

# STRAIGHT ARROW PR

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Straight Arrow PR is pleased to announce that April Norhanian is now available for interviews to discuss her controversial new book; *College is for Suckers -The First College Guide You Should Read*.

America has the most expensive colleges and universities in the world. Tuition increases during the last decade have risen at double the rate of inflation. The average cost of a four-year education (including room, board and expenses) for a private college now exceeds \$150,000. For state schools (resident) the price is over \$75,000.

Simultaneously, the quality of higher education has been degrading. Last year's National Assessment of Adult Literacy reported that less than a third of college graduates are proficient in reading and the ability to do elementary mathematical calculations.

Norhanian was motivated to investigate the rising costs and diminishing quality of higher education after serving as a college admissions officer where she learned how colleges view their "customers."

Here are some of her findings:

- More than 50 college Presidents earn at least \$500,000 per year. The salaries do not include the standard package of generous benefits and travel allowances.
- Students can now earn college credit for "life experiences" such as raising children, playing an instrument, or practicing a religion. This allows colleges to charge full price for the credit awarded even though a minimum of time is required from the supervising professor.
- Since reading English composition papers can be difficult and time-consuming, more and more colleges are outsourcing this responsibility.
- College dropouts reduce revenue, so it is now a widespread practice for administrators to pressure professors to change F's into C's.

According to Ms. Norhanian, "Students should think long and hard about borrowing money for a university education. There are now three web sites dedicated to helping the millions of students who are overwhelmed by their debt burden. In fact, recent college graduates are carrying 85% more debt than graduates of just a decade ago. Also, student loans are immune from bankruptcy protection."

Norhanian continues, “The more I learned about how college administrators operate, the more I realized they are basically business people selling a product. I came to the realization that they see students as consumers to be exploited for profit.”

April Norhanian is dedicated to exposing the unethical business practices of modern day colleges in order to reduce the cost and increase the quality of a college degree.

If you would like to interview Ms. Norhanian please contact Bill Hawkins or Veronica Lennon at 727-647-8453 (Tampa Bay).

### Bio

April Norhanian is the author of the controversial *College is for Suckers: The First College Guide You Should Read* (iUniverse 2009) and manages a similarly named web site.

Her highly-praised book provides the information necessary for consumers to understand the true costs and benefits of a university education including graduate degrees. The text also provides data on the many alternative educational opportunities available to students.

In addition to writing, April is a dot-com marketing consultant based in Atlanta, Georgia. Previously, she was a college admissions officer.

Ms. Norhanian graduated from Jacksonville University in Florida with a BA degree in French and has a Masters degree in Technology.