

# A SMART Approach to Student Success

## Strategic Management of Advising Reform and Technology

*“Higher education leaders sometimes boast about the fact that there’s greater access now than there ever has been before. What this means is that more students from low-income backgrounds are attending college. Almost all are taking out loans and taking on debt. But far too few are actually getting the credentials that are going to make a big difference in their prospects. So, if you’re an administrator, the question is do you take the same old approach which has produced a widening of the achievement gap between the wealthiest and poorest Americans, or do you actually take on some of these issues that we know are painful to confront and difficult to solve?”*

— **Timothy Renick**

Vice President for Enrollment Management and Student Success, Georgia State University

Postsecondary institutions across the country recognize that improving student persistence and degree attainment must be a top strategic priority. In response to this national call to action, leading colleges and universities have implemented holistic, campus-wide, proactive advising systems supported by the strategic use of technology and data analytics. These efforts are frequently referred to as Integrated Planning and Advising for Student Success (IPASS).

APLU developed *A SMART Approach to Student Success* to guide leaders in academic affairs, student affairs, advising managers, professional advisors and faculty through the entire process of transforming an advising system such that student success becomes a collaborative effort and strategic priority.

Based on in-depth interviews with presidents, provosts, vice provosts for student success, vice presidents of information technology, and advising personnel from five leading institutions, *A SMART Approach to Student Success* provides in depth guidance on launching a campus-wide advising reform effort, developing policies and practices to better serve today’s students, and measuring progress towards student success goals using video narratives, practical activities, and resources developed by experts in the field.

### Available February 2017

*A SMART Approach to Student Success* is a self-paced online course. It may be licensed on an individual (single enrollment) or institutional basis. While valuable to individual campus leaders, we recommend that colleges and universities seeking to launch campus-wide, proactive advising systems consider experiencing *A SMART Approach to Student Success* as a team. For additional information and to enroll in the course, please fill out a brief form at [www.aplu.org/SMART](http://www.aplu.org/SMART).



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# Course Topics

- The intersection of proactive advising, technology and student success objectives
- The role of technology and data analytics in proactive advising
- The structural, process and attitudinal changes required to improve advising systems
- The implementation and communication strategies needed to build effective campus teams
- The best methods for calculating and communicating about returns on investments in proactive advising systems and student success driven initiatives

*“I am honored to share our insights and experiences to help other institutions effectively implement similar systems and excited about the opportunity to build upon our success at MTSU to support students across the country.”*

— **Richard D. Sluder**

Vice Provost for Student Success, Middle Tennessee State University

*“Employing IPASS systems across a university is a complex undertaking that requires careful planning and coordination. APLU draws from the experiences of leaders at colleges and universities who are successfully implementing IPASS systems, and packages them into a remarkably comprehensive and accessible online course experience. They have delivered valuable information that institutions need to be successful.”*

— **Ana Borray**

Director, IPASS Implementation Services, EDUCAUSE



Developed by APLU with support from the Bill & Melinda Gates Foundation, *A SMART Approach to Student Success* explores the IPASS experiences of five higher education institutions. APLU is solely responsible for its content.