
2018 TPAPT Conference



Test Prep, Admissions, and Private Tutoring Professionals - Boston 2018

July 26th & 27th, Lexington, MA

Test Prep, Admissions, and Tutoring Industry Conference

Thursday, July 26

4pm - 5pm: Arrival, mixer. Refreshments provided (light fair).

5pm - 5:15: Opening Remarks

5:30pm - 6:00: **Culture Building**, Kevin Organisciak, Founder, TPAPT .

Organizational alignment is important in order to get things done but *attunement* is the key to resiliency and growth. Building a culture of attunement is no small feat and Kevin will talk through what he has learned through trial and error over the past 15 years.

6:00 - 7:00: **Thinking About the Business Like a Venture Capitalist. Enabling High Velocity Performance**
Neil Khaund, CEO, Chyten/Endeavor Education.

Many, many educational service firms have been snatched up by investors over the past 5-7 years and there seems to be a renewed interest in Tutoring/Test Prep/Admissions businesses today. Neil Khaund will discuss how VC firms decide *whom to buy, what happens to these business after they are acquired, and how introducing a high-velocity business model* may help.

Friday, July 27

8:30am: Continental Breakfast, coffee, juice etc.

9:00am Session 1: **Best Practices for Recruiting and Developing Tutors.** Aaron Golumbfski, Director of Education, *PrepMatters*.

10:00am Session 2: **Building a Social Media Footprint** Nikhil Thankur, Director of Social Media, *Endeavor Education*.

Social media and search based marketing have disrupted the traditional student lead funnels. Confusing to some, the tactics behind these marketing engines help cut marketing expenses while expanding reach. When combined with a strong referral based marketing platform, Social Media Marketing Campaigns can allow small, high-quality operations to grow and thrive. Nikhil will discuss the basics of Social Media and then shift into how one practically develops an effective Facebook/Instagram promotional campaign.

11:00am Session 3: **The Pedagogy of Tutoring** – Evan Wessler, Vice President of Academics, *Method Test Prep*.

Effective test prep instruction includes, but extends well beyond, the student-tutor interaction during tutoring sessions. Setting realistic expectations, managing timelines, fostering parent involvement, and gaining a full understanding of students' abilities early in the process makes the tutoring experience much more productive and successful. In addition to discussing particularly useful pedagogical approaches to teaching raw test prep strategy and content, we will focus on deemphasized and overlooked aspects of tutoring that vastly increase the efficacy of the teaching/learning aspect of test prep.

12:00 Working Lunch: **Business Trends - Panel**

2017 was the first full year of the New SAT, updated ACT, and changes to the FAFSA timeline. 2018 has seen the rise of the Test Optional movement, differential use of AP Tests, and more ups and downs for the *no longer "new"* SAT and its counterpart the ACT. It is unclear if these changes have affected our member firms similarly or dissimilarly. We'll have SAT, ACT, and College Counseling business leaders discuss their observations on timing and client demand in the context of these broad changes.

1:00pm Session 3: **Product Development Workshop**, Mike Bergin, Founder, *Chariot Learning*.

Mike Bergin will share insights into innovation, iteration, and implementation learned painfully over a career developing thousands of pages of curriculum and other educational products. In this prototype presentation, we'll engage in a group discussion of product types, development cycles, and key concepts, all in the context of the business of education.

2:00pm Session 4: **Online Learning from the Inside**, Mike Wear, Executive Director, *Go Board*

Web based tutoring has been disrupting the brick and mortar educational space for almost two decades. *GoBoard* is a recent entry into the space and has succeeded in scaling a platform for use by colleges and universities. But does it work? Michael will share data on tutoring session data across thousands of tutoring sessions and discuss student use, student outcomes, and vendor feedback.

3:00pm Session 5: ***View from a Combined Services Firm***, Nicole Oringer, President/Founder *Ivy Ed*.

