

# M.E.F. ENGLISH

## 2020

*An Exclusive English Program for Kindergartens*

**Western Methodology, Original Teaching Material, Hiring, Training, Support**



[www.mefworld.com](http://www.mefworld.com)





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## **Why M.E.F.? 06-08**

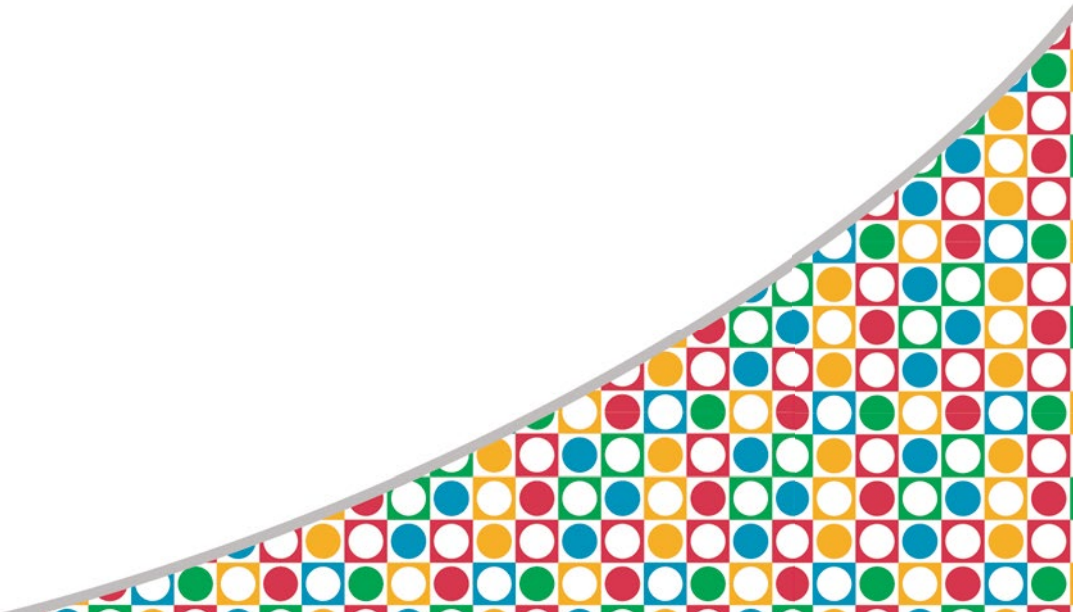
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## **09-19 Program**

