

Your new tuition-free education program

Overview and FAQs

Program overview

Your new education program isn't just a chance to go back to school — it's an opportunity to reach your full potential by growing your career.

Herschend has partnered with Guild to give hosts access to select fully funded programs at high-quality schools. Starting on day one, you can enroll in programs like:

- College degrees and certificates in high-growth areas, such as business administration and leadership, culinary arts, finance, technology, marketing, and more!
- High school completion and college preparatory programs.
- English language learning courses.

Hosts also have access to partially funded programs within the Guild Learning Marketplace. To reduce the burden of upfront, costly tuition payment, Herschend will provide direct payments to the academic institution of up to \$5,250 annually for select undergraduate degrees, certificates, and master's degrees.

Starting February 24, 2022 visit herschend.guildeducation.com to get started and apply to a program in the Guild Learning Marketplace today!

Who's eligible?

All full-time, part-time, and seasonal hosts based in the U.S. are eligible on their first day of employment with Herschend. Temporary employees and employees of Stone Mountain and Vancouver Aquarium aren't eligible. Employees of Callaway Gardens aren't eligible at this time.

Can my spouse/partner/dependents take advantage of this program?

At this time, the education program offered is only available to current full-time, part-time, and seasonal hosts based in the U.S.

Are hosts on leave of absence (LOA) eligible?

Hosts on an approved LOA will remain eligible.

How will job changes affect my eligibility?

Eligibility is checked at the beginning of each education term. If a host is eligible at that checkpoint, then that term is covered. If the host isn't eligible at the start of the next term, then that upcoming term won't be covered.

Does my manager have to approve anything before I can enroll in the education program?

No. Herschend's philosophy is that education is an individual decision and shouldn't be determined by manager approval. You only need to meet the outlined eligibility requirements above to participate.

What programs are included and what's covered? Is it true that I can take advantage at no cost to me?

- **Fully funded programs:** Herschend will support select high school completion, college prep, English language learning, certificate, and undergraduate degree programs. Hosts will have access to high-quality schools, colleges, and universities, including programs in areas like business administration and leadership, culinary arts, finance, technology, marketing, and more. Hosts who opt into one of these programs will have the flexibility to find opportunities that fit their interests, schedules, and career goals.
- **Partially funded programs:** Hosts will also have access to additional partially funded programs within the Guild Learning Marketplace, including programs in areas like communications, engineering, human resources, and art design. To reduce the burden of upfront, costly tuition payments, Herschend will provide direct payments to the academic institution of up to \$5,250 annually for select undergraduate degrees, certificates, and master's degrees.
- **Additional fees:** Herschend will also ensure that smaller, out-of-pocket expenses — such as required textbooks and course fees for programs within the Guild Learning Marketplace — will be reimbursed. For partially funded programs, these expenses are included up to the annual \$5,250 funding maximum.

How do I start using the education program?

1. Visit herschend.guildeducation.com (starting on February 24, 2022).
2. Create an account.
3. Browse the Guild Learning Marketplace to view all programs.
4. Take the program quiz to see recommendations for programs that may best fit your needs.
5. Select a program, then click “Apply now” on the upper-right corner of the program page.

If you have questions or need help choosing a program, select “Contact a coach.”

How do I enroll in a program?

Starting February 24, 2022 visit herschend.guildeducation.com. Your Guild coach can assist you with the application process and prepare you to enroll in and start your program.

How do these programs support working adults?

Working adults face unique circumstances that come with balancing school, life, and work, which is why the programs in the Guild Learning Marketplace are built to support working adults. Many of these programs offer multiple start dates per year, and most programs take place online to accommodate the need for flexible schedules. As the program progresses, we'll continue to evaluate the options offered in the Guild Learning Marketplace based on host participation, feedback, and the needs of the evolving workforce.

What's a Guild coach?

As part of the partnership with Guild, Herschend hosts will have access to Guild coaches. These coaches will work with you to answer your questions, assist you in selecting and applying to a program, and provide ongoing support to help you balance work with your education journey and make progress on your personal and professional goals. Guild coaches are available through phone, text, email, and chat.

How do I find the right program for me?

Guild's program recommendation quiz can help you discover potential programs that fit your interests and qualifications based on your answers to a few quick questions. Still not sure which program to choose? Herschend hosts have access to Guild coaches who will work with you to weigh your options and select a program based on your interests and goals.

I heard there are 100+ fully funded and 145+ partially funded programs across 30 schools available. Why can't I see them all in the Guild Learning Marketplace?

Herschend is still finalizing details regarding additional schools and programs, and will continue to add options available to you to the Guild Learning Marketplace. Starting February 24, 2022 visit herschend.guildeducation.com for the most up-to-date program list.

Will other schools and programs be added to the Guild Learning Marketplace?

Herschend is continuously partnering with Guild to examine the program offerings. Schools and programs will continue to evolve over time. Starting February 24, 2022 visit herschend.guildeducation.com for the most up-to-date program list.

How can I balance work and school?

The programs selected for hosts were specifically chosen because of their flexibility. Your Guild coach can work with you to select a program that fits your schedule.

Is there a limit to the number of courses I can take per term?

Term limits vary based on each school and program. Students should work with their academic institution and Guild coach to understand the course limit per term.

Is there a limit to how many programs I can take over the period of my employment?