10 years ago Nicole Oringer and her then partner, Jacqui, started *Ivy Ed*. Nicole was an expert in College Planning and Jacqui was an expert in Test Prep. This combined expertise helped *Ivy Ed*. grow into a leading provider of Test Prep, Tutoring, and College Admissions Planning in the heavily competitive NYC area. Nicole will join us remotely to talk about *Ivy Ed*.'s journey from a *small and specific provider to larger and diversified Ed. Services firm*.

3:30pm Session 6: ***Marketing Essentials***, Kevin Organisciak, Founder *TPAPT*)

Kevin will deliver a power-session involving how to design and implement a cohesive client acquisition strategy based on clear and deliberate strategy, goal-setting, and work-back planning.

4:00pm Session 7: ***Understanding the Test Optional Movement and the Implications for Test Prep & Admissions Firms***, Scott Clyburn, Founder/Director of *North Avenue Education*, Scott Webster, College Entrance Director, *Clayborne Education*, and Jason Breitkopf, Director of Academics, *Chyten*

The Test Optional Movement has gained momentum in 2018. Scott will discuss the impact his firm anticipates and the strategy they plan to use to serve their test prep & tutoring clients in a meaningful and transparent way. Jason Breitkopf will moderate a Q & A meeting participants.

5:00pm **Closing Remarks** - Additional Networking Time

Presenter & Panelist Bios

Neil Khaund, CEO, Chyten/Endeavor

For the last 3 years Neil has served as the Chief Executive Officer for Chyten Education. In his roll Neil has transformed Chyten from a localized tutoring business to an educational brand focused on high velocity growth and market expansion. Prior to Chyten, Mr. Khaund has held executive level strategy & business development roles within some of the largest US educational brands. At Houghton Mifflin Harcourt, he served as Vice President of Corporate Development which included new market development through alternative channels such as Charter Schools and Online programs. Prior to that, Neil served as Managing Director within Kaplan Virtual Education & Kaplan's B2B segment. Neil holds a Bachelors in Economics & Statistics from the University of Michigan as well as a Masters in Business Administration from Northwestern's Kellogg School of Management



Daniel Ascher, Founder/Tutor, A+ Tutoring & Test Preparation

Daniel Ascher, M.Ed., President of A+ Test Prep and Tutoring, and CEO of iCollaborateonline.com, has been a professional educator since 1988. In 1992 he started A+ out of his home. Today A+ has 65 tutors who work out of two office locations and at students' homes and schools throughout the Philadelphia area. A+ specializes in one-to-one instruction for SAT and ACT test preparation. In addition they provide academic coaching and instruction in all school subjects. A+ serves about 600 one-to-one clients per year and runs test preparation courses at schools and community organizations throughout the Philadelphia area. In 2012, Dan combined his interest in one-to-one instruction with his love of technology by starting iCollaborateonline.com, a customized virtual meeting, virtual classroom, and online video collaboration space for professionals and educators.



Michael Bergin, Founder, Chariot Learning, LLC.

Mike Bergin is a Bronx boy who actually enjoys living in Rochester, NY. He got his start in test prep with Kaplan, where he worked through the ranks to become a Center Director. Then he spent a decade overseeing the development of national test prep curriculum and training as Director of Exam Prep for Huntington Learning Centers. As a reaction to the frustrations of retail test prep, Mike founded Chariot Learning in 2009 to deliver expert individualized SAT & ACT instruction, subject tutoring, academic coaching, and GRE prep for Rochester, Syracuse, and the rest of the world.



Jason Breitkopf, Director of Academics, Chyten/Endeavor

Jason Breitkopf currently serves as the Faculty Director at Chyten Educational Services where he hires, trains, and manages the tutoring staff and develops curriculum. He has been teaching for over 20 years, beginning his career in the Office of Student Life at North Shore Community College where he also served as Adjunct Faculty. Jason has been tutoring SAT and ACT for over 17 years and is a multiple certified teacher in the Commonwealth of Massachusetts in Middle School English, Social Studies, and Math. In addition to a M.Ed. From Endicott College, Jason also holds an MFA in Film & Theatre from the California Institute of the Arts. He puts that degree to work as the host of the Endeavor education podcast, which can be heard on iTunes, Spotify, Google Podcasts, and several other services.