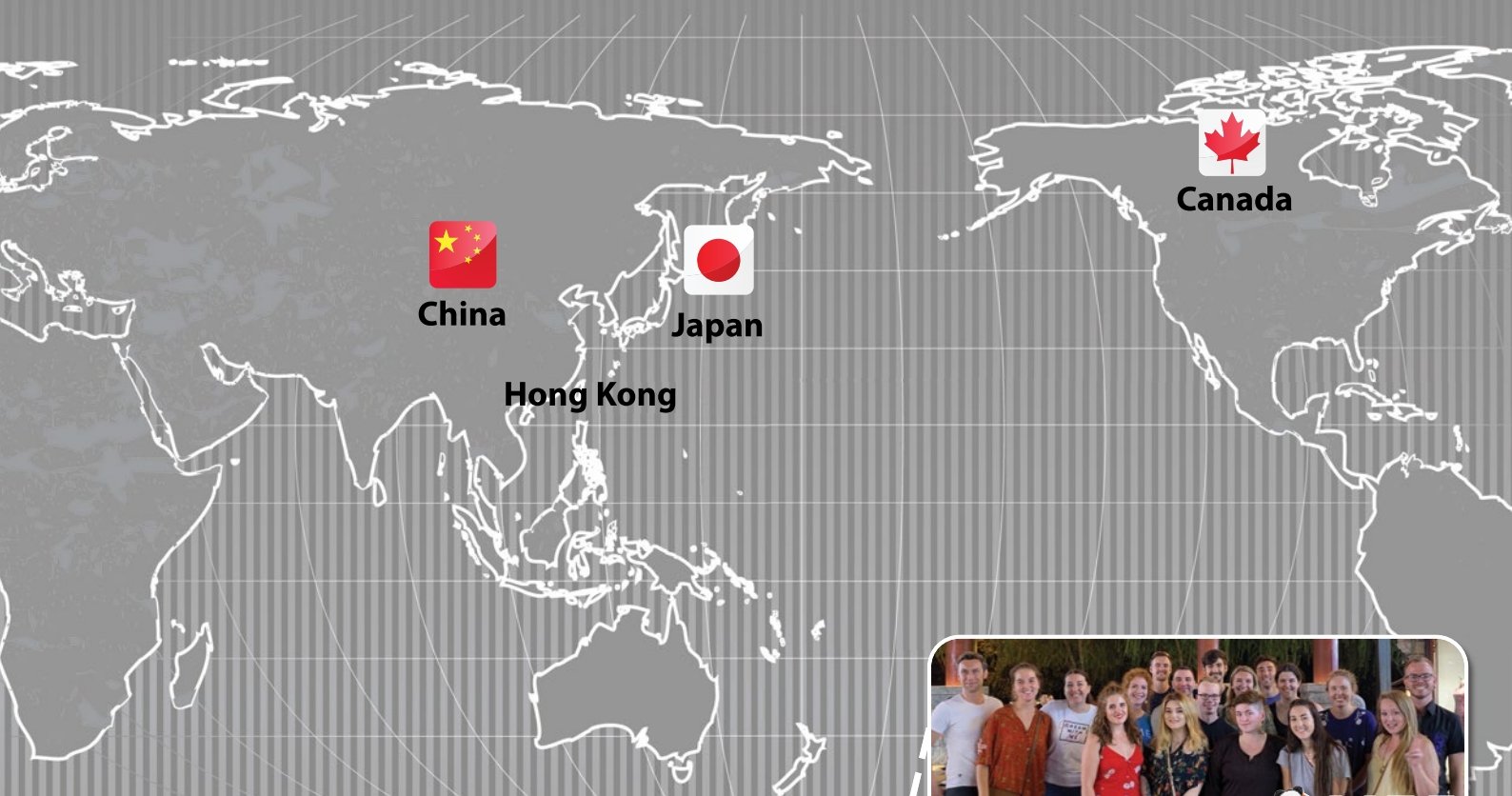
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# M.E.F. GLOBAL PRESENCE



**China**



**Japan**

**Hong Kong**



**Canada**

**Canada Headquarter**  
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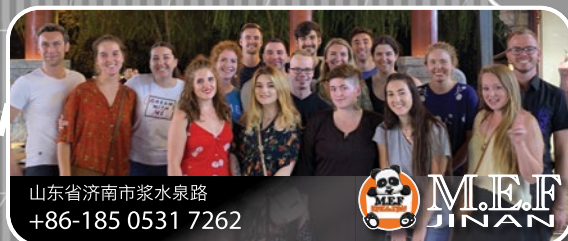
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**M.E.F.**  
HANGZHOU



# HISTORY



1993 Summit House was established in Shukugawa Japan (Merged with M.E.F. in 2008). The training school operated two branches with up to 300 students studying English



1996 BEC was established in the Canadian Rocky Mountains (Merged with M.E.F. in 2008). Educating International students going to Canada to study English, tourism, Youth Camps and for students studying IELTS or improving their English before attending Canadian Universities. Accredited by AILIA, Languages Canada, Bildungsurlaub (German Government accredited short term programs), TESL Canada recognized, and held a Canadian immigration access number.



2002 Using professional, experienced teachers, M.E.F. kindergarten program was created. Original developers included Paul Hillier (Canada), Kishen Saujani (Canada), and Erik Archer (USA).

2004 エム・イー・エフ株式会社 (M.E.F. Limited Japan) was established in Osaka, Japan. Specializing in kindergartens and running the M.E.F. English program.

