# 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>
<thead>
<tr>
<th>TIME</th>
<th>DAY ONE: TUESDAY, MAY 30, 2018</th>
<th>LOCATION</th>
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<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: WEDNESDAY, MAY 31, 2018**

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<th>TIME</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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<tr>
<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            |
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<th>Next Steps/Closing</th>
<th>Final Comments/Adjournment</th>
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<td>Dr. Tim Renick</td>
<td>Centennial Hall Auditorium</td>
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**Final Comments/Adjournment:** Dr. Tim Renick