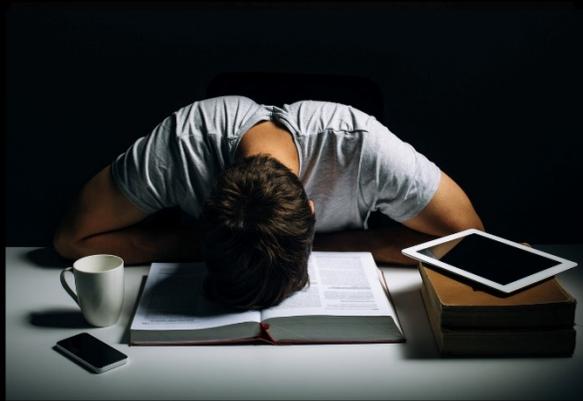


Press/Media Kit

The STEM Student Survival Guide

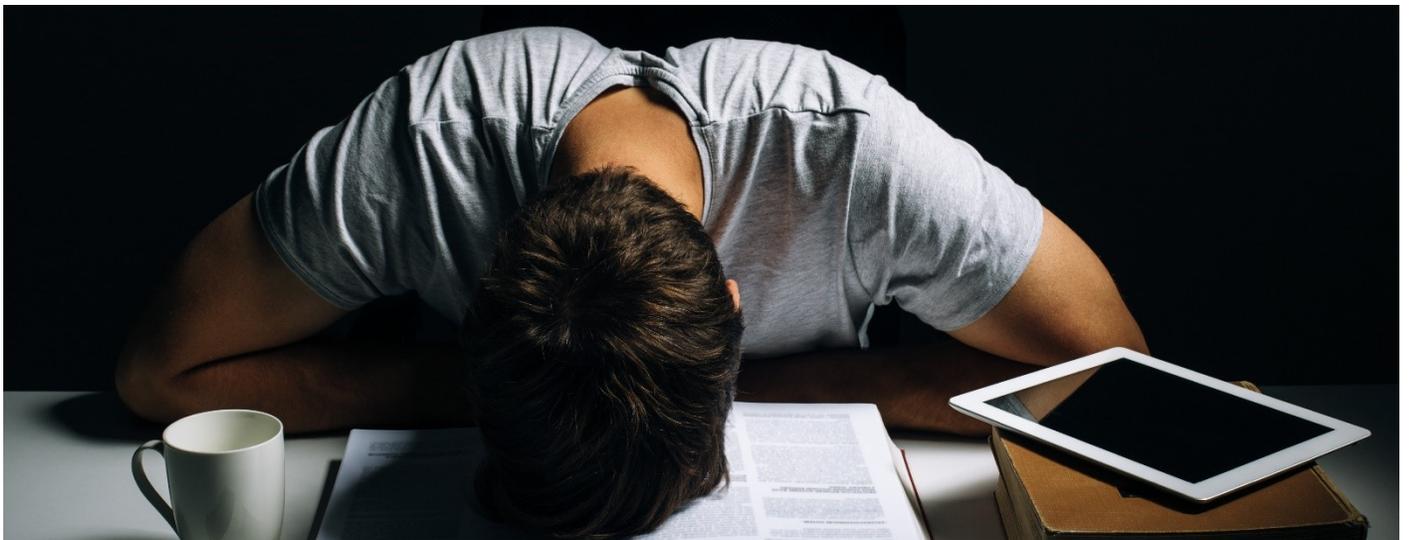


Don't let your kid go to college
until you both read this book!

Leon Roomberg, MS, PMP, MDBA
“The Most Dangerous Man in Higher Education”

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Press Release

Author Uncovers Nationwide STEM Scholarship Scam

Book: "STEM Student Survival Guide," Aims to Prevent Failures and Rescues Those Who Do

CHERRY HILL, NJ - 4/1/2018.

