



THE PAYMENTS ACADEMY

Education, Collaboration, Leadership

2023 Conference Agenda

Invited speakers and sessions subject to change

Sunday, May 7, 2023

2:00 – 4:30 PM Supporter Exhibit Table Setup

4:30 – 6:30 PM Registration

5:00 – 6:30 PM Welcome Reception and Supporter Exhibits

Those who arrive early can mingle, meet friends old and new, share challenges and triumphs, plan questions, explore the exhibit tables and generally get ready for the workshop.

Monday, May 8, 2023

7:00 AM – 5:00 PM Registration

7:00 – 8:00 AM Breakfast

General Sessions

8:00 – 8:30 AM Welcome and Opening Remarks

***Ruth Harpool**, AAP, APRP, CTP and **Ron King**, Founders, The Payments Academy*

8:30 – 9:30 AM First, Next, or Last Generation of Payments

***Joe Hussey**, Senior Vice President, Wells Fargo Global Treasury Management*

Bringing 35 years of payments experience from large Treasury Management banks, Joe will lead the audience in a discussion about payment trends and how the payments landscape is ever-changing! Some good, some bad! Payments continue to evolve with new technology advancing the electronification of our business daily. Higher education faces the dual challenge of adopting new payment technologies while maintaining the support of increasingly risky and costly 'old' payment solutions. Joe will discuss how new technologies bring conveniences and where the industry aligns with these emerging opportunities. He will challenge the audience to consider investments in employee payments education, systems, and integrations necessary and critical to staying relevant to our respective patrons and missions.

9:30 – 10:00 AM Morning Refreshment Break, Exhibits, and Networking

Monday continued

Concurrent Sessions

10:00 – 11:00 AM ACH and Higher Education

Kevin Sisler, CTP, Director of Treasury Services, University of Kentucky and ***Brad Smith***, AAP, Senior Director, Industry Engagement, Nacha

Everyone can take something away from this session regardless of whether you are new to a higher education business office, new to the payments industry, a payments industry veteran looking to expand your payments knowledge to include ACH, or a payments expert wanting a refresher of the basics and a brief update on what 2023 has in store. This session will provide the foundational ACH knowledge you'll find helpful when speaking to your manager, auditors, third-parties, and financial institutions. The Automated Clearing House (ACH) is a network that enables payments across various participating financial entities. You may know ACH by terms such as 'direct deposit', 'auto-debit', and 'e-check.' It's much more than that and growing.

10:00 – 11:00 AM PCI DSS Refresh

Kevin Mooney, CTP, Assistant Director of Cash Management, Cornell University and ***Allison Zwaschka***, Ecommerce & Payment Security Manager, Tufts University

Need a PCI Data Security Standards pick-me-up? Then plan to attend this session. The speakers will provide a refresh of the current Payment Card Industry Data Security Standards, an update on current hot topics, and a discussion of recent or expected guidance documents.

Concurrent Sessions

11:15 AM – 12:15 PM One University's Journey to PCI Compliance

Doug Cox, ISA, GSNA, GSEC, GDSA, PCIP, MBA, Data Security Analyst, University of Michigan and ***Jeff Burt***, CISSP, CISA, QSA, Senior Security Advisor, CampusGuard

It doesn't really matter how PCI compliance hit the executive radar; it is what follows that is interesting. Advances in technology, changes in organizational structure, and the need to generate revenue are powerful drivers. This university's 79 colleges and schools are proud of its decentralization and diversity sharing one football team. This talk will explore its journey from the analog to digital world, building the infrastructure, and how it found some solutions and is still looking for others.

11:15 AM – 12:15 PM Leveraging New Payment Channels to Optimize Accounts Payable

Brad Cooper, CPA, CGMA, Interim Associate Vice President for Finance & Business Services and Controller, The University of Alabama, Huntsville and ***Madison Donnini***, Vice President, Working Capital Consultant, U.S. Bank

Together we will focus on developing and executing on strategies to successfully implement new payment channels to add value to your institution's processes, supplier and student relations, and bottom line. During the discussion we will focus on factors to consider, stakeholders to involve, and specific objectives to ensure your payments optimization plan positively impacts your students, vendors, and stakeholders within your institutions. In addition, we will discuss how to navigate the payments journey and challenges preventing you from achieving payments optimization.