2007 Nagoya and Tokyo Branch opened

2008 M.E.F. Canada Ltd. is established in Canada, Merger with BEC-Rocky Mountains (Canada), Summit House (Japan)

2013 Montreal (Canada) Branch opened. Accredited by Languages Canada, partnered with Bishop's University (Montreal) and Brock University (Toronto), College of the Rockies (British Columbia) and Algoma University (Sault Ste. Marie), offering a study partnership pathway for University Students.



2015 M.E.F. International Limited was established in Hong Kong for working with our global Kindergarten English brand. System and program test in Guangzhou and recruited the first 50 teachers.

2016 Together with:  
福州麦尔孚文化传播有限公司, the M.E.F. Fuzhou Office opens.

2017 Together with:  
乐滋国际少儿英语艺术学校, the M.E.F. Shandong Office opens.  
杭州华夏教育科技有限公司, the M.E.F. Hangzhou Office opens.

2018 Together with:  
重庆英发美讯文化传播有限公司, M.E.F. Chongqing Office opens.  
沈阳哥伦布教育咨询有限公司, M.E.F. Shenyang Office opens.



# M.E.F.



## Derek Keet

Director of M.E.F. International (HK)  
CEO and founder of M.E.F.

*"M.E.F. education is traditionally very high quality. The greatest reward for our teachers is to see the smiling, happy faces of the children and watching their English level increase. Our teachers and staff are dedicated and do their best. We are proud to be the best in our industry!"*



## Scott Crowe

Director of M.E.F. Ltd. (Japan)  
Bachelor of English Literature  
and Theatre Arts University of Ottawa  
Official Trainer for TESOL certification  
Founder of Nuthouse Education Publishing  
Creator of the Emotional Positioning  
Methodology and Grammar Gestures

*"It is easy to tell which children have learned English from kindergarten age. Their pronunciation and learning ability far exceeds those of the students that start studying English later. MEF curriculum is a thoroughly enjoyable curriculum which keeps students engaged and steadily progressing. We are very proud of the program evolution and the compliments that we receive from the parents of our students."*



## Lei Zhao

Strategic Partner & Regional Representative  
of M.E.F. International  
Master Degree (UK),  
Graduated in University of Birmingham

*"MEF, with more than 15 years of experience in teaching English to young children, focuses on the purpose of cultivating children's interest in learning English, and continues to develop teaching methods for children's English in conjunction with the North American education system. Our children sincerely fall in love with learning English."*



## Ben Knights

M.E.F. Head Teacher  
Teaching the M.E.F. System for 11+ years.  
Deakin University, Melbourne, Australia  
Cambridge University - CELTA Certified

*"Our students learn English in a fun and positive environment. We believe that a natural and practical English speaking experience is very beneficial. It is our goal for the children to love English and love the M.E.F. program."*



## Mission Statement

- To create an exciting English atmosphere
- To allow children the chance to interact with foreign teachers and learn English in a very natural way
- To make English fun



## Why M.E.F.?

The M.E.F. Program was developed exclusively for kindergarten kids and was tested and proved to be effective by professional and experienced teachers. It reached the win-win-win goal for the customers, learners and provider by bringing the western methodology, curriculum and teaching philosophy to Asia, sending the professional M.E.F. teachers to kindergartens and implementing the whole system to kindergartens. The program was designed for and targeted the non-native English speaking kids and has been operated in Japan for 15 years.

### Current changes and problems in early childhood English education in China:

- Lack of professional programs/systems
- Difficult in hiring teachers
- High turn-over of teachers
- Communication / Cultural differences
- Low quality English teachers
- Asian student's lack of spoken English

## M.E.F. System Strengths

- 15 years teaching system experience inside Kindergartens
- Effective hiring system with a long history of long-term teachers
- Quick, effective and professional training
- We get children to speak English
- **Western Methodology:** Children learn naturally as they would in North America. Native English teachers are only allowed to use English and the homeroom teacher is asked not to translate. Giving children a positive, comfortable and fun experience with a second language leads to a deep interest and desire to learn more as these children grow older.
- **International Stage:** Our programs were developed to create an exciting atmosphere for children. They have been developed and tested by professional, experienced teachers. We provide practical lessons, which help children to understand foreign thinking and appreciate cultural differences. We expect children will use their English and have a future advantage.





