



2019 TPAPT Conference

Test Prep, Admissions, and Private Tutoring Industry Conference - Boston 2019

July 18 & 19, 140 Clarendon Street (Hotel 140), Boston, MA

Agenda

Test Prep, Admissions, and Tutoring Industry Conference

July 18th & 19th, 140 Clarendon Street, Boston

Thursday, July 18

4pm - 4:30pm: Arrival, mixer. Refreshments provided, light fare

4:30 - 5:30pm - Session 1 - Industry Overview and Strategic Positioning for 2019-2020.

Presenter: Kevin Organisciak, *UniversityCoach*

2019 was full of changes, scandals, and industry movement. Kevin will discuss the impact to small, medium, and large educational service providers and provide insight and recommendations for strategic positioning in anticipation of "Back to School." Kevin will focus on what to do across these three functional areas: Operations, Academics, and Marketing.

Friday, July 19

9:00am Continental Breakfast

9:30am - Session 2 - "Mommy, where do SAT Scores Come From?" : Scaling, Equating and How They Affect SAT Scores and Students.

Presenter, Dr. Aaron Golumbfskie, Senior Tutor, *Prep Matters*.

Following its 2016 redesign, the SAT has produced a number of curious outcomes: score reports with two different percentiles, two years without an official ACT concordance, calls to #rescoretheJuneSAT and more. These outcomes have given rise to a number of hot takes, blogs and think pieces about SAT scores but very few of these have demonstrated an understanding of how the SAT is actually scored.

Let's dive into the nuts and bolts to better understand *how* the SAT is measuring what it's measuring, even if we don't fully understand *what* it's measuring. We'll discuss the creation of the Nationally Representative sample, against which all scores are measured; the common-item nonequivalent group design of the SAT; the chained equipercentile equating method used by the College Board for each test; and even talk a little about how the ACT does things and how they've been able to go for so long without using any experimental sections.

Buckle up, statistics tutors. You're gonna have some fun with this one.

10:30am - Session 3 - Business Integration Debate. Should I add College Advising to my Tutoring Business? Should I add Tutoring to my College Advising Business?

Presenter: Mike Bergin, Founder, *Chariot Learning & TestBright*

Mike and I will debate the idea of integrating College Planning Services with Tutoring and vice-versa. As Mike has made clear in the past, one can be successful without adding College Planning. On the other hand, as a consultant, I have spent progressively more time over the past 2 years helping companies add and expand complementary service.

11:30am - Session 4 - College Planning 102: Preparing Parents

Presenter: Cyndi Menegaz, Director, *SmartTrack*

In this Livestream workshop presented by SMARTTRACK College Funding, Cyndi Menegaz will discuss the critical role of college funding in the college planning process, how helping parents prepare for the financial end can benefit student outcomes and why/how this is so important to test prep, tutoring and college admissions professionals.

12:30-1:30pm - Working Lunch - Box lunch provided

Panel Discussion - The Impact of "Operation Varsity Blues."

Although the college admissions scandal known as "Operation Varsity Blues" gave supplemental educational services and, for that matter, the College Board and ACT a collective "black eye," the client feedback ranges from outrage to outright affirmation. We will discuss the impact of Varsity Blues across the industry, at the business level, and in the context of different regions of the country.

1:30pm-2:30pm - Session 5 - Changes Observed in Recent SAT & ACT Test Administrations

Presenter: Evan Wessler, Vice President of Academics, *Method Test Prep*

Evan and the team from Method spend a good deal of time researching and deconstructing recently current administrations the SAT and its counterpart, the ACT. Evan will share with us the patterns his team has identified in terms of question types and concepts appearing on the recent tests.

2:30 - 3:30pm Session 6 - Building a Successful Marketing Plan

Presenter: Kevin Organisciak, Founder, TPAPT

Test Prep Professionals (our fore-bearer) was essentially launched on the strength its early "for hire" marketing plans. 10 years later, the marketing plan has evolved but it is still based on the core principles found in early plans. Kevin will walk us through the basic planning as well as tactical development for a quarterly sales-marketing plan.

3:30-4:00pm - Session 8 - Trends in Online Education & Training

Presenter: Peter Disabb, Vice President of Content Development, *GoBoard*

In a year over year view, the number of students using online resources for test prep, high school tutoring, ESL prep, and college admissions prep continues to outpace traditional classroom based education. Peter will discuss trends being observed by his team and if/when/how to leverage at a business level.