12:15 – 1:15 PM Networking Lunch

Monday continued

Concurrent Sessions

1:15 – 2:15 PM Payment Acceptance - Optimizing Your Strategy Across Campus

Allen Shui, Manager, Treasury Operations & Payment Compliance, University of California, Los Angeles (UCLA) and **Blake Wood**, CISSP, CCSP, Senior Vice President Business Development, Bluefin

UCLA will share the market trends and security challenges they faced that led the University towards the adoption of contactless payments. UCLA will discuss high-level conversion overviews, payment methods, customer experiences, the benefits of implementing payment technologies, as well as how they see payment and data technologies evolving and moving across the UCLA campus. The session will also provide the most recent updates for validated P2PE, the importance of tokenization, and how both technologies are enabled in various environments.

1:15 – 2:15 PM Collaboration Workshop: Managing Payouts to Global Participants

Grace Howie, Director, US Strategic Partnerships, CIBC and **Jas Singh**, Executive Director, Global Partnerships, CIBC

Payments can be complex, especially when you are sending money to different countries with unique regulations and preferred collection processes. In this round table, we will engage the audience on several payment scenarios and collaborate on the pros and cons of the different payout methods available. Join us in this interactive workshop on payment trends and innovations enhancing how universities and colleges are sending funds globally for a variety of use cases including research payments, payroll, student refunds, charity funding and much more.

2:15 – 2:45 PM Afternoon Refreshment Break, Exhibits, and Networking

Concurrent Sessions

2:45 – 3:45 PM Reducing PCI DSS Compliance Scope Prior to v4.0

Justin Evans, MBA, PCIP, CPC, CPC-I, COC, Senior IT Security Analyst, University of Iowa Information Security and Policy Office and **Viviana Wesley**, PCI QSA, ISO 27001 Auditor, CISM, Principal Consultant, Governance and Compliance Services, HALOCK Security Labs

Learn how the University of Iowa is using P2PE and fully outsourced eCommerce solutions to reduce compliance risk, scope, and validation efforts. Hear about our strategic reasoning, the positive impact it's had on our compliance program, and the benefits we've found with this approach. Also, listen to talk about how schools that use this approach can quickly address common point of purchase inquiries.

2:45 – 3:45 PM Accelerate Cash Flow While Saving Time and Money

Amanda Emmons, Associate Bursar - Payment Processing and Student Services, Purdue University and **Bonnie Mersten**, MBA, Sales Manager-Midwest, Flywire

Join Flywire and Purdue University for an informative session that explores the digital transformation that is driving positive change and innovation in the online payment process. Discover best practices, tips, and tools to securely streamline payments and automate disbursements to improve operational efficiency and the overall student experience. See how state plans and school administrators are adopting mutually beneficial technology to not only save time and money, but also better serve students and families, all while reducing their carbon footprint. Find out what you can do today to leverage payment innovation to accelerate cash flow.

Monday continued

General Session

4:00 – 5:00 PM Listserv Live: Let Your Voice Be Heard (a practitioner-only session)

Facilitated by **Preston DuBose**, ISA, Director of E-commerce & Payment Security, Texas A&M University and the Program Committee

Bring your questions, suggestions, ideas, and solutions to this practitioner-only, open forum discussion and share them with your college and university peers. Who knows what nuggets of information you'll take home. To get the conversation started, participants are encouraged to submit topics in advance via the link located in the Guidebook Main Menu. This will help the committee organize the allotted time, but as always you may pick-up a microphone during the session and contribute on the spot.

5:00 – 6:30 PM Networking Reception and Supporter Exhibits

Tuesday, May 9, 2023

7:00 AM – 5:00 PM Registration

7:00 – 8:00 AM Breakfast

General Sessions

8:00 – 8:15 AM Opening Remarks

Ruth Harpool, AAP, APRP, CTP and **Ron King**, Founders, The Payments Academy

8:15 – 9:15 AM PCI Security Standards Council Update

Lauren Holloway, CISSP, CISM, CISA, Director of Data Security Standards, PCI Security Standards Council and **Kandyce Young**, CISM, CISSP, PMP, Manager, Data Security Standards, PCI Security Standards Council

Lauren and Kandyce will walkthrough how PCI DSS v4.0 provides more flexibility to support innovative technology and new controls to help organizations address evolving threats to the payments ecosystem. Topics will include the use of third-party service providers, validation document updates, and supporting materials available on the PCI SSC website.

