



**SMARTTRACK**  
**COLLEGE SUCCESS**  
*The Smartest Way to Navigate College*

## Why I Created SmartTrack College Success

I've spent my entire career helping students succeed—but for years, I kept seeing the same pattern: too many bright, hardworking students were struggling unnecessarily. As a **professor, university administrator, and business owner in higher education services** for over 25 years, I've seen how the system fails to give students the personalized, consistent support they truly need to thrive.

Students miss deadlines, take unnecessary courses, lose scholarships, or even delay graduation—not because they aren't capable, but because they're left to navigate college on their own. Most don't realize how just a few small missteps can lead to major setbacks. And most university advising offices are too overburdened to catch it before it's too late.



I knew there had to be a better way.

That's why I created **SmartTrack College Success**—to offer the kind of one-on-one mentorship that students rarely receive in traditional college settings. My goal is simple: to provide families with peace of mind and students with the expert guidance they need to succeed.

Whether it's:

- Creating a strategic course schedule
- Advocating for disability accommodations
- Navigating professor conflicts
- Staying eligible for scholarships
- Or simply making sure a student doesn't fall through the cracks

...I serve as a steady, experienced partner in a world that too often feels overwhelming.

I work with students as if they were my own children—checking in monthly, coaching through challenges, and celebrating their wins. And because every student is different, SmartTrack is



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built to meet them where they are—whether they’re struggling, soaring, or somewhere in between.

College is a major investment. My mission is to make sure it pays off—with a clear path, on-time graduation, and the confidence to take on whatever comes next.

Thank you for taking the time to learn about SmartTrack. I look forward to the opportunity to support your student’s journey.

— **Dr. John Terrell**  
Founder, SmartTrack College Success

