

**Documented Strategy Statement**  
*"In response to the increasing demand for greater public awareness of Korean culture, as well as the rise of 'Hallyu', the Korean Cultural Center Washington D.C. offers diverse programs that give people an opportunity to first-handedly experience Korea and Korean culture" – koreaculturedc.org*

**From Interviews**

- Public Affair: "behind-the-scene" assistance to officials
- Cultural Affair: Highly focusing on cultural events with relatively well established and documented policies

**Cooperative Work**

- All staff help each other for every projects regardless of one's section
- Project-based nature encourages them to work together

**Adopting Traditional Way of Working and Communicating**

- Mostly relying on person-to-person meeting
- Not dependent on IT technology
- Carefully adopting IT technologies if necessary (Web, SNS, etc)

**Internal Environmental Factors**

**Staff**

- Director changes every three years

**Organizational Factor**

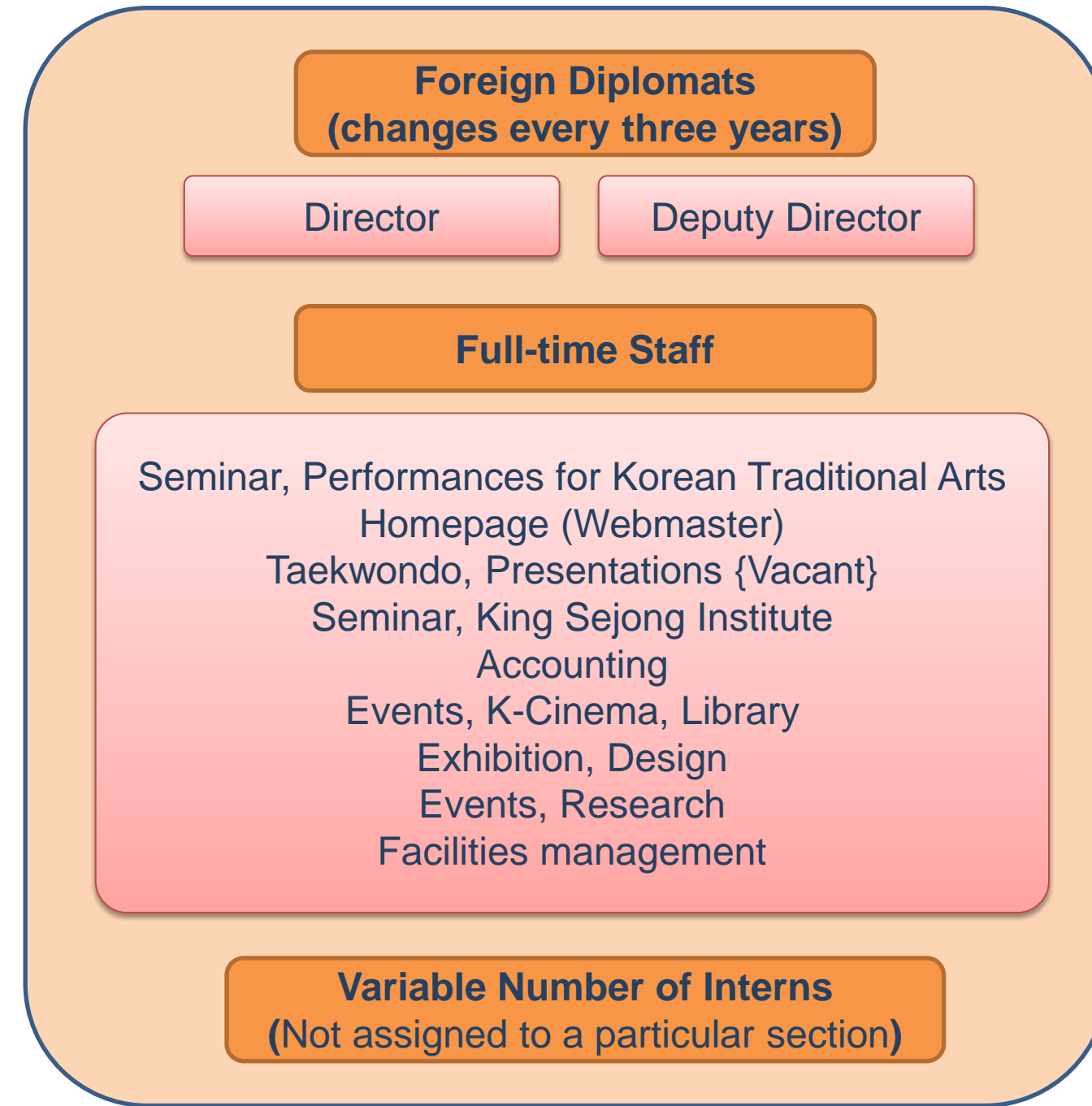
- Loosely structured

**Behavioral Factor**

- Project-oriented working style
- All staff members help each other due to the small number of staff