Scott Clyburn, Founder, North Avenue Education

Originally from Houston, Scott has been tutoring professionally since 2005. He holds degrees from the University of Virginia and Yale University, and has taught both secondary and higher education. In his free time, Scott enjoys trail running and remodeling his 1923 bungalow in. For questions, concerns, or conversation, email scott@northaveeducation.com.



Evan Wessler, VP Academics, Method Test Prep

Evan graduated summa cum laude and Phi Beta Kappa from Bucknell University with a degree in Biology in 2009. After starting a biomedical sciences PhD program at Harvard University, he decided instead to pursue tutoring and leadership opportunities with Method Test Prep. Evan's experience has given him the ability to excel as a top educator at Method Test Prep, and has helped develop his current responsibilities, which include teaching, managing Method Test Prep's team of tutors.



Nikhil Thakkur, Director of Marketing, Endeavor Education

An entrepreneur at heart, Nikhil Thakkar was the founder of a parent education company dedicated to improving access to and quality of secondary education across the developing world, specifically South America. He scaled this business to 2000+ school systems across 35 countries for 1.75+ million students before shutting it down in 2016 to focus on other pursuits.

Nikhil has presented at TEDx Granvia, TEDxYouth@BHS, and for the Department of Education around his work writing secondary school curricula in Spanish, a language he learned by listening to music and watching telenovelas. Nikhil also spent three years at Princeton University conducting research in the field of applied linguistics, authoring a computational study on the pedagogical implications of multilingualism.



Nicole Oringer, Founder,/President, Ivy Ed.

A graduate of Bucknell University and Columbia University's Teacher's College, Nicole has been a teacher and school counselor. She has a 28-year record of guiding students to schools that suit them well academically and socially. She has helped place hundreds of happy students at colleges and universities across the country. Having visited over 250 colleges, Nicole offers her insights about college counseling to the many counselors she has supervised and trained. She is also a frequent presenter at state and national conferences. She opened up her private practice in 1994 and subsequently became a founding partner of Ivy Ed. She is a member of IECA, NACAC, NJACAC, and HECA and is a New Jersey Certified School Counselor.



Kevin Organisciak, Founder, Test Prep & Tutoring Professionals

Kevin was a senior executive at Kaplan Test Prep for 10 years and grew to appreciate the business behind the service. Kevin was introduced to Kaplan as a student, was underwhelmed and, long-story-short, applied to work there as a Center Manager. Ultimately, Kevin ended up as the most successful Regional VP from 2004-2009 as determined by CAGR and Student Outcomes. After Kaplan, Kevin started Test Prep & Tutoring Professionals and began consulting to supplemental educational organization.



Amy Seeley, Founder, Seeley Test Pros

Amy received her degree from John Carroll University. She began her career in test preparation over 20 years ago working for Princeton Review. Her career then took her to Townsend Learning Centers where she quickly rose to Director of Test Preparation Services, creating, managing and administering all aspects of Townsend's test preparation programs.

After leaving Townsend in 2006, Amy began Seeley Test Preparation Services – meeting the test preparation needs of some 300 students annually. Amy has now taken Seeley Test Preparation Services to a new level. With the addition of tutors trained in the successful methods and strategies of Amy's experience, Amy Seeley Test Preparation Services is now Seeley Test Pros.



