

COLLEGES AND TAXPAYER MONEY FOR ADVERTISEMENTS



If a new bill passes through Senate, colleges in the United States would not be able to spend taxpayer money on advertisements. Many different colleges spent millions of dollars on advertising during 2009. This includes different marketing strategies and recruiting as well. And, nonprofit colleges often spend a portion of revenue on advertising and marketing as well. The United States Justice Department is currently scrutinizing the for-profit colleges, knowing that they have higher rates of student loan default. These colleges often enroll the maximum number of students possible simply for the purpose of having more students but in the meantime, they often skimp on helping these students with job placement counseling which is something that they desperately need, especially during a time like this when the economy is still in recovery mode and some jobs are scarce. The chairman of the Senate Education Committee said that the taxpayers in the United States simply can't afford to pay a portion of the fees for advertising and marketing. He also believes these taxpayers should not even be asked to subsidize advertising and marketing which is used to recruit more students, especially those who receive support from financial aid and cannot afford the education on their own. The for-profit colleges are often known for catering to the working adults and other types of students. Some people believe that a bill like this is just an attempt to put the private-sector college out to dry and out of business by removing their ability to spend taxpayer funds on advertising as a way of getting students interested in the school. It is believed that at this point, however, the bill will likely not pass this year, especially since a presidential election is steadily approaching. With a presidential election, legislation often hesitates to make decisions that may upset a large number of people because that could have an effect on voting. Some people believe that this is important but also believe that it would cause a serious burden for the colleges and universities around the country. Richard Castellano, who is a spokesperson for Apollo, says that students often choose to attend the University of Phoenix, not because of just an advertisement but because the school matches up with what they want to do in life and what degrees they will need to have the ultimate success. Many different for-profit colleges are advertising all over the place. They are advertising online and offline, on the Internet, the television, and even on the radio. There are even call centers where people actually make attempts to get students to sign up for specific colleges because schools want to fill up with as many students as they possibly can.