

## CONSUMER INFORMATION DISCLOSURE

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### GENERAL INFORMATION:

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**Name of Institution:** Smartly Institute

**Address:**

Smartly Institute  
3000 K Street NW  
Suite 275  
Washington D.C, 20007

**Year Founded:** 2013

**First Accredited:** N/A

**CEO:** Tom Adams

**Accreditation (s) and Agency E-mail Contact Information:**

Presently, Smartly Institute is not institutionally accredited by an accrediting agency recognized by the United States Secretary of Education.

**State Approval and Contact Information:**

DC Office of the State Superintendent of Education, 1050 First Street, NE, Washington, DC 20002, Phone: (202) 727-6436, Email: [osse@dc.gov](mailto:osse@dc.gov), <https://osse.dc.gov>

**Participation in Funding Programs:** N/A

### MISSION AND DESCRIPTION:

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**Institution Mission Statement:**

The mission of Smartly Institute is to offer the most innovative, highest-quality, online education programs that are directly connected to positive career outcomes in business and technology.

**Areas of Special Focus:**

Smartly Institute specializes in business and technology instruction, offering MBA and Executive MBA degree programs.

**Description of Institution:**

Smartly Institute is a private institution offering highly sought-after graduate education programs through a unique online, active-learning based platform. Smartly Institute programs are accessible through mobile devices and desktop computers. Its unique business model transfers the burden of high tuition to employers who pay to recruit our exceptional early-to-mid career students. Smartly Institute is proud to offer a free, modern, comprehensive MBA, as well as an affordable Executive MBA for students in the later stages of their career.

**Student Demographic Profile:**

## Race & Ethnicity

American Indian or Alaska Native	1.2%
Black or African American	8.6%
Arab	1.6%
Asian	38%
Latin American	5.3%
Native Hawaiian or Other Pacific Islander	1.1%
Two or more races	7.8%
White	53%

## Gender

Female	32%
Male	68%

Note: statistics based on students opting to identify in admission process. Data collected as of February 2019.

## Courses/Programs/Degrees:

Smartly Institute offers a [Master of Business Administration \(MBA\) degree](#), as well as an [Executive Master of Business \(EMBA\) degree](#).

## Program Outcomes:

### Master of Business Administration (MBA) Degree

1. Students examine knowledge in each of the core subject areas: Accounting, Markets and Economies, Data and Decisions, Leading Organizations, Marketing & Pricing, Finance, Supply Chain & Operations, and Strategy & Innovation.
2. Students integrate concepts, tools, and analytical techniques across all core subject areas to address complex business questions.
3. Students analyze information to make data-driven business decisions. (data and decisions, marketing, operations management)
4. Students communicate at a proficient level with peers and colleagues using standard business language. (projects)
5. Students make use of reference materials to find information needed to solve business questions. (course summaries, projects, outside resources)
6. Students apply their learning to real-world business situations that they are likely to encounter during and upon graduation from the program. (projects - accounting and marketing, strategy, leading organizations, group work)

### Executive Master of Business Administration (EMBA) Degree

In addition to the MBA program outcomes, the EMBA program has the following additional outcomes:

1. Students design a vision that has a significant and positive leadership impact (business plan development capstone)
2. Students propose solutions through judgment/decision-making that integrates the needs of multiple stakeholders.

## Average Program Tuition/Cost per credit hour:

Smartly Institute offers a free MBA degree program with no required fees for admitted students. Optional events include on-site networking weekends and other experiential learning opportunities that may have fees associated with attendance; these events are offered as enrichment activities with no obligation to the student and are not required for program completion.

Smartly Institute charges tuition of \$9600 for the Executive MBA degree program and a billing administrative fee of \$75 per month to those students who select the twelve-month payment plan. Smartly Institute does not charge any additional fees related to the required Executive MBA degree program.

SUCCESS INDICATORS:

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**Graduation data for all programs:**

Smartly Institute admits new classes of students to each degree program at regular intervals throughout the year, with 7 classes of students per program enrolled in 2018. Programs are designed for working professionals, with enough flexibility to accommodate the obligations of daily life. In the event that a student is unable to dedicate the proper amount of time to a program, the student may defer to a future cohort. Deferrals may be done up to two times before the student must re-apply to a new program. For the purpose of graduation data, students are allowed to defer and continue study up to 3 years after the start of their initial enrollment in a program. Consistent with these standards, the following tables present the enrollment and graduation data by year of enrollment for each of Smartly Institute’s degree programs.

Master of Business Administration (MBA) Degree  
*Data as of February 2019*

Calendar Year of Enrollment	Number of Students at Enrollment Deadline	Number of Students Graduated	Number of Students Available for Graduation <sup>1</sup>	Graduation Rate
2016	377	237	4	N/A <sup>2</sup>
2017	827	429	61	N/A <sup>2</sup>
2018	829	148	560	N/A <sup>2</sup>

Executive Master of Business Administration (EMBA) Degree  
*Data as of February 2019*

Calendar Year of Enrollment	Number of Students at Enrollment Deadline	Number of Students Graduated	Number of Students Available for Graduation <sup>1</sup>	Graduation Rate
2017	343	174	110	N/A <sup>2</sup>
2018	981	0	924	N/A <sup>2</sup>

<sup>1</sup> Number of students available for graduation is defined as all students enrolled in the given calendar year minus those that have already graduated, failed, or otherwise dropped out. It includes deferred students that are expected to graduate within the 3-year window of completion.

<sup>2</sup> Owing to the 3-year window for graduation from start date of program and no programs having yet been in operation for over 3 years, actual graduation rates are not yet available. Graduation rate projections calculated as the number of students currently graduated or available for graduation divided by number of students initially enrolled in the program are as follows: MBA: 2016: 64%; 2017: 59%; 2018: 86%; EMBA: 2017: 83%; 2018: 94%

## Student Satisfaction Survey

Smartly Institute uses several surveys to measure student satisfaction during and after the program. In addition, Smartly Institute asks the following three-question, true-false survey to all students after the end of the program term:

1. Did you achieve, or will you have achieved upon completing your studies, the goals you had when you started this course or program?
2. Would you recommend these studies to a friend?
3. All things considered, were you satisfied with your studies with us?

Answers are summarized below for the July 2018 survey, sent to all students whose term was concluded at that time.

Program Name	Number of Students Sent Survey	Number of Respondents	Student Response Rate	Question 1: % Yes	Question 2: % Yes	Question 3: % Yes
MBA	594	205	34.5%	79.0%	92.7%	93.2%
Executive MBA	36	24	66.7%	95.8%	100.0%	95.8%

### OTHER DISCLOSURES OF OUTCOMES:

#### 2019 Alumni Post-Graduation Survey Sample

Question	% Affirmative
<i>Percentage of graduated students indicating they were employed full-time or part-time at start of program.</i>	86.1%
<i>Percentage of graduated students indicating they are employed full-time or part-time after graduation.</i>	91.7%
Since enrolling in the Smartly MBA, have you ever received a promotion (in the form of salary increase, title change, etc.)?	50.0%
Would you attribute your promotion at all to your participation in Smartly's MBA program?	83.3%
Since enrolling in the Smartly MBA, have you switched jobs to join another company?	44.4%
Would you attribute your job switch at all to your participation in Smartly's MBA program?	62.5%
Do you have a more senior role than at your previous job?	43.8%
Is the new company in a different industry than your previous company?	81.3%