Hosts are permitted to participate in only one program at a time — however, you can enroll in a double major or a major and a minor. Hosts may enroll in and complete multiple programs sequentially, subject to Herschend's eligibility requirements and funding, as well as relevant university admissions requirements.

Are there minimum course load requirements?

No, there are no minimum course load requirements for hosts.

Is there a grade requirement?

To remain eligible for the education program, hosts must maintain a cumulative grade point average (cGPA) of 2.0 or higher for undergraduate degree programs and a cGPA of 3.0 or higher for graduate programs. Your cGPA will be checked at the start of each term in accordance with Guild's standard academic progress requirements. All students with a cGPA of less than 2.0 for undergraduate programs and less than 3.0 for graduate programs will be responsible for payment until the cGPA exceeds the relevant threshold.

Will education be online or in person?

Programs will be offered online so hosts have the flexibility to choose programs that fit their schedules and specific needs. In-person classes may be available depending on the school and program.

Are programs available in multiple languages?

Currently, all programs are only available in English. However, GROW U. includes English language learning courses and access to bilingual coaches through Guild who can help answer questions in both Spanish and Haitian Creole for hosts who would prefer to speak in either of these languages. After completing their Guild student account, students can use the "Contact a coach" button and request to speak with a bilingual coach.

Is education assistance through Herschend taxable?

Under the Internal Revenue Code section 127, Herschend may provide up to \$5,250 per calendar year in education assistance to each employee tax free for federal and most state income tax purposes. Education assistance (tuition and fees) for fully funded programs in excess of \$5,250 in a calendar year will be treated as taxable to the employee for federal and state income tax purposes.

For eligible employees who receive education funding from Herschend, Herschend will pay on behalf of the employee the federal income tax for taxable portions of education assistance. If education assistance is taxable under state tax laws, Herschend will record it as such and pay the tax on the employee's behalf.

Employees should contact a tax advisor for additional questions or information.

Will I still be eligible for the education program if I leave Herschend?

You're no longer eligible for Herschend's education program after you leave the company. You may continue your education after leaving Herschend, but you'll be responsible for covering all subsequent costs. If you leave the company midterm, Herschend will still cover your costs for that term and you won't be required to reimburse Herschend for that term.

If I leave Herschend, do I have to pay anything back?

No, you're not required to reimburse Herschend for any completed terms if you leave or are separated from the company.

If I don't complete my program, do I have to pay anything back?

While we strongly encourage you to complete any program you enroll in, you won't be required to pay anything back if you drop out. If you're in need of assistance at any point during your program, you can reach out to a Guild coach for individualized support to fit your needs. If you're enrolled in an eligible program, coaches can even provide personalized support throughout your studies, including tips to help you get motivated, tactics for implementing time management skills, and strategies for staying on track in challenging times.

After I complete my classes, am I required to stay with Herschend for a specific period of time?

No, there's no requirement to stay with the company for a specified period of time.

Can I transfer programs at a later date?

Guild is committed to helping you find the learning experience that's best suited to your needs. If you'd like to transfer, reach out to a Guild coach and they can help guide you through the process.

Will Herschend cover the cost of a program I'm currently enrolled in?

Herschend will only pay for select fully funded and partially funded programs within the Guild Learning Marketplace. If you're currently enrolled in one of these programs, Herschend will only pay for future courses once you're eligible and have applied through herschend.guildeducation.com - which will be available starting on February 24, 2022. Payments won't be applied retroactively for courses completed prior to the launch of GROW U. Hosts can reach out to a Guild coach to receive help applying for the next term through GROW U.

How are my courses paid for?

For students enrolled in a fully funded program within the Guild Learning Marketplace, Guild will facilitate sending tuition and fee payments directly to your university or learning provider on your behalf. Any qualifying expenses, such as mandatory out-of-pocket fees or required books, are 100% reimbursable.

For students enrolled in a partially funded program within the Guild Learning Marketplace, Herschend will provide direct payments to your academic institution of up to \$5,250 annually for select undergraduate degrees, certificates, and master's degrees. For partially funded programs, any mandatory fees or required books and supplies are reimbursable up to the annual \$5,250 funding maximum.

How do I submit a reimbursement request for books and fees?

Hosts must submit receipts and a course syllabus for reimbursement through Guild at reimbursement.guilededucation.com. Failure to submit the required paperwork and receipts within the term may result in delay or denial of reimbursement. Hosts will receive their approved reimbursement within 2–3 pay cycles on their paycheck.

I'm enrolled in a fully funded program, but am seeing an outstanding balance in my Guild account. Do I have to pay it?

If you're enrolled in a fully funded program, you don't have to pay any outstanding balance you see in your Guild account. This balance will remain outstanding until Herschend completes the payment, but there's no obligation on your part, and the balance won't impact your current classes or ability to enroll in future classes.

CONTACT US – STARTING FEBRUARY 24, 2022

Email: Email us at herschend@guilededucation.com. Your question will get routed to a coach who will reach back out to you soon.

Chat: Go to herschend.guilededucation.com and click “Chat” on the bottom right-hand corner for immediate assistance during normal business hours.

Contact a coach: Go to herschend.guilededucation.com and click “Contact a coach.” Your question will get routed to a coach who will reach back out to you soon.

General questions: Contact your HR representative.