# Teachers & Training

- All M.E.F. teachers:
- are from native English speaking countries with native pronunciation and international recognition.
  - possess bachelor degree or above, clear in criminal record and in good health.
  - can teach without Chinese translation in class and lead the children to fully immerse into the thorough English world with passion.



• M.E.F. is an official provider of the Junior TEFL assessment. M.E.F. is also a Strategic Partner of the Junior TEFL Association, specializing in English education standards for English language teaching professionals teaching junior age students.

• Through the Junior TEFL Association, all M.E.F. teachers get intensive and extensive TEFL training on lesson planning, teaching methodology, cultural differences and child psychology.





# \*Assessment for Developmental Areas

## English Language & Communication

-The student's understanding of spoken English and their ability to express feelings and thoughts clearly.

-for example, the student's ability to:

- express their feelings verbally
- listen to, understand and follow their teacher's instructions
- understand classroom discussions
- use full sentences

## Math, Reasoning & Reading

-The student's mathematical and pre-reading skills and their ability to solve problems.

-for example, the student's ability to:

- name the letters of the alphabet and related sounds
- count numbers, move/group objects.

*"Research on children's learning in the first six years of life validates the importance of early experiences in mathematics for lasting positive outcomes"*  
(Bowman, Donovan & Burns, 2001)

## Awareness of Self & Environment

-The student's connection to their environment, cause and effect, and community experiences while respecting the classroom rules.

-for example, the student's ability to:

- understand and remember safety procedures
- practice good hygiene
- understanding the importance of nature, helping each other and working as a team.

## Social and Emotional

-The student's ability to identify feelings, self-regulate and build relationships.

-for example, the student's ability to:

- Put the needs of their friend's first
- take turns in small groups
- share and play well with others

*"Young children who have strong social and emotional development are more likely to have good academic performance in future schooling"*  
(Cohen, 2005).

## Physical Development

**Fine motor:** the student's ability to perform small movements that require hand-eye coordination.

-for example, the student's ability to:

- organize balls, colours, shapes
- Using drawing and writing tools

**Gross motor:** the student's ability to perform large movements that involve arms, legs, and body.

-for example, the student's ability to:

- climb, crawl, jump, balance

\*Testing takes approximately 20 minutes per child.  
It is available for students studying at least 10 hours/week,  
testing every 3 months.





# One Week Curriculum Example

## Level 1

Days/Week	Day1	Day2	Day3
Topic	Fruits	Colours	Zoo Animals
Vocabulary	apples, bananas, oranges, strawberries	blue, green, pink, red, white	elephant, giraffe, kangaroo, lion, zebra
Pronunciation	Aa, Bb, Oo, Ss	Bb, Gg, Pp, Rr, Ww	Ee, Gg, Kk, Ll, Zz
Conversation	Basic M.E.F. Conversation - Q & A: How are you?, How's the weather? What's your name?, etc.		
M.E.F. Game	For the 2 or 3 year olds, games change a lot depending on the class. Some games are simple passing, free play or working with motor skills that match the children's ability. Some classes are able to play more challenging games more similar to the 3 or 4 year old level.		
M.E.F. Songs	Song1: How are you? Song2: Red, Green Yellow Song3: Fruit Salad Songs are chosen to best match the topics, repeated enough so that children can remember and enjoy the songs, and rotated through the weeks so that the children are getting exposed to many different sentences, new words and review.		
M.E.F. Poster	The Monthly M.E.F. Poster reviews the topics/vocabulary/Alphabet covered that month		
Story Book	Monthly story book series: Book 1 of 2: Where does milk come from?		