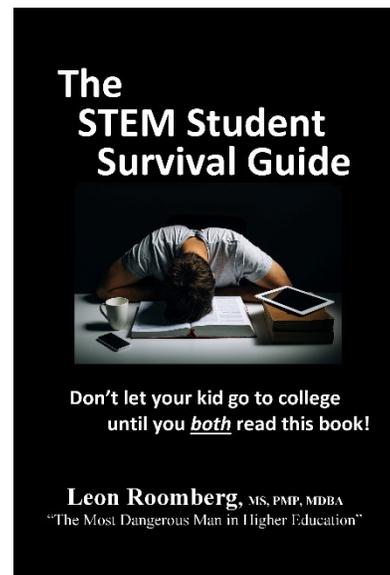
When Leon Roomberg started touring universities with his high school age sons, he was startled by the inconsistencies in the college presentations. What started as note taking and web searching, expanded into a six-year adventure as he uncovered a nationwide scandal where colleges are awarding millions of dollars in STEM (Science, Technology, Engineering, and Math,) student scholarships they have no intention of ever paying. He continued his research and published "The STEM Student Survival Guide," to provide STEM students and their families with strategies and tactics to "successfully graduate with their finances and sanity intact."

According to Roomberg, "trapped by competitive pressures, college recruiters have fallen into a trap where they rationalize an unethical practice because they see their competitors doing the same thing. They are awarding millions of dollars in STEM scholarships that they have no intention of ever paying. This includes some of the most reputable and highly rated colleges in the country. The scholarships are cancelled the moment a student has a semester with less than a 3.0 grade point average. Meanwhile, the teachers are curving the grades of the majority of STEM students well below that point. The book provides STEM students with specific recommendations to ensure success including radically different approaches to course scheduling, proactive tutoring, and even in-class behavior.

When confronted with these findings, many college administrators and teachers blame the high failure rates on their students who they claim are either "too dumb, or too lazy, or too ill prepared." Roomberg found that when compared to students majoring in Business or Liberal Arts, that the STEM students generally had better high school grades, better SAT scores, and most studied more hours per week than non-STEM students.

Roomberg then continued his research and found several college programs whose leaders first publicly admitted their problems, then adopted better education practices to dramatically reduce their own failure rates. He documented those practices that students can adopt to increase their odds of success no matter the school where they attend. These practices include radically different approaches to course scheduling, proactive tutoring, and even in-class behavior.

The STEM Student Survival Guide is available in Hard Cover and Soft Cover at www.STEMsurvival.com. Amazon offers both the softcover and the ebook as well. (Attention reviewers, the book's complete media kit is also available at www.STEMsurvival.com.)



Contact the author to speak at your school, library, student associations, and wherever else students, guidance counselors, and STEM teachers may gather.

About the Author

Leon Roomberg has a Master of Science degree, and Project Management and Database Administration certifications. Since 1982, he has hired and mentored STEM professionals, founded businesses, and maintained a counseling practice. It was during two dozen father-son college tours that the ideas for “The STEM Student Survival Guide,” took form.

Roomberg is president of The Roomberg Consulting Group, Inc., a company specializing in “High Risk Technology Project Management.” His contact information can be found at www.roomberg.com and www.STEMsurvival.com.

Keywords & Phrases: STEM, College Scholarships, Scholarships, STEM, Roomberg, STEM Scholarships.

Press Release #2

Book: “STEM Student Survival Guide,” Aims to Prevent Failures and Rescue Those Who Do

- Are you thinking of pursuing a career in STEM (Science, Technology, Engineering, Math, or Medicine)? If you are a student, the education system is stacked against you.

- During more than two dozen father-son college tours, Entrepreneur and Computer Systems Architect **Leon Roomberg** uncovered the ways even colleges with stellar reputations mislead prospective STEM students. The colleges award eight to ten times the amount of scholarships and aid available, then enable teachers to “curve down” STEM grades.

- As a result, about half of all STEM students “fail out” of their major. Then about half of the remainder lose all their financial aid and as a result, pay full tuition not for four years, but for five or six years when “make-up” courses extend their college adventure.

- Seven years of research followed those tours to define the skills and techniques that almost any STEM student can use to prevent failures, reduce stress, and graduate with finances and sanity intact.

- The STEM Student Survival Guide provides strategies on how to select less incompetent schools and then how to succeed despite unfair challenges. From course selection to course scheduling; from selecting your peers and study groups to selecting your tutors, this book gives you strategies to be part of the fifteen to twenty percent who graduate in the expected number of years, and graduate without forfeiting any college aid you accept.

- For these reasons alone, high school juniors, seniors, college students, and their parents need to read this book before making disastrous decisions about college. For students who have already failed out of their major, this book provides a path back to success in the major and career you really want.