Aaron Golumbskie, Education Director, PrepMatters

Aaron is the Education Director at PrepMatters and has logged more than 15,000 hours of one-on-one tutoring, helping teens change their self-images and achieve success, whether on standardized tests or in academic classes. He continues to tutor every day, but, realizing that individual efforts don't scale very well, he hopes to serve even more students by spending much of his time creating pedagogical materials and leading the training and mentoring of new tutors at PrepMatters, which he has done for the last 8 years. PrepMatters is DC Metro's premier provider of academic tutoring services, test preparation and educational planning. We believe that if we listen well, build trust with our students, and give them a sense of control, remarkable change is possible.

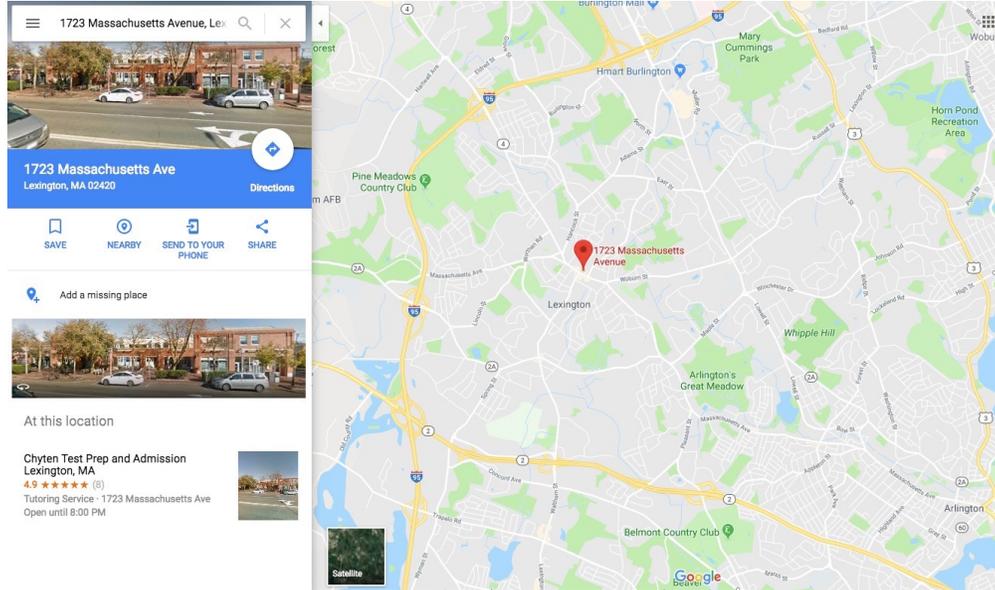


College Entrance Exam Program Manager **Scott Webster** is a native son of Charlottesville and completed his undergraduate studies at UVA with a degree in History. Growing up in local public schools, he flourished as a result of the opportunities afforded him by "gifted" programs and superior teachers; however, as he began to work with under-resourced youth through Charlottesville Abundant Life Ministries (CALM), he noticed the painfully obvious disparity between his and his students' educational experience. He subsequently decided to study race dynamics and specialized in African history with a focus on race relations and youth culture in Apartheid South Africa and in Harlem, New York.



Meeting Location

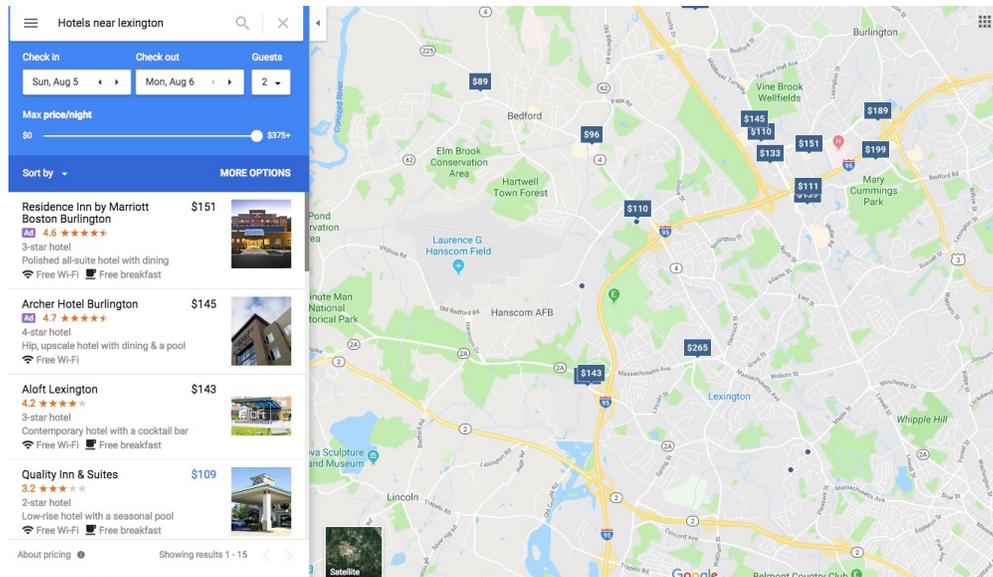
Chyten Test Prep, 1723 Massachusetts Ave., Lexington, MA



