

# About Ender Markal



Ender Markal is an expert in guiding students in their effort to learn seemingly difficult topics. He is passionate about teaching; motivating and encouraging his students while building their self-confidence. He founded SFTutors, an independent professional tutoring organization, in 2005 in San Francisco and he is the author of an upcoming GMAT Math Workbook through Barron's Educational Series. He speaks at PTA meetings and other forums about supplemental education issues, standardized tests and individual learning matters.



Ender has worked with hundreds of students since 1992 in all levels of math and has coached them on increasing their success in school and improving their performance and managing anxiety in standardized tests. In his capacity as a finance professional, he trained a number of new hires in specific topics in finance and helped them acquire skills critical for their jobs and eventually leading their own projects.

SFTutors provides one-on-one and small group tutoring services for various subjects. It is a privately owned local tutoring organization with professional, effective and highly experienced instructors for all of its courses. It prepares students for standardized tests such as the GMAT, GRE, SAT/ACT and AP tests. It also supports students with their schoolwork and increasing their grades. SFTutors has been very successful in helping its students improve their overall skills and boost their confidence to efficiently prepare for their tests. Ender works as a professional, results oriented tutor, taking full responsibility for his students' success as the business owner.

Ender has a Mechanical Engineering degree from METU/ODTU in Turkey and an MBA degree in finance from University of Rochester. He also worked as a Chartered Financial Analyst (CFA) in several top tier corporations in the San Francisco Bay Area. His diverse background in engineering, finance and tutoring gives him a special outlook as an educational practitioner. His experience not only enables him to contribute in many aspects of education as a thought leader but also helps him explain complex concepts in many different ways to make them easy for all involved. *“Aside from his knowledge base, he is gifted in identifying a student's method of absorbing material and ‘tweak’ the process and his style to meet their needs.”*

**subjects** Arithmetic, Algebra, Advanced Algebra, Trigonometry, Geometry, Pre-Calculus, AP Calculus. Math sections of SAT, SAT Subject, ACT, SSAT, ISEE, HSPT, GRE, and GMAT.

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# Talk Descriptions

## 1. Discover how to use the major differences between the SAT & ACT to your advantage

**Summary:** Although standardized tests for college admission are expected to measure a student's proficiency at basic courses in high school, SAT and ACT have significantly different characteristics.

Competition for admission to top colleges is fierce. Students need to improve their knowledge and skills to increase their chances of getting into colleges of choice. Standardized tests are an important piece of the admission puzzle and the key to potential merit based scholarships.

This presentation will help students and parents consider their options through understanding the structure of both tests and where they differ. Students have to decide which test is more likely to evidence their strengths, because they would want to send their best application package to colleges of their choice. Neither test is superior, but it is often the case that differences such as having a science section or testing for vocabulary or not, make one test better for a particular student than the other. Audience members will learn:

1. The 12 major differences between SAT and ACT, and why your student needs to understand it.
2. 22 important questions a student needs to answer before choosing between SAT and ACT.
3. How students can use the different characteristics of the tests to their advantage and ultimately save significant time and money.

## 2. How to Maximize ROI on College Admissions Test Prep

**Summary:** Intensified competition requires a higher level of preparation for college admission tests. While the value of preparing for tests is usually accepted as critical for scoring higher, most families are not sure about the best choice for their student.

Each year, about 3 in 4 students plan to apply for financial aid. Getting an outstanding score on standardized tests is something that is still within students' control that will improve their chances of receiving increasingly limited scholarships. The problem is that without any prep, it's difficult for most students to score up their potential. And it's equally difficult to "differentiate" themselves from more than 1.5 million students taking the test each year.

Fortunately, focused studying for any test can—and does—drive success. You'll maximize your return on time and money invested by understanding all available test preparation options before choosing the one that best meets your student's needs.