- If you are a parent, don't let your kid go to college until you have BOTH read this book. If you are a guidance counselor or school librarian, this book is the best resource to prepare your students for a STEM career.

- Scheduled for official release on November 1, 2017, the book is already available at the author's website at www.STEMStudentSurvival.com.

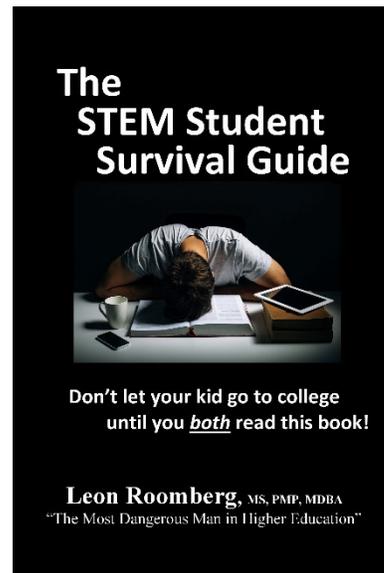
- As of 11/1/2017, the 300-page book will also be available via Ingram, Amazon, Kobo, and iBooks.

- Hard Cover \$34.99. ISBN: 978-0-9991900-2-9
- Soft Cover \$24.99. ISBN: 978-0-9991900-0-5
- Book \$24.95. ISBN: 978-0-9991900-1-2

- The author will soon announce a “Book Launch,” Press Conference, and is now available for interviews and speaking engagements.

- For Media Queries, Event/Book Information, Review Copy Requests: Noel Yaj nj.office.services@gmail.com

- To Contact the Author: Leon Roomberg. Email: Leon@Roomberg.com. Telephone: 609.238.4625
Office: 304 Garwood Place, Cherry Hill, NJ 08003



Author Biography

Growing up prior to the popularization of the term “ADHD,” teachers classified Leon Roomberg as “trouble.” He was the kid who couldn’t stay in his seat and couldn’t pay attention in class.

Symptoms of Ehlers Danlos, a genetic disorder, kept him on crutches or in bed for three years. Reading, his one refuge, kept him busy for ten or twelve hours a day for that period.

In high school, he learned to walk stairs again. He focused on choir, acting, set building, playing the guitar, and Sigma Alpha Rho, a high school fraternity. Rarely attending academic classes, he continued reading several hours each day. Leon took a computer course, discovering he enjoyed working with the Fortran programming language.



In December 1976, he dropped out of high school to both work full time and attend college early. For two years, he performed time studies in a Hygrade Food’s Philadelphia factory. There, he learned the value of examining every small detail of a process.

He then worked as an Industrial Engineer at the Wheaton Glass factory where he excelled, promoted to supervising a dozen engineering interns from Drexel University. It was at Wheaton where Leon worked on an Apple II, his first personal computer, and data entry and bar code scanning devices from Intermec, Symbol Technologies, and Telxon. Leon fell in love with spreadsheets and the BASIC, Assembler, and FORTH programming languages.

Due to financial challenges, he attended six different colleges intermittently. He earned Bachelor and Master degrees from the University of Bridgeport, certifications in Project Management and Database Administration, then attended doctoral courses at three different colleges. He also attended 300 hours of trade-school courses in Networking and Unix Administration.

Leon has four decades of technical, managerial, and executive experience, serving companies large and small. Over the years, he founded multiple small businesses. He has hired more than a hundred people in both intern and professional roles. He has mentored more than a dozen of them. He also maintained a non-profit counseling practice for many years.

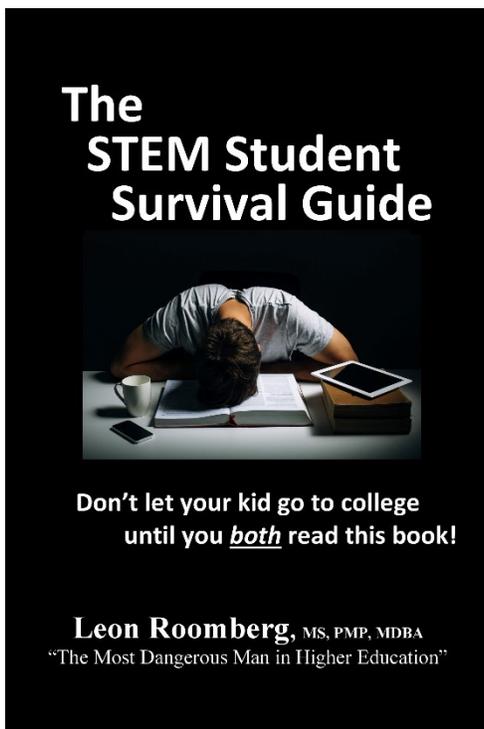
His employers and clients have included Dun & Bradstreet, Fuji Medical Systems, Sony, GEICO, The US Army, The FBI, Federal Home Loan Bank Board, ABC Television, American List Counsel, BDP International, Independence, Blue Cross, Neat Company, Radian Group, Mark System, and Frasier Paper.