**IT Infrastructure**

- Minimal amount of information is digitalized
- No internal IT management system due to small size



**Staff**

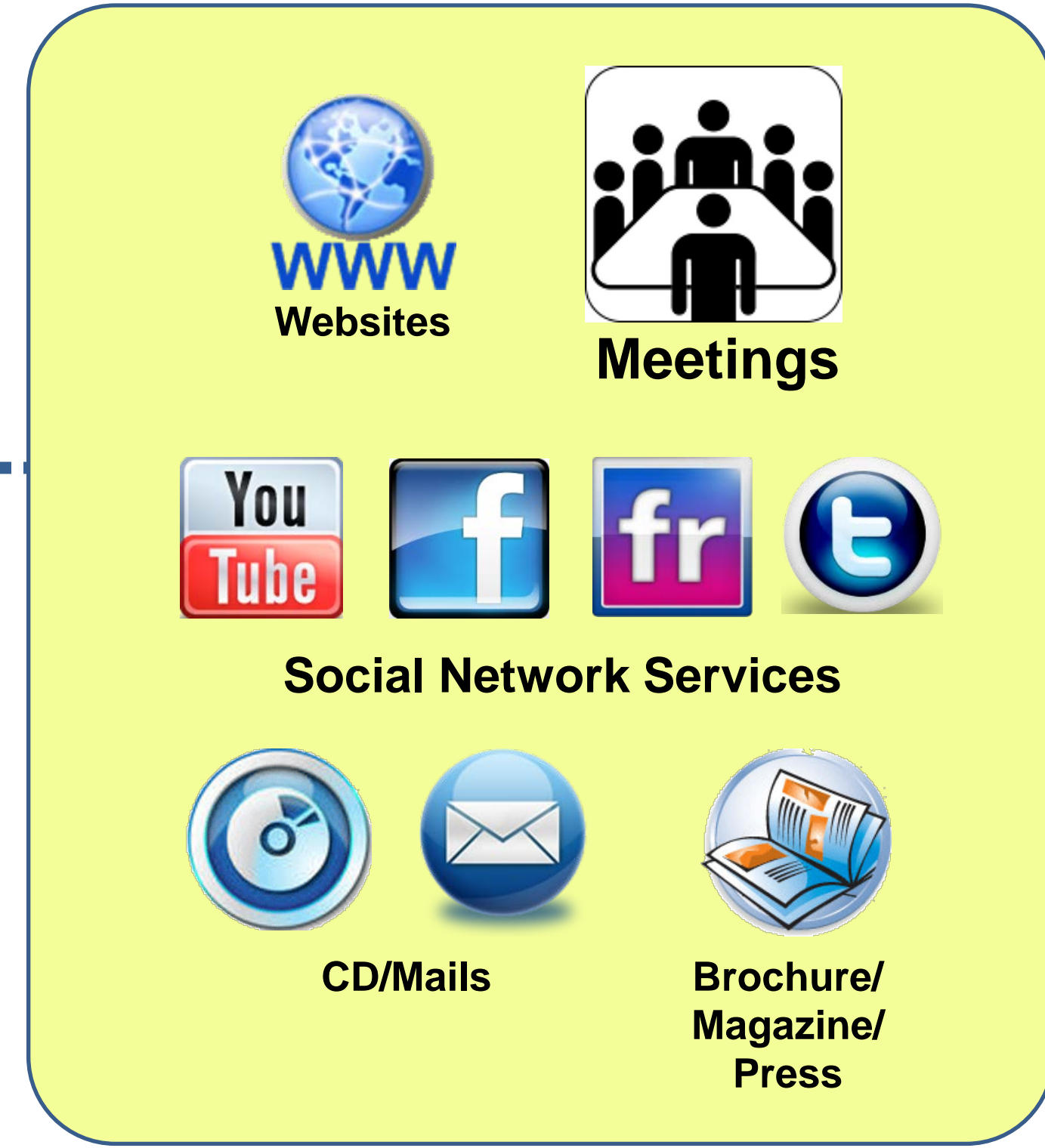
**The Korean Cultural Center D.C.**

*"As a worldwide cultural center it emphasizes activities and events that contribute to the understanding of Korea and Korean culture at a deeper level"*