Accommodations

For the frugal: **Boston University Apartments, \$90 per night/ person.** These are essentially dorm rooms with access to a common area. They are located on campus within minutes of the event. **[BU Dorm Registration](#)**

[Hotels in close proximity.](#) \$143/night and up. For more information, contact Leah at INFO@TESTPREPPROFESSIONALS.COM:



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At UWorld, we feel an obligation to provide students with only the best practice questions and explanations. That's why over 1 million doctors and nurses have trusted us to prepare them for their licensing exams. We developed UWorld SAT using those same proven methods. The SAT is important, and you deserve the best.



Method Test Prep, Inc. (MTP) is a New York based education company that offers a range of products and services to school districts and individual families. Method Test Prep operates www.methodtestprep.com which offers industry-leading online programs for ACT preparation and SAT preparation programs.

At Method Test Prep, our goal is to see a significant improvement in test scores for students who use our products and services. We have over 15 years of experience working side-by-side with thousands of students as well as hundreds of high schools. Over the course of that time we have developed the knowledge and experience necessary to work effectively within the cultures of both public and private schools to make sure our programs are being used most effectively. Our mission is to provide all students with access to high-quality web-based educational courses. With the power of technology and the internet, we're able to bring effective programs to students at an affordable price.

Our extensive experience working individually with high school students on ACT prep and SAT prep gives us the first hand knowledge of both how students learn and what a realistic workload looks like. We have used this knowledge to craft our SAT and ACT prep programs in a way that not only engages the students, but provides effective material in short chunks of information so students aren't overwhelmed by the process. This results in more engaged and confident students which, in turn, leads to higher test scores. Currently, there are many students who are at a disadvantage when preparing for exams such as the ACT and SAT because they lack access to expensive options such as private tutoring or test prep classes.



STEM Classes & Camps for Test Prep Professionals: The Lego Civics Project

Details: The Lego Civics Project is going on the road! Our 5 hour classes are perfect for birthday parties, vacation weeks or for simply a fun and educational afternoon! We can hold classes for up to 20 children at your house or other location of your choice. We bring all of the Legos, our comprehensive curriculum and an experienced and energetic teacher.

Description: As our students build a fully-planned and intricately-designed model Lego city, they also learn to govern it. Students learn about elections, constitutions, flags, currency, economics, budgets and the environment as they serve on a city council which must make key governing decisions about the city. Students have the opportunity to run for mayor, open their own business, debate city issues and respond to natural disasters and citizen concerns. Social studies, history and civics have never been so fun!



Chariot Learning was founded in 2009 in Rochester, NY by Mike Bergin, a twenty-year veteran in education. Mike started in test preparation as a teacher for Kaplan, eventually rising through the ranks to become Director of Kaplan's White Plains center, overseeing programs across seven counties. In 2000, Huntington Learning Centers recruited Mike to revamp the company's SAT program; over nine years as Director of Exam Prep, Mike created, among other things, Huntington's SAT & ACT curriculum, operations, and training materials and helped manage their implementation nationally.

