Session Proposal Guidelines 2024

Proposals are due Thursday-December 21, 2023. Submissions will only be accepted through the Proposal Submission Link https://forms.gle/57EMQ3kaXPp6utQE6**.** Registered attendees can fuel their success by attending sessions ranging from traditional lectures to hands-on labs. Below are session topic areas, tips for proposal success, and guidelines for submission.

The Payments Academy 2024: *Fueling Success*

Higher education institutions are faced with our own challenges, we want to hear how you are succeeding with the ever-changing industry and how you and your institution have achieved success or continue to fuel your success. Success might not be the same for all institutions and your solution might help another fuel their own success at their school. Success can be measured by recognizing the small victories achieved in overcoming obstacles along the way.

Clear, effective, problem solving and solution inspired proposals are what we want to see. Please make our jobs difficult with all the outstanding submissions. We want to make The Payments Academy 2024 the best yet and we can only do that with your help!

"Success isn't overnight. It's when every day you get a little better than the day before. It all adds up." -Dwayne "The Rock" Johnson

Guidelines for Submission

- There is a limit of 3 speakers per submission.
- Each proposal must have at least one speaker from a college or university.
- Must identify session format lecture, lab or panel.
- The committee will review proposals and might request a virtual meeting to discuss details.
- Speakers must complete the speaker agreement form to be confirmed for a session.

Session Format

- Panel Discussion – A conversation with up to three speakers from one or more schools and perhaps a supporter company followed by audience Q&A.
- Lecture – A presentation by one to two subject matter experts followed by audience Q&A.
- Lab – An interactive, peer-peer learning experience <u>facilitated</u> by one to two presenters in a roundtable environment. Labs also can be a companion session to a panel or lecture where attendees collaborate to create practical tools and action plans to bring back to their school.

Session Ideas

Below is a list of possible topics that higher education professionals and The Payments Academy are interested in. This is not an inclusive list. We want to hear success stories and your path to get to your institution's definition of success. Keep in mind, session formats can be either a lecture/panel discussion, a lab, or both.

- The path to a cashless campus
- Electronic Invoicing & Accounts receivable system
- Achieving automation in Finance
- The paper to digital payments journey
- How to achieve increased payments efficiency, security & cost reduction
- Managing Third-Party Risk (including bank failures)/oversight/management/vetting/scoping
- RFP (Merchant Services), (QSA), (Banking)
- Switching Card Processors: Things to Consider
- PCI ASV Vulnerability Scanning for PCI 4.0
- Incident Response Plan Tabletop Exercise
- PCI 4.0 and the SAQ
- Understanding and Managing Requirement 12
- FedNOW and other real-time-payments
- Policies and Procedures (best practices) for Wire Payments
- Policy Building Session/Creating internal procedures
- Easy and safe Solutions for one-off transactions and low volume merchants
- Cash advances/payment strategies
- How to do a simple risk assessment

Evaluation Criteria

The entire conference committee evaluates each proposal. To help you put your best foot forward, here is a partial list of things we consider when selecting proposals.

How well the topic and learning outcomes are articulated. We understand it can be difficult to know exactly what you want to say several months in advance, but ultimately that's the purpose of the proposal process. A session description that clearly defines the session topic, supported by concrete learning objectives, tells the committee you have a vision and a plan.

Number of proposals on the same topic. Across the higher education industry, we all have similar problems. We often see proposals on the same topics, and we must pass on otherwise strong proposals simply because they overlap or are similar to another presentation. To increase your chances of selection, be creative in designing your presentation to differentiate it.

Number of proposals from the same school. We try to ensure that proposals and speakers come from a mixture of perspectives—small school/big school, finance/IT, and different parts of the country. We encourage you to make our job difficult by submitting multiple, outstanding proposals that are hard to turn down, but if you submit ten proposals (smarty pants!), please understand we may only pick the best one or two so that other institutions are represented.

Presenter history. Yes, we do actually use session scores from previous years. None of our sessions are poorly rated so that isn't an issue, but a *stellar* score might be the thing that pushes your proposal over the edge. That being said, we *also* want to encourage first-time presenters, so the same is true of first-time proposal submitters. Put yourself out there if you have not before!

Scope. This one is as much alchemy as science, but we look at whether a topic is too broad or too narrow to be appropriately covered in a 50-minute session. If the other factors above are in your favor, the committee might ask you to consider narrowing or expanding your scope and submit a revised proposal.

Examples

Here are examples of good and bad proposals.

Good	Bad
Session Title – Service Provider Oversight	**Session Title** – PCI Scanning
Session Description – Third party service providers (TPSPs) have become an ever-increasing part of campus commerce. Are they fueling the engine of your success, or merely a fire hazard? This session details the specific PCI-DSS requirements for merchants using TPSPs, common pitfalls, and a template for engaging and continually monitoring compliance.	**Session Description** – Join Committee University as we discuss how to interpret the results of your PCI scan.
Learning Objectives 1. Understand the specific PCI-DSS requirements for managing TPSPs. 2. How to spot and address common contractual shortcomings. 3. Develop a TPSP onboarding/recertification checklist.	**Learning Objectives** – Understand how to interpret the results of a scan.

Final Tips

- Put yourself in the place of an audience member and what *you* would want to take away from topic and apply (or avoid) on your campus. Those are your learning objectives.
- Consider partnering with a colleague from another school. We like multiple perspectives.
- Practice your presentation out loud.
- Think of a creative solution that you or your institution has solved.
- Tell us your story on how you solved that problem/issue or policy.
- Be specific, we want hands on experiences that have a story and real perspective.