2018 Student Financial Success Conference
“Using Data, Technology & Innovation to Put Students on the Path to Financial Confidence”

Date: May 30-31, 2018  
Location: Georgia State University, Centennial Hall  
Day 1: 3:30p – 9:00p  
Day 2: 8:00a – 4:00p  

[Speakers and Agenda Subject to Change]

<table>
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<tr>
<th>TIME</th>
<th>DAY ONE: WEDNESDAY, MAY 30, 2018</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>3:30p – 4:30p</td>
<td>Conference Registration</td>
<td>Centennial Hall Lobby</td>
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| 4:30p – 5:15p    | General Session: “Building Financial Confidence for You and Your Students”  
          Presenter: Brian Ford, Financial Well-Being Executive, SunTrust | Centennial Hall Auditorium        |
| 5:15p – 5:25p    | Welcome: Stan Little, President, SunTrust Foundation                  | Centennial Hall Auditorium        |
| 5:30p – 6:10p    | General Session: “Using Financial Analytics to Promote Student Success”  
          Presenter: Dr. Tim Renick                                        | Centennial Hall Auditorium        |
| 6:10p – 6:20p    | Conference Overview: James Blackburn                                 | Centennial Hall Auditorium        |
| 6:45p – 8:30p    | Dinner & Networking  
          Ellis Hotel Stoddard Ballroom (Shuttles to hotel)  
          Hosted by: Dr. Mark Becker, President, Georgia State University  
          Mr. Stan Little, President, SunTrust Foundation  
          Entertainment provided by: Georgia State Alumni Jazz Trio | Ellis Hotel                      |

DAY TWO: THURSDAY, MAY 31, 2018

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<tr>
<th>TIME</th>
<th>DAY TWO Registration, Breakfast, Networking</th>
<th>LOCATION</th>
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<tr>
<td>8:00a – 9:00a</td>
<td>Conference Registration, Breakfast, Networking</td>
<td>Centennial Hall Lobby/CR 120</td>
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<td>Time</td>
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| 9:00a – 10:00a | General Session: “Redefining Student Success: Higher Education and the Financial Health Journey”  
**Presenter:** Tanya Ladha, Center for Financial Services Innovation | Centennial Hall Auditorium |
| 10:00a – 11:00a | **Plenary Session 1A:** Identifying Financial Risk Factors & Early Alert Systems  
**Plenary Session 1B:** Community Outreach for College Finance | Centennial Hall CR 120  
Centennial Hall Auditorium |
| 11:00a – 11:15p | COFFEE BREAK | Centennial Hall Lobby |
| 11:15a – 12:15p | **Plenary Session 2A:** Digitizing Financial Aid: Using Technology and Social Media to Communicate with Students  
**Presenter:** Terry Caniglio  
**Plenary Session 2B:** Panther Retention Grant, Panther Acceleration Grant & Keep HOPE Alive: Using Micro-Grants for Student Success & Scaling to other Institutions  
**Presenter:** Jessica Williams | CR 120  
Auditorium |
| 12:15p – 1:30p | Lunch/Networking  
Hosted by the STSFMC for mentee university leaders, funders, conference participants and select guests | CR 120  
Service in Centennial Hall Lobby |
| 1:30p – 2:30p | **Plenary Session 3A:** Student Financial Services Innovations Spotlight  
**Presenter:** Discussion Panel  
**Plenary Session 3B:** Student Ambassadors & Near-Peer Advisors in Financial Literacy Campaigns  
**Presenter:** SunTrust Florida International University Financial Wellness Clinic | CR 120  
Auditorium |
| 2:30p – 2:45p | COFFEE BREAK | Centennial Hall Lobby |
| 2:45p – 3:45p | **Panel Discussion:** “Crafting a National Playbook: Innovation Strategies for Re-Imagining Student Financial Services”  
**Panelists:** Georgia State University, University Central Florida, Virginia Commonwealth University & Morgan State University | Centennial Hall Auditorium |
| 3:45p – 4:00p | **Next Steps/Closing**: Mr. James Blackburn  
**Final Comments/Adjournment**: Dr. Tim Renick | **Centennial Hall Auditorium** |