After so many years in retail test prep, Mike launched Chariot Learning as a response to the limitations and frustrations of most existing programs. Although we started in a new city with no contacts, families we worked with couldn't help but rave about our powerful, highly personalized preparation. Today, our large and growing team of professional educators is thrilled to work with students, parents, and educational partners in Rochester and beyond.



For over twelve years, Ivy Educational Services has been providing test prep and college counseling services on the East Coast. Beginning in Fanwood and Bernardsville New Jersey and expanding to an international reach, they have remained true to honoring one student at a time. With an exceptional pool of talented counselors and tutors, Ivy Ed has created a program that seeks ways to help each individual achieve academic excellence and to also make learning fun.

Jacqui and Nicole met at a conference at Brown University in June of 2004. At that time, there were very few companies with experts in both test prep and college counseling (most companies specialized in one or the other), so they believed that if they combined their talents they could develop a team that would help students through the entire college search and application process. Within six months they had an office and staff. Their hiring practices remain stringent to this day: In order to interview, candidates must be able to attain a 760/800 and a 34/36, respectively, on each section of the SAT or ACT in which they hope to tutor. College counselors all have advanced degrees, experience in counseling, and have visited hundreds of colleges. In addition, Jacqui and Nicole decided from the beginning that each student would benefit from this team approach: the company's goal would be to make the testing, college search, and application process as calm and stress-free as possible, honoring one student and family at a time. They have been told by thousands of clients that they have achieved this goal.

Now, more than twelve years later, Ivy Ed has office locations in New Jersey as well as a satellite location in Lausanne, Switzerland; international students who Skype in. It's been a busy



In 2006, Amy Seeley began Seeley Test Preparation Services Cleveland, Ohio. In 2017 Seeley Test Prep became Seeley Test Pros - a full service tutoring, test prep, and college counseling firm.

Amy's knowledge of ACT and SAT test techniques is unsurpassed. Her methods and techniques for navigating through the ACT and SAT, as well as many other standardized exams, guarantee students who apply themselves and are committed to her methodology obtain higher scores.



A+ Test Prep & Tutoring offers a wide range of customized tutoring programs to students of all ages, including academic tutoring, test preparation programs, and Executive Function coaching. Our one-to-one tutoring is available in your home, at your school, online, and at our office locations in Jenkintown and Gwynedd, PA.



North Avenue Education, a boutique tutoring firm in Portland, Ore., specializes in comprehensive test preparation, exceptional writing coaching, and highly-credentialed academic mentorship.



Test Prep Professionals provides marketing, operational, and academic solutions to Test Prep, Tutoring, and Independent Ed. Firms. Our services include White Label SAT & ACT Products, Remote Marketing, and a well respected Human Resource program. Learn more: info@testprepprofessionals.com



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Chyten was founded in 1984 with a commitment to excellence and student success. Over our 30-year history we've helped more than **1,000** students achieve a perfect score on the SAT or ACT, and we've witnessed the acceptances of at least **2,000** Chyten students to Ivy League schools.



A GoBoard is a first-of-its-kind, free online tool that combines video conferencing with an interactive canvas, designed to help students collaborate one-on-one, on virtually any topic. Simply create a GoBoard, share the link, and begin sharing knowledge, face-to-face. There is never anything to download!



Clayborne Education, founded in 2009, is built on the conviction that one-to-one engagement helps personalize education in a way that accentuates students' unique skills and inculcates those that are lacking. We understand that every student learns in a different way and at a different pace. This is why Test Preparation at Clayborne begins with a tailored program designed to fit the needs of each individual student, and why Academic Coaching begins with a personal consultation. Our tutors get to know their students and work side-by-side with them to help them realize their dreams. We offer in-home services throughout Charlottesville and its surrounding counties, as well as at our beautiful education center, located at 515 Locust Ave.