Leon now lives in Cherry Hill, New Jersey, with his wife and love of his life, Susan. They have four grown children, two son-in-laws, three grandchildren, and two Bedlington Terriers. (Bedlingtons are the best breed of the known universe.)

It was during the more than two dozen father-son college tours that the ideas for his book, “The STEM Student Survival Guide,” took form.

Teachers still think he is “trouble.”

Sell Sheet



How to succeed in a STEM college program despite colleges who lie to you and fail to educate the majority of their STEM students.

Author: Leon Roomberg

Formats: 6"x9". **Pages:** 300

Hard Cover. \$34.99.

- ISBN: 978-0-9991900-2-9

Soft Cover. \$24.99.

- ISBN: 978-0-9991900-0-5

eBook \$24.95.

- ISBN: 978-0-9991900-1-2

Contact Noel Yaj

nj.office.services@gmail.com.

Order now at

www.StemStudentSurvival.com.

Also available through Ingram, Amazon, Apple iBooks, Kobo, and Blurb.com

1) The STEM Student Survival Guide

Don't let your kid go to college

Until you **both** read this book!

THE DISCOVERY: During more than two dozen father-son college tours, Entrepreneur and Computer Systems Architect Leon Roomberg uncovered the ways even colleges with stellar reputations mislead prospective STEM students. The colleges award eight to ten times the amount of scholarships and aid available, then enable teachers to "curve down" STEM grades. As a result, about half of all STEM students "fail out" of their major. Then about half of the remainder lose all their financial aid and as a result, pay full tuition not for four years, but for five or six years when "make up" courses extend their college adventure.

THE SOLUTION: The book guides school and program selection. From course selection and scheduling; from peers, study groups, and tutor selection, this book provides gives you strategies to be part of the fifteen to twenty percent who graduate in the expected number of years, and graduate without forfeiting your college aid, sanity, or self-esteem.

AUDIENCE: High school juniors, seniors, college students, and their parents need to read this book before making disastrous decisions about college. For students who have already failed out of their major, this book provides a path back to success in the major and career you really want. If you are a parent, don't let your kid go to college until you have BOTH read this book. If you are a guidance counselor or school librarian, this book is the best resource to prepare your students for a STEM career.

2) Marketing & Publicity

- Targeted online paid search (Google/Amazon)
- Facebook Page and Advertising
- Press Conferences and Political Lobbying
- Book Tour – Open for School, Store, Library, and Association Author Visits & Presentations

3) About the Author

- Growing up prior to the term "ADHD" popularization, teachers classified Leon Roomberg as "trouble."
- With financial challenges, he attended six different colleges intermittently. He earned Bachelor and Master degrees, certifications in Project Management and Database Administration, then attended doctoral courses at three different colleges, and then more than 300 hours of trade school education in Networking and UNIX administration.
- With four decades of technical and managerial experience, Leon has hired more than a hundred people, mentored many, founded several small businesses and maintained a non-profit counseling practice.
- It was during more than two dozen father-son college tours that the ideas for his book, "The STEM Student Survival Guide," took form. Teachers still think he is "trouble."

Catalog Sheet

Title: [The STEM Student Survival Guide](#)

Subtitle: [Don't let your kid go to college until you have BOTH read this book!](#)

Author: [Leon Roomberg, MS, PMP, MDBA](#)

University of Bridgeport: Master of Science, Counseling. Bachelor of Elective Studies, Social Sciences.

Certified by the Project Management Institute as a PMP-Project Management Professional.

“Oracle Master” certification in Database Administration awarded by the Oracle Corporation.