## Level 2

Days/Week	Day1	Day2	Day3
Topic	Fruits	Colours	Earth
Vocabulary	apples, bananas, fruits, grapes, oranges, peaches, pineapple, strawberries, watermelon,	black, blue, brown, green, orange, pink, purple, red, white, yellow	Water, Garbage, Plastic, earth, Paper, Glass, metal, Can, Light switch, newspaper, recycle,
Pronunciation	Aa, Bb, Ff, Gg, Oo, Pp, Ss, Ww	Bb, Gg, Oo, Pp, Rr, Ww, Yy	Ww, Gg, Pp, Ee, Pp, Mm, Can, Ll, Nn, Rr, Bb
Conversation	A: Do you like <u>apples</u> ? B: Yes, I do./ No, I don't.	A: What colour do you like? B: I like <u>yellow</u> .	A: What can we recycle? B: We can recycle <u>paper</u> .
Conversation Extension	A: What fruit does a <u>monkey</u> like? B: They like <u>bananas</u> .	A: What colour is the flower? B: It is <u>orange</u> .	A: What do you recycle at home? B: We recycle <u>plastic</u> .
M.E.F. Games	Rotated and selected by the teacher, depending on the age and level of the children. If students have already studied a year in the program, then the teacher is easily able to move the level of the games to have the children speaking in more full sentences, and using more English through the games.		
M.E.F. Songs	Song1: I can jump like a monkey? Song2: Two Eyes Song3: How are you?		
M.E.F. Story Book	Monthly story book series: Book 1 of 2: Where does milk come from?		
Online	Internet based practice for M.E.F. students and parents. Currently M.E.F. is creating different online programs for students to practice what they learn.		
Monthly Poster	Level2 - Poster Reviews the Topics/vocabulary covered that month		
Textbook	Depends on class level. Each textbook is designed for three months of study		

## Level 3

Days/Week	Day1	Day2	Day3
Topic	Transportation	On the Farm	Earth
Vocabulary	airplane, ambulance, boat, bus, car, fire truck, motorcycle, ship, train, truck, police car,	Barn, farmer, milk, tractor, Goat, chicken, rooster, duck, fly, hay, rabbit	Water, Garbage, Plastic, earth, Paper, Glass, metal, Can, Light switch, newspaper, recycle,
Pronunciation	Aa, Bb, Cc, Ff, Mm, Sh, Tt, Pp, Hh	Bb, Ff, Mm, Tt, Gg, Ch, Rr, Dd, Ff, Hh, Rr	Ww, Gg, Pp, Ee, Pp, Mm, Can, Ll, Nn, Rr, Bb
Conversation	A: How do you go to school? B: I go to school by <u>bus</u> .	A: Where are you going today? B: I am going to a farm to see <u>chickens</u> .	A: What can we recycle? B: We can recycle <u>paper</u> .
Conversation Extension	A: What is in the garage? B: A <u>car</u> is (in the garage).	A: What is on the farm? B: There is/are a <u>tractor</u> on the farm.	Q: What do you recycle at home? A: We recycle <u>plastic</u> .
M.E.F. Games	Rotated and selected by the teacher, depending on the age and level of the children. Teacher never repeats the same game two weeks in a row		
M.E.F. Songs	Song1: Two Eyes Song2: Red, Green Yellow Song3: Fruit Salad		
Online	Internet based practice for M.E.F. students and parents. Currently M.E.F. is creating different online programs for students to practice what they learn.		
Monthly Poster	Level3 - Poster Reviews the Topics/vocabulary covered that month		
M.E.F. Story Book	Monthly story book series: Book 2 of 2: Rick learns to Recycle		
Textbook	Depends on class level. Each textbook is designed for three months of study		



# 30-minute Lessons



"I completed three-years with M.E.F. and it was a great experience! The staff was always very supportive and it was fun to get to know so many different students. It is a really great place to work".

Nick (USA)

**Generally lessons are 30 minutes/week (maximum 30 students/class). Children learn English naturally through listening, interacting, and having fun with their friends in a group.**

Our teachers will visit kindergartens. The teacher visits each kindergarten/has lessons with the children once or twice per week. The length of a lesson time can be adjusted but usually we recommend 30 min/lesson for children 4+ and an introduction to English with short 15 minute classes for children three and younger.

We use two levels of monthly topics/vocabulary and conversation throughout the year and songs from the original M.E.F. CDs. Children are able to learn naturally in an English only environment!



