



A quick Q&A with Dr. Mac Adkins  
CEO & Founder of SmarterServices

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Dr. Mac Adkins, CEO & Founder,  
SmarterServices



- ▶ **Why have you chosen to be a national Platinum sponsor with OLC?** OLC has been putting on a national conference now for 22 years. When you do something that long, you learn how to do it well. An investment as a national sponsor is funding well spent because OLC knows how to produce a program that attracts decision makers. The decision to use SmarterMeasure or SmarterProctoring is often made by a high-ranking campus executive. OLC events attract many more of those people than we see at other events.
- ▶ **Why did you choose a national sponsorship ?** Why do you eat three potato chips instead of just one? Because they're good! OLC does well at crafting events that attract distinctive audiences. While we see some of our current clients at each event, we also meet new friends and clients. Just because multiple events are produced by the same group does not mean they will draw the same crowd.
- ▶ **Why would you recommend OLC sponsorship to other companies?**
  - ✓ ROI. OLC events are consistently strong performers. OLC events are always on our list of definite conferences to sponsor.
  - ✓ OLC events attract the right decision-makers.
  - ✓ OLC knows how to treat conference sponsors very well.
  - ✓ OLC conferences are collegial, collaborative, and creative.
  - ✓ The loyal following at OLC conferences allows us to strengthen current client relationships, as well as make new connections and friends.
- ▶ **How has OLC helped SmarterServices?** SmarterServices has exhibited at an OLC event every year for over a decade. We have served over 500 colleges and universities as clients, and we met many of them at OLC events. Conversations from OLC events have led to relationships with the following institutions as clients – Penn State University World Campus, State University System of New York (SUNY), University of Maryland University College and the University of Wisconsin Extension.

## About Dr. Mac Adkins and His Company

Mac founded SmarterServices 14 years ago. Having earned his Ph.D. in Higher Education Leadership from Auburn University, and serving as a Dean of eLearning at a private, for-profit university and a public, state university, he discovered a need for the solutions that SmarterServices provides. Today SmarterServices offers a suite of software solutions that empower nearly 600 educational institutions—K-12 schools, colleges, universities—to analyze relevant data about student readiness and organize all proctoring tasks. Even though SmarterServices is a corporation, Mac tells us it has the feel of an academic organization.



To learn more about the services they provide, visit [smarterservices.com](http://smarterservices.com)

Interested in sponsorship opportunities with OLC? Visit [onlinelearning-c.com/sponsor](http://onlinelearning-c.com/sponsor)