This presentation will help you determine exactly how – and if – various forms of test prep should be a priority for you. Audience members will learn:

1. Online/offline free and low cost resources for test prep, where to find them and how to pick among numerous resources
2. Advantages and disadvantages of commonly applied strategies, such as self-study, group classes and one-on-one prep
3. Specific ways that any student can maximize his success by selecting the best method for his or her goals

Ender Markal has presented at the Lowell PTSA General Meeting for two consecutive years and his presentation was always very well received. His presentation is geared towards both parents and students. It is extremely informative as he discusses the difference between ACT and SAT, what each of these tests entail, how often and when students typically take these tests.

Ender actually provides more global information in addition to ACT/SAT information that is very key for families to know about as they prepare for testing and the college process. The presentation is very thorough and it is non-commercial, i.e. Ender's services are available to those who want to seek them, but he does not solicit or push his services during the presentation. Parents have always ranked his presentation as very high and a must repeat each year.

**Debbie Gee Wong- Lowell PTSA President 2008-10**



## SAT/COLLEGE FACTS

✓ Published tuition and fees at public four-year colleges and universities rose at an average annual rate of 4.9% per year beyond general inflation from 1999-2000 to 2009-10, more rapidly than the 3.0% and 4.0% of the previous two decades. The financial difficulties across the nation are putting increased pressure on financial aid budgets. Student borrowing continues to increase, as does the gap between available resources and the overall cost of attending college. ~The CollegeBoard

✓ Individuals with higher levels of education earn more and are more likely than others to be employed. Median earnings of bachelor's degree recipients working full-time year-round in 2008 were \$55,700, \$21,900 more than median earnings of high school graduates. ~The CollegeBoard

✓ “The 10-campus University of California reduced enrollment of California-resident freshmen by 6%, or about 2,300 students, and is expected to shrink enrollment further this year even as a record number of applicants applied for admission for the fall of 2010, said Nina Robinson, UC director of student policy.” ~USA News 1.14.2010

✓ “California State University, the nation's largest public university system with 23 campuses and 450,000 students, is seeking to reduce enrollment by an unprecedented 40,000 students over two years. Before the state budget crisis, most CSU campuses accepted nearly all students who met the minimal qualifications. By Dec. 1, CSU had already received a record 610,000 applications, a 28% increase, for fall 2010, which means large numbers of qualified students will be turned away, said Jim Blackburn, CSU director of enrollment management systems.” ~USA News 1.14.2010

✓ The College Board, makers of the SAT, said about one in 10,000 students aces the test (about 160 perfect scores); the ACT makers say one in 4,000 earns top scores (about 400 perfect scores).



# FREQUENTLY ASKED QUESTIONS

## 1. Why is tutoring a solid investment for SAT/ACT prep?

Colleges are more selective than ever as the application numbers skyrocket and the admission numbers decline. Students are already overwhelmed by competitive classes, homework, extracurricular activities, volunteering and other responsibilities. When it comes to studying for the college admission tests, they need to be able to maximize their return on the time and effort they can allocate to test prep. The right program would allow them to receive a high quality, efficient help together with creative new ideas to optimize their time and effort. This in turn will result in the best possible score that would allow students to take full advantage of what a differentiating score can bring them in terms of easier admission and consideration for scholarships.

## 2. I don't remember SAT being such a big deal when I was taking it. Why is it so important to prepare for the SAT nowadays?

High school students are facing one of the toughest years to gain admission to preferred colleges and universities since schools are struggling with deep budget cuts and increasing numbers of applications. Unfortunately the competition is fiercer now than it was 10 years ago. Students not only need to optimize their test scores but also present an all around complete package with their applications to be considered for top schools and potentially for scholarships and grants. Besides, in the class of 2010, 1,568,835 students nationwide took the ACT, while 1,547,990 students took the SAT. Twenty years ago, 817,000 students across the country took the ACT, while 1,093,833 took the SAT.

## 3. Doesn't the SAT or ACT measure what we learn in class already? Why do I need to study separately for that?

Even though the questions in both tests will be taken out of the high school curriculum, especially for the SAT, particular ways the test structures each question makes it harder to make the connection between school and the test. Even though it is considered to be more "straightforward", ACT also needs a good review since it covers a wide range of topics. Both SAT and ACT are coachable tests. Time spent preparing for them, especially with an experienced guide, could improve the potential score.