## Typical lesson example:

- 9:00 Greetings. warm-up, song/dance
- 9:05 Learn Vocabulary cards of the month, Conversation/conversation review
- 9:10 Song/ Dance
- 9:15 Race or Game practicing conversation/vocabulary words
- 9:25 Song/Dance
- 9:30 Summary and the ending greeting

\*Please note that the lesson contents vary depending on class time and children's age



# 55-minute Small Group Lessons



Whenever it is an English lesson day,  
I ask my kid how the lesson was.  
Each time he says 「It was fun!」.  
He hums in English even at home.  
He is happy with his funny and  
kind native teacher.

## Small group lesson inside Kindergartens

- 55 minute classes with around 10 students.
- Provides more attention and faster progress in English.
- Classes are generally held in the afternoon for the 4/5, and 5/6 year old classes.

He always tells me  
"it is fun to play card game with the teacher  
and friends in circle and sing songs with actions"  
and also I think the textbook contents  
are fit to the kids level well.

## Small Group Lesson Key Points

- The lesson is focused on conversation with fun games
- Monthly words, pronunciation, conversation
- Monthly newsletter (online)



## Example Lesson

- 4: 00 Conversation Review/Free Talking
- 4: 10 Song of the Week1
- 4: 15 Vocabulary/Pronunciation/Conversation of the week
- 4: 25 Song of the Week2
- 4: 30 Textbook Based Learning
- 4: 45 Vocabulary/Speaking Game
- 4: 55 Song/Good Bye

My kid is having fun  
and feels more comfortable since  
she takes the lesson with school friends.  
She speaks out more English  
and I can see she is building up her  
English little by little.





# 5 Days Per Week

## Three options:

**1**

Option 1 --- For kindergartens that have enough classrooms to need a teacher five days a week to be able to provide each student with one or two 30-minute M.E.F. Style classes each week. The teacher teaches at the school 5 days per week. Each student has a maximum 2 lessons/week. For curriculum and more information on the 30-minute lessons please see the one or two days/week program and curriculum example.

**2**

Option 2 --- Following the kindergarten's curriculum (More than 1 hour with each class) The school has their own curriculum/system and would like a teacher there 5 days per week. With this option we work with the kindergarten and their system to allow for a more effective customized option for the kindergarten.

**3**

Option 3 --- M.E.F. Full curriculum  
(Up to 3 hours/day, 15 hours per week with one or more classes. Generally in the morning)  
English immersion with the foreign teachers. Students are able to have a mix of fun and excitement with songs, games and activities, physical education, plus do projects, art, math, health, safety, and valuable life skills in an English only environment.

In the case that each class is learning for less than 3 hours in a day, the material and teaching would be scaled to match the time frame.





## The Zoo

### Opening Time

#### Discussion:

What animal do you like?

Weather, days or the week, calendar

#### Sensory

Balls and colors sorting

Balls and colors race

### Art and Craft

Making a Monkey



What is a good name for a monkey?

### Physical Education through Songs

Song 2 - Teacher's choice

### Puzzle Time

### Alphabet & Pronunciation

The letter "m".



Depends on the level and age of the students, number of children/class. Teacher may not be able to cover everything in the daily plan.

### Health and Safety

#### Discussion:

What would you do if you were lost at the zoo?

After playing with animals, do you wash your hands?

Review: Best method of wash hands

### Physical Education through Songs

Song 3 - Teacher's choice

### Question Passing and Counting

Have you been to the zoo?

Who has a pet? Who wants a pet?

### Vocabulary and Spelling

Using standard M.E.F. program flashcards.

### Science and Discovery

Working with Soil

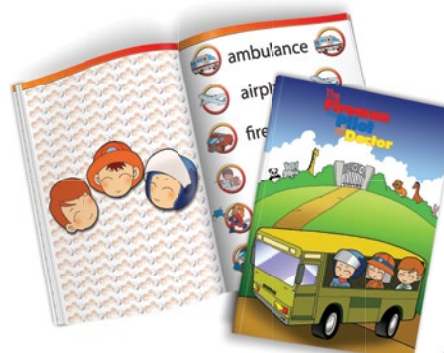
Making an animal out of grass seed.

Ongoing project where students water their pet every day.



