

**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]**

<b>TIME</b>	<b>DAY ONE: WEDNESDAY, MAY 30, 2018</b>	<b>LOCATION</b>
3:30p – 4:30p	Conference Registration	Centennial Hall Lobby
4:30p – 5:15p	General Session: “Building Financial Confidence for You and Your Students”  <b>Presenter:</b> Brian Ford, Financial Well-Being Executive, SunTrust	Centennial Hall Auditorium
5:15p – 5:25p	<b>Welcome:</b> Stan Little, President, SunTrust Foundation	Centennial Hall Auditorium
5:30p – 6:10p	General Session: “Using Financial Analytics to Promote Student Success”  <b>Presenter:</b> Dr. Tim Renick	Centennial Hall Auditorium
6:10p – 6:20p	<b>Conference Overview:</b> 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
	<b>DAY TWO: THURSDAY, MAY 31, 2018</b>	
8:00a – 9:00a	Conference Registration, Breakfast, Networking	Centennial Hall Lobby/CR 120

9:00a – 10:00a	<p>General Session: “Redefining Student Success: Higher Education and the Financial Health Journey”</p> <p><b>Presenter:</b> Tanya Ladha, Center for Financial Services Innovation</p>	Centennial Hall Auditorium
10:00a – 11:00a	<p><b>Plenary Session 1A:</b> Identifying Financial Risk Factors &amp; Early Alert Systems</p> <p><b>Plenary Session 1B:</b> Student Ambassadors &amp; Near-Peer Advisors in Financial Literacy Campaigns</p> <p><b>Presenter:</b> SunTrust Florida International University Financial Wellness Clinic</p>	<p>Centennial Hall CR 120</p> <p>Centennial Hall Auditorium</p>
11:00a – 11:15p	COFFEE BREAK	Centennial Hall Lobby
11:15a – 12:15p	<p><b>Plenary Session 2A:</b> Digitizing Financial Aid: Using Technology and Social Media to Communicate with Students</p> <p>Presenter: Terry Caniglio</p> <p><b>Plenary Session 2B:</b> Panther Retention Grant, Panther Acceleration Grant &amp; Keep HOPE Alive: Using Micro-Grants for Student Success &amp; Scaling to other Institutions</p> <p><b>Presenter:</b> Jessica Williams</p>	<p>CR 120</p> <p>Auditorium</p>
12:15p – 1:30p	<p><b>Lunch/Networking</b></p> <p>Hosted by the STSFMC for mentee university leaders, funders, conference participants and select guests</p>	<p>CR 120</p> <p>Service in Centennial Hall Lobby</p>
1:30p – 2:30p	<p><b>General Session:</b> Behavioral Economics and Decision Bias in Financial Habits</p> <p><b>Presenter:</b> Jason Archambault, Dir. Marketing Strategy &amp; Operations + Behavioral Science Enthusiast, SunTrust Bank</p>	Auditorium
2:30p – 2:45p	COFFEE BREAK	Centennial Hall Lobby
2:45p – 3:45p	<p><b>Panel Discussion:</b> “Crafting a National Playbook: Innovation Strategies for Re-Imagining Student Financial Services”</p>	Centennial Hall Auditorium

	<b>Panelists:</b> Georgia State University, University Central Florida, Virginia Commonwealth University & Morgan State University	
3:45p – 4:00p	<b>Next Steps/Closing:</b> Mr. James Blackburn <b>Final Comments/Adjournment:</b> Dr. Tim Renick	Centennial Hall Auditorium