comfortable with the tutors at all times. I really loved all the tutors I worked with and felt lucky to have been helped by such knowledgeable people. Keep doing what you’re doing, C2, because it works!”

Amy Y. | ACT Score: 34 | Attending Northwestern University Fall 2013, Student