With four decades of technical and managerial experience, Leon has hired more than a hundred people, mentored many, founded several small businesses and maintained a non-profit counseling practice. It was during more than two dozen father-son college tours that the ideas for his book, “The STEM Student Survival Guide,” took form. Teachers still think he is “trouble.”

Pub Date: July 4, 2017. **Launch Date:** November 1, 2017. **Category:** Education (Methods)

THE DISCOVERY: During more than two dozen father-son college tours, Entrepreneur and Computer Systems Architect Leon Roomberg uncovered the ways even colleges with stellar reputations mislead prospective STEM students. The colleges award eight to ten times the amount of scholarships and aid available, then enable teachers to “curve down” STEM grades. As a result, about half of all STEM students “fail out” of their major. Then about half of the remainder lose all their financial aid and as a result, pay full tuition not for four years, but for five or six years when “make-up” courses extend their college adventure.

THE SOLUTION: The book guides school and program selection. From course selection and scheduling; from peers, study groups, and tutor selection, this book provides gives you strategies to be part of the fifteen to twenty percent who graduate in the expected number of years, and graduate without forfeiting your college aid, sanity, or self-esteem.

AUDIENCES: High school juniors, seniors, college students, former students desiring re-entry, guidance counselors, school librarians, High School Science and Math teachers, College teachers of all STEM subjects.

Formats: 6”x9”. **Pages:** 300. **Weight:** 15 ounces.

Hard Cover \$34.99 ISBN: 978-0-9991900-2-9	Soft Cover \$24.99 ISBN: 978-0-9991900-0-5	eBook \$24.95 ISBN: 978-0-9991900-1-2
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Order now at www.StemStudentSurvival.com.

Distributors: www.StemStudentSurvival.com, Ingram, Amazon, Apple iBooks, and Kobo.

Author's Q&A – Mock Interview

Questions Related to Book Content

1) **Your book, “The STEM Student Survival Guide,” is about succeeding in college in these programs. Why is that so important?**

- We need successful graduates in majors related to Science, Technology, Engineering, Math, and Medicine for many reasons. We need scientists to invent cures for diseases, invent less expensive energy that does not harm the environment, create clean drinking water, grow healthy food, and figure out how we are to deal with Global Warming. We need Engineers and Technologists to turn those discoveries into practical solutions. We need Health Care Providers to take care of an aging population.
- In short, while we also need Liberal Arts and Business majors, we desperately need more STEM professionals. That is why we compensate them so well for putting up with such an expensive, stressful, and incompetent educational system.

2) **Why did you write this book?**

- In the book, I retell the story of my own college misadventure. I attended an old well-known university for grad school. The college advisor assured me that the university was properly accredited and that accreditation was an important reason to go there. That statement later turned out to be a lie of omission. Two years later and after graduation, I discovered that while the university was properly accredited, the specific Master of Science program I had taken was **not**. As a result, I could not sit for the licensure program in my field of study and my employment choices were pretty restricted. At the time, I chalked up the situation to my own inexperience and stupidity, took some trade school courses, and went on to a successful career in a business and technology.
- Fifteen years later, I started touring colleges with my seventeen-year-old son, who at the time was interested in studying Chemical Engineering. I was amazed and infuriated by the many different kinds of lies of omission that were spewed by one college administrator after another at one prestigious college after another. With each tour I became more and more angry and I started taking notes and researching the actions students and their families could take to avoid getting screwed by our corrupt education complex.
- That is how I came to write the book.

3) **Can you give an example of what you call a “lie of omission?”**

- Sure. During those tours, I discovered that many college recruiters award scholarships of anywhere from ten thousand to thirty thousand dollars per year to almost every STEM student they accept for admission. Those scholarships make the student feel valued and help the

parents with the college budget. As a matter of fact, many recruiters offer four to eight million dollars in scholarships for every actual million dollars they have budgeted to award.

4) How can that be?

- The recruiters know that many of their teachers of STEM subjects “curve down” test grades. No matter how good those kids were in high school, about half will fail out of their major and completely lose their scholarships. Some will drop out of college completely. Others will change their major to liberal arts or business and then pay full retail tuition for the five or six years it will take them to graduate.
- Of the kids who stay in a STEM major, the curving of grades assures that most will lose their scholarships too. Most will fail or do poorly enough in just a few courses so that they too will wind up requiring five or six years at full retail tuition to graduate.
- As long as this situation is in place, recruiters can continue to award millions of dollars in scholarships that they know full well will never benefit the students.