4:00-5:00pm: Inflection Point: Test Optional Policies and the Test Prep Industry

Presenter: Travis Minor, Founder, *Open Door Education*

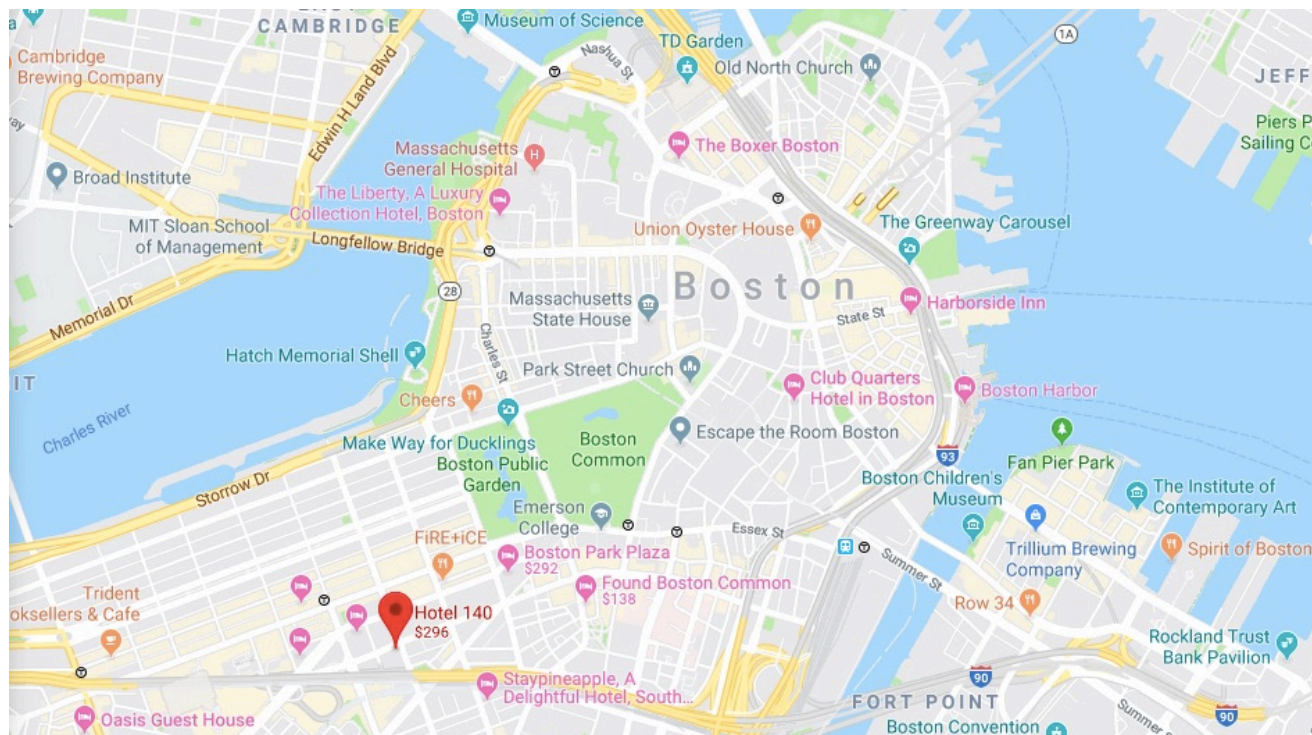
In this session we explore the impetus for, the impact of, and the future for Test Optional admissions policies. We will interweave recent research with current legal cases and university press releases to better understand the incentives that shape university decisions relating to test optional policies. We will also explore how The College Board and the ACT are modifying their corporate strategies to anticipate changes in admissions policies and to ensure their continued relevance. Ultimately, we will identify important considerations for tutoring companies that will be affected by upheaval in admissions testing policies and provide specific recommendations for organizations navigating a changing landscape.

Registration

[One Day \\$175](#) [Both Days \\$275](#)

Venue Information

Hotel 140
140 Clarendon Street, Boston, MA, 02116
Ph. (617) 585-5600



About this area

Boston

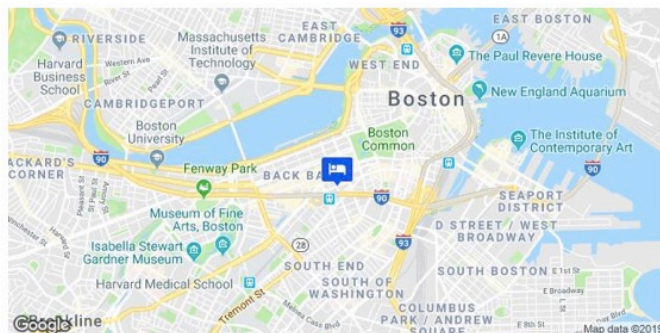
Located in Boston's Back Bay neighborhood, Hotel 140 is in the city center and near the airport. Copley Square and Prudential Tower are notable landmarks, and the area's natural beauty can be seen at Boston Public Garden and Boston Common. New England Aquarium and Franklin Park Zoo are not to be missed.

