

The Vampires of Higher Education

Over a century ago, David founded a brand-new company with the vision of scamming young people. Ever since, millions of gullible customers would fall into the trap of thinking that their investment will guarantee high returns that would last them a lifetime. This malicious lie has earned the company millions yearly while wearing the guise of a non-for-profit. I am sure it takes millions to maintain a company that scams naïve people. Their recursive formula is designed to give 'investors' hope for success after each failure. Thus the company pickpockets its 'investors' until they give up their dreams. This is the face of American education.

The leaders of Collegeboard try their best to advertise themselves as a bridge for students and admissions. But the SATs are brutal towards students. What kind of student wants to spend sixty dollars for a test to only retake it when their scores are below expectations? Collegeboard knows this and they likely had this conversation before.

"How would we market the SATs as a boost to university admissions and not as another obstacle?" asked the CEO.

"Do not worry, we can simply claim that SATs scores prove students' abilities because the tests give a score based on their performance. It is in the name itself: Scholastic Aptitude Test, and it could not possibly measure anything else. What student would believe that the SATs would harm them if they study?" responded the marketing officer.

The CEO followed up with, "Well, how would we ensure that students take these tests instead of the ACT?"

"Trivial. We are an organization with contacts to thousands of universities across the country. All we need are testimonies that they support SATs. Who would question Harvard's decision to accept SAT scores over ACT scores? Everyone chooses the SATs!" exclaimed the marketing officer.

"Well that is good, but how does this turn us a profit? We spend millions of dollars every year to create these tests. I need to be paid you know," said the CEO.

The marketing officer answered with a smirk, "Every student wants 800 in the math section. Given how bad Americans are at math, we can just make the math section's curve harsh, so one wrong deducts at least 30 points. Then, students will be awfully disappointed and will retake the exam to fail again. This applies especially to the poorer students whose parents advocate for academic excellence; they will take the exam until they get perfect. This easily triples our profit!"

"I agree, but every new test we create costs a bundle anyways. This does not solve the problem that I need even more money!" the CEO angrily replies.

"Not to worry! We can charge a fee for sending a score to a university even though it is just sending a four-digit number over the internet. If that does not work, we create an express score delivery system for an additional fee with the impression that sending an SAT score to a university will land the student their dream job. Just market

sending SAT score as the equivalent of sending a resume; both land people jobs," ingeniously answered the marketing officer.

Slightly concerned, the CEO replied, "Well that sounds good, but what about the students who do not need their score sent asap? They have time to sit around and wait."

"Well, here is the trick: we charge late registration fees but make sure no one has their results until the regular registration period is closed. Now they either hope they succeeded, or they pay us more money! They can blame us for purposely stressing out students, but we can criticize them for not studying hard enough. You see how easy it is to pull off this scheme when we own a monopoly?" the marketing officer answered cheerfully.

"Sounds perfect! I will be sure to double your salary once we rake in millions next year," happily cried the CEO.

It turns out, millions of dollars is not enough money to satisfy the CEO. The only people who can stop this monopoly are universities' admission officers. Many have already dropped the SAT subject test requirements. Maybe one day, Collegeboard's real customers, the universities, will abandon this scam.