4) Are all colleges in on this scam?

- Most are, and I’m including some of the most well-known. It also varies by programs with each university. The book gives specific examples at the University of Colorado-Boulder, Purdue, and Notre Dame, that have had a degree of success in reducing student abuse and failure rates in order to successfully graduate higher percentages of their STEM students. That does not mean that every program at these schools are good. But the book lists specific programs that have publicized that they know they have a problem and are taking steps to address it.

5) Other than choose a school and program less likely to abuse their students. what can a student or their parents do?

- The first half of the book gives one example after another of actions students and their families can take to increase their odds of success studying STEM courses. It guides school and program selection. From course selection and scheduling; from peers, study groups, and tutor selection, this book provides gives you strategies to be part of the fifteen to twenty percent who graduate in the expected number of years, and graduate without forfeiting your college aid, sanity, or self-esteem.

6) What important lesson do you want the reader to take away from the reading this book?

- There are three target audiences and a slightly different message for each.
 1. For high school students and their parents, the book helps them make choices to avoid experiencing the worst abuses of a corrupt system.
 2. For college STEM students and their parents, the book shows that they are not lazy or stupid or ill prepared. The book shows the actions to take instead of surrendering when faced with unfair obstacles.

3. For students who have already failed out of their major, this book is the roadmap back to the success in the program and career of their choosing.

7) What was your favorite chapter (or part) to write and why?

- Early in the book, there is the chapter where presentations from multiple college deans are combined into one fictional speech where the presenter bluntly and honestly explains the unfair challenges that their STEM students will experience.
- They idea that one of these deans would honestly explain that they are failing half or more than half of students who came to them with high class rant in high school, high SAT scores, and are studying for hours each night in college would be to admit the incompetence of their own educational offerings.

8) What is your goal for this book?

- To enable STEM families to understand the options they have available to enable their student to graduate with sanity and finances intact.

Questions Related to Book Marketing

9) Who are your intended audiences?

- First, high school and college STEM students and their parents. Then, guidance counselors and high school math and science teachers. Third, public and school librarians who encounter students in the process of choosing colleges and careers. Lastly, those students who have failed out of their major or completely out of college. I want to help them to return and succeed.

10) What is your preferred method to have readers get in touch with or follow you (i.e., website, personal blog, Facebook page, here on Goodreads, etc.) and link(s)?

- WWW.STEMsurvival.com contains the best information on following and contacting me.

11) How long did it take you to write this book?

- Six years of research and writing drafts. Then, an entire year to learn about self-publishing and book marketing in the digital age.

Questions Related to Writing the Book

12) Please describe the greatest challenge you faced in writing this book, why it was difficult and how you resolved it.

- As I called various colleges to speak with their recruiters, it was quickly evident that they were hesitant to admit their college's own wrong-doing. However, as soon as I revealed that I was considering attending or sending my son to a competitor, I found they are quite willing to criticize their neighbors if they think they can recruit another prospective student.

13) What was the hardest part of writing this book?

- I already have a full-time job and until recently contributed several hundred hours a year to volunteering to a community organization. As a result, most of the book was written very late at night or during weekends.

14) How much and/or what kind of research went into writing this book?

- I started by using traditional academic publications for background. I then realized that I needed to re-write the book using publicly available news, governmental, and foundation web sites to give the reader evidence that my positions are convincing. Almost every footnote can be traced to a publicly available resource.

Questions Related to the Author

15) Tell us about yourself.

- I was a fragile yet hyperactive kid who became a fragile yet hyperactive adult. I have four decades of technical experience and served in many techie roles from developer through CIO. Concurrently with tech work, I had a decade where evenings and weekends were spent counseling in a non-profit organization. I've started small businesses and helped others do the same. I've been married to Susan, the love of my life for thirty-six years. Susan is a CPA, an MBA, and equally successful as a director in a corporate environment. I have four grown kids, three wonderful grand kids, and am grateful for a pretty rewarding life.

16) What books have most influenced your life?