What's nearby

- 📍 Copley Place - 5 min walk
- 📍 Prudential Tower - 10 min walk
- 📍 Hynes Convention Center - 12 min walk
- 📍 Boston Public Garden - 14 min walk
- 📍 Boston Common - 17 min walk

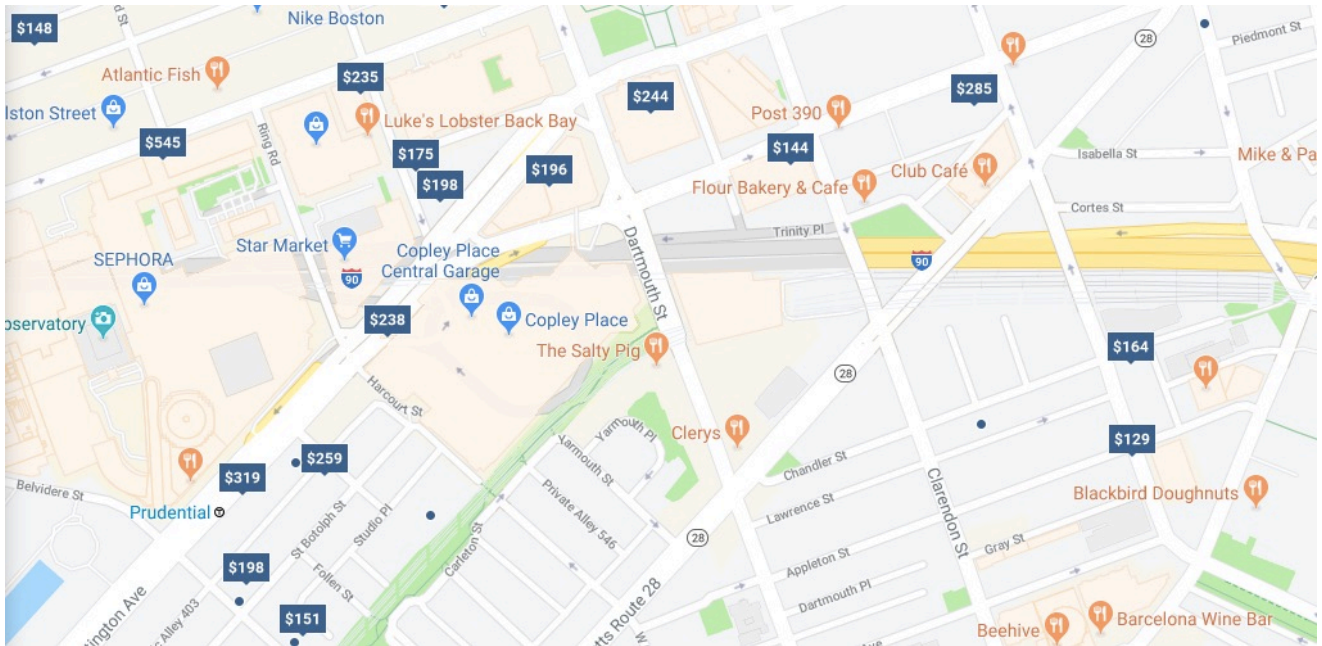
Getting around

- 🚇 Boston-Back Bay Station - 4 min walk
- 🚇 Copley Station - 5 min walk
- ✈ Boston, MA (BOS-Logan Intl.) - 14 min drive



Accommodations

[Hotels in close proximity](#) \$150/night and up



FOR GENERAL QUESTIONS, CONTACT LEAH AT INFO@TESTPREPPROFESSIONALS.COM:

Other

Take-aways: Attendees will receive access to demo accounts/tools from our sponsors as well as TPAPT planning tools and hacks. We're still compiling items and will send an update with details!

Parking: since we are downtown this year, parking will be more complex than it has been in the past. Here is a link from the venue with [parking recommendations](#).

Dietary Restrictions: please forward to info@testprepprofessionals.com

Contact Kevin with questions: 617-285-4036

Thank You to Our Sponsors!