**Organization**  
 A part of the Ministry of Culture, Sports and Tourism  
 A part of the Korean Embassy, the Ministry of Foreign Affairs and Trade

**Methods Used**  
 Website and SNS analysis    Interviews with three employees

**Process**



**External Environmental Factors**

**Market Factor**

- No competitors

**Main Interest**

- Focusing of Korea's international image

**Political Factor**

- Great autonomy from upper organizations

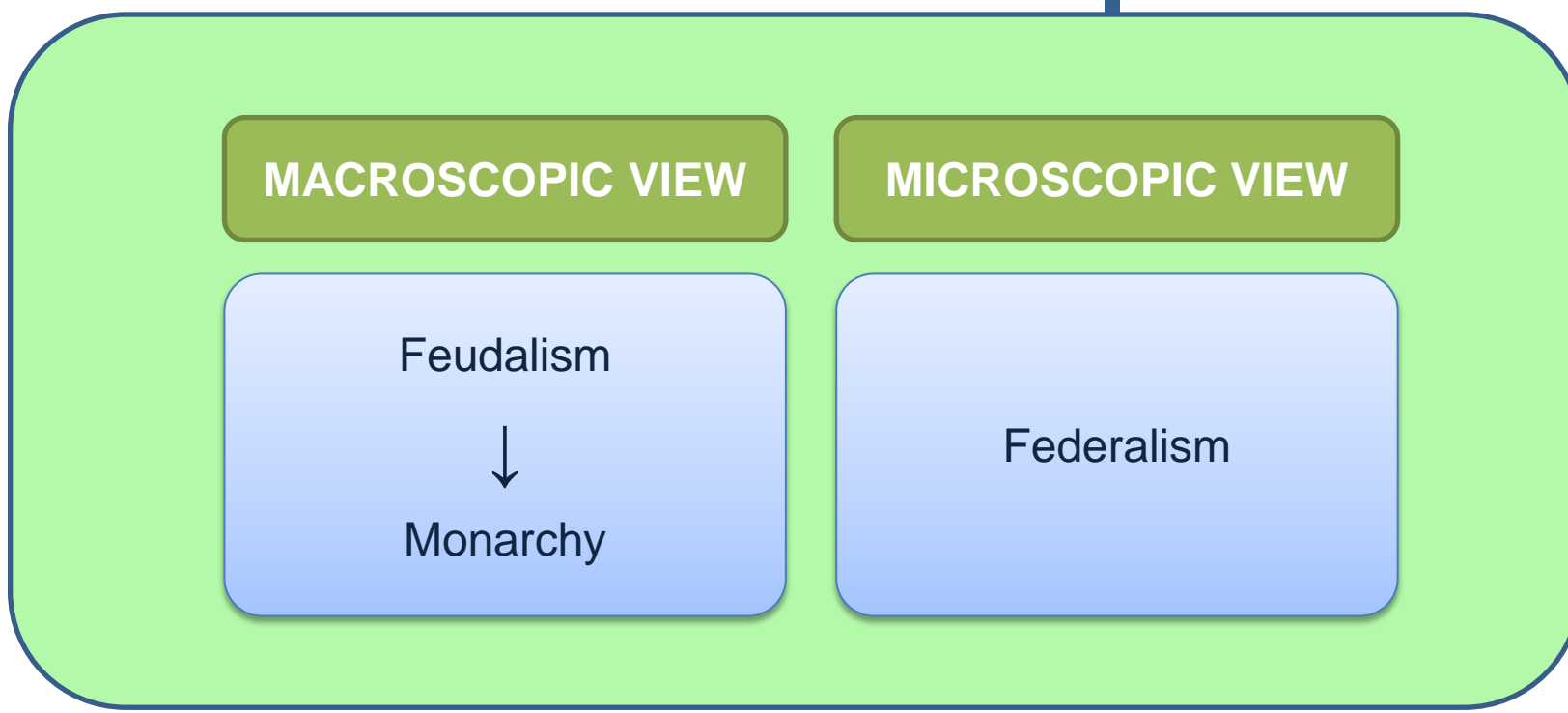
**Cultural Factor**

- Shift of cultural trends (K-pop is more popular recently)

**Organizational Factor**

- Increasing the consistency throughout the cultural centers

**Politics**



**Architecture**