- Many! As a teenager, Ayn Rand's Atlas Shrugged and The Fountainhead were truly inspirational as they placed the ability to succeed not on fate, but on one's own initiative.
- To Kill a Mockingbird almost inspired me to become a lawyer to fight for the oppressed.
- Multiple biographies of Theodore Roosevelt enabled me to see that a sickly child can become a successful adult.
- Leon Uris' Exodus cemented my emotional connection with Israel.
- Martin Luther King's "Why We Can't Wait" showed that the oppressed can take steps to improve their lives and the lives of others.
- Benjamin Hoff and Simon Vance's The Tao of Pooh is the one book I have reread about every second year for the last twenty. It initiated me to Taoism and greatly influenced my world outlook.

17) If someone wanted a peek into your writer's room what would they see?

- Two clean desks, each with multiple monitors. My main desk is a table from Ikea that electrically raises and lowers. Because I have a bad back, I stand for most of the day. Classical music drowns out most of the barking from my neighbor's very friendly dogs. Depending on when you peeked, you might see one of my two Bedlington terriers curled up at my feet.

18) What is your work schedule when writing a new book?

- As I have a full-time job, writing is typically from nine PM to whenever I go to bed. Sometimes, I'll spend all day Saturday and Sunday writing and researching.

19) What are your favorite TV and Radio shows?

- The Daily Show, Fresh Air, Marketplace, Howard Stern, Radio Times, Charlie Rose, Last Week Tonight with John Oliver, Mad Money, Shark tank, and Full Frontal with Samantha Bee.

20) What are you reading now?

- For pleasure, I am currently reading Jasper Fforde's Something Rotten. I love his Thursday Next series. I'm always in the midst of multiple books on project management, various technologies, and the use of social media in marketing.

21) 19) Any words of wisdom and advice to aspiring writers?

- Don't take advice until your first draft is done. Then submit your draft to others for comment and don't be offended when you wind up rewriting something in almost every paragraph in your book.

22) What are your future project(s)?

- Right now, I'm focused on promoting the proposals in my book to students, teachers, administrators, and lawmakers.

23) If you couldn't be an author, what would your ideal career be?

- One of the Sharks on Shark Tank.

24) What do you do when you're not writing?

- Work, spend time with family, food shop, do laundry and cook.

25) Do you ever experience writer's block?

- Sure. Meditate, walk away for a while. Return and work on a different chapter or research a different subject until the area of blockage resolved itself.

26) Do you work with an outline, or just write?

- Both. I have an outline that is constantly being revised. I write small document fragments in Evernote, then copy the text into Microsoft Word when I'm ready to do serious editing.

27) As a child, what did you want to do when you grew up?

- Well, if I couldn't grow up to be Batman, then my second choice was to be a lawyer like Perry Mason or to Kill a Mockingbird's Atticus Finch who would fight to vindicate the unfairly persecuted.

28) When did you first realize you wanted to be a writer?

- Over the years, I started but did not complete a half dozen works of fiction. The subject of the STEM Student Survival Guide got me so aggravated that nothing was going to stand in my way of completing and advocating for the book and STEM students.

29) What project are you working on now?

- Right now, I'm focused on spreading the messages within the book to high school and college students. I'm also contacting legislators whose policies are protecting the fraudulent practices common to most colleges.

30) What other interests do you have?

- Solar and other renewable energy sources. Finding more authors like Jasper Fforde. Keeping up with the lives of other family members. Explaining economics to people without an economic background. History.

Mock Book Reviews

- ✚ If my mom and dad had read ***The STEM Student Survival Guide*** when I was in high school, they would have guided me to completely change my approach. Based on Leon Roomberg's advice, I would have selected an accredited college that allowed me to take three courses per semester year-round while working part time. I would have had more time for homework, graduated with less debt, and not failed out of one major and landed in another I really didn't want.
 - ✚ Leon Roomberg presents a radically different view of the relationship between students and their colleges. Courses are seen as a consumer service that is considered a defective lemon if the majority of students fail to learn. He advocates that students should be empowered as customers able to purchase any course from any completing education provider. This attitude is truly frightening to institutions who traditionally blame failing students as either "ill prepared, lazy, or to stupid," to receive the wisdom provided. ***The STEM Student Survival Guide*** is a "must read!"
 - ✚ Roomberg's ***STEM Student Survival Guide*** uses consumer capitalism as the club to beat sense into a corrupt collegiate system who abuses all and fails about half of their paying customers. His proposals are long overdue. Thanks for a well-researched book that presents not just problems, but workable solutions available to most STEM students.
-