### Story Time

The Fireman,  
The Pilot  
& The  
Doctor





# M.E.F. Original Materials

## Textbooks

Original M.E.F. textbooks.



## Flash Cards

Different Levels & monthly topics. (Over 500 cards)



## Conversation Cards

With the native English speaking teacher, students focus on many conversation/speaking phrases.



## M.E.F. Music

All original M.E.F. Music used for listening, physical education, and vocab/topic review.



## Playing Cards

On top of many other games and races, we use playing cards for a number of fun games and review.



## Monthly Newsletters

There are also monthly newsletters (online), report cards, events, etc.





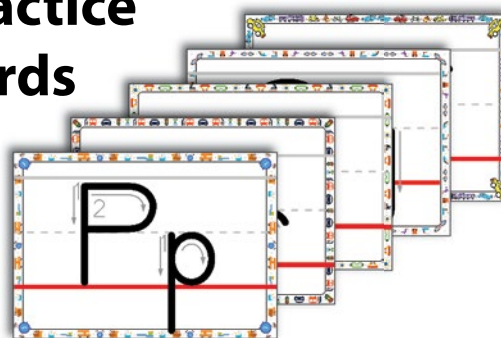
## Monthly Review / Study Posters

Students have fun reviewing vocabulary, phonics, and listening with this hands on material.



## Theatre/Class Performances

## Alphabet & Pronunciation Practice Cards



## Monthly Storybooks

Students can enjoy a new storybook each month.





# MEF Technology

**Enjoy MEF Smart Board Applications  
& Interactive Stories!**



**Learn More &  
Have Fun with MEF!**

## Plus

- Daily Homework practice
- Weekly Topics - vocabulary, conversation, alphabet, phonics.
- Interactive games
- Specifically designed for children.





# Example Kindergartens

*I saw my kid having lots of fun.  
The price is very economic and it helps a lot.*



**Great Man Kindergarten**



**Javen Kindergarten**



**Changxin Bay Kindergarten**



**YiCuiShiJia Kindergarten**



**Xiehe Kindergarten**



**Rose Worthy Kindergarten**



**Jiawen Zhengxiang Bingjiang Kindergarten**



**Sunshine Kindergarten**



**Dongfang Cambridge Kindergarten**

*I put my kid in the class because I want him to be familiar with English. I am glad that I did that as I see they are learning things close to our daily life and starting to speak out those English words at home*

*She enjoys taking English lesson and when she comes back home she starts to ask us questions about the words that she learned in the class "what does this mean?" I think it is very good for the children because they can learn English having fun.*





# Study, travel and

4 Exciting  
brought to

## Go to Canada with "Julia" Teacher!

Parent and Child (6+) Programs

Designed for parents and children to go to Canada (or other English speaking country) to learn English, culture and have fun together with their English teacher and other school staff!



## Group Tours

Visit different countries and different areas of China together with classmates, family, M.E.F. and Lenz Kids.





# and Enjoy English!

programs  
to you by:



## Join Canadian Education in Canada

Elementary to High school programs

Study in Canada at a Canadian elementary/middle/high school for 1 semester to 1 year. Options to graduate with a Canadian High school diploma, and open possibilities for the future.

## Summer Camps

Make this the best summer ever!  
Learn English, travel and spend time  
with the best M.E.F. teachers!







***Studies by Harvard University confirm that the creativity, critical thinking skills, and flexibility of the mind are significantly enhanced if children learn a second language at a younger age. (Center on The Developing Child, Harvard University, <http://developingchild.harvard.edu>)***

***"We found that early (before 5) bilingual language exposure is optimal for dual language development and dual language mastery... However, this rapid acquisition of new language fundamentals is possible only when extensive and systematic exposure to the new language occurs across multiple contexts."***

***(Research Report by Department of Psychological and Brain Science, and Department of Education, Dartmouth College of USA, an Ivy League research university.)***

***Different from multi-media and online teaching, MEF teachers achieve a better teaching result by creating vivid contexts and active face-to-face interactions with the students in the classroom, and by adopting a systematic curriculum.***

[www.mefworld.com](http://www.mefworld.com)



***Providing quality ESL education for over 15 years***