9:15 – 9:45 AM Morning Refreshment Break, Exhibits, and Networking

Concurrent Sessions

9:45 – 10:45 AM Achieving Optimal Results from Banking, Merchant Services, and Treasury RFPs

Joseph K. Goodman, IT Security and Compliance Manager, Virginia Tech and **Toinette A. Miller**, CCLA, Director, PFM Consulting Group

Managing a banking, merchant services, or treasury RFP can be quite an undertaking. With the amount of effort and resources it takes, you want to avoid it being just a formality that simply leaves you with little improvement in your operations and nominal savings in your bottom-line. This session will cover how to get the most out of doing a banking and treasury services RFP including: how to determine the right time to do an RFP and best practices for managing the overall RFP process. The session will cover the key elements of a well-written RFP and finally provide an update on new banking technology that's available for you to consider in your next RFP.

Tuesday continued

9:45 – 10:45 AM GLBA Scoping Workshop

Shiva Hullavarad, PhD, MBA, Data Privacy & Compliance Officer, University of Alaska and ***Jeff Burt***, CISSP, CISA, QSA, Senior Security Advisor, CampusGuard

Session facilitators will guide attendees through three short exercises of increasing complexity asking them to consider and list examples of different GLBA data types and potential infrastructure environments that would fall into GLBA scope. After 5-10 minutes for attendees to brainstorm and work in table groups to develop lists, the facilitators will lead discussions of each group's suggestion. At the conclusion of the workshop, attendees should have a much clearer understanding of GLBA data types, systems and networks that would or would not be in GLBA scope, and the difference between Department of Education and Federal Trade Commission GLBA data types and scope.

Concurrent Sessions

11:00 AM – 12:00 PM Streamlining Payments & PCI

Kevin Doar, ISA, CIA, CISA, CISM, Director, Merchant Services, University of Washington; ***Amena Harris***, Associate Director Receivables & PCI Compliance, University of Pennsylvania; and ***Bryan Jurewicz***, Chief Operating Officer, Arrow Payments

This session will focus on presenting initiatives that schools should consider when building, reviewing, and improving their payment systems, PCI, and merchant support. In combination with presenting the importance of several aspects of payments & PCI, school speakers will share their real life experiences.

11:00 AM – 12:00 PM RFP Lab: The Quality is in the Questioning

Joseph K. Goodman, IT Security and Compliance Manager, Virginia Tech and ***Toinette A. Miller***, CCLA, Director, PFM Consulting Group

Improve the quality of your RFP questions. If your RFP questions are written so that proposers are not forced to articulate the details that differentiate their offering, you won't really be able to tell which provider has the right banking, merchant processing, and treasury solutions for you. Most banks offer the same general products, so the question is not if they offer a solution but more so how their solution actually works. This working session will help you transform a few common RFP questions into high gain questions that result in you being able to really evaluate the value to your organization.

12:00 – 1:15 PM Networking Lunch

Concurrent Sessions

1:15 – 2:15 PM Doing More with Less: The Value of Automation

Becky Kellow, CTP, CPA, Assistant Director, Treasury Services, Western Washington University; ***Joan Perkins***, Finance Systems Administrator, Gonzaga University; and ***Linda Wilson***, PMP, Senior Growth Account Executive, Transact Campus

Excuse me, can we discuss the elephant in the room? The Great Resignation: how can we address staff turnover head-on, doing more with less and doing it effectively and efficiently? The speakers in this session will provide a deeper dive into how their schools worked to automate internal processes using existing tools and re-imagining existing finance roles. Attend this session to hear more about strategic ways to gain efficiencies and meet staff turnover head-on.

Tuesday continued

1:15 – 2:15 PM Developing Payments & PCI Policies Workshop

Kevin Doar, ISA, CIA, CISA, CISM, Director, Merchant Services, University of Washington; **Amena Harris**, Associate Director Receivables & PCI Compliance, University of Pennsylvania; and **Bryan Jurewicz**, Chief Operating Officer, Arrow Payments

Collaborate in a working session to discuss various aspects of payments and PCI policies. Attendees will be encouraged to share their priorities, ideas & experiences so everyone can review their current policies and improve them. Several topics for the group to discuss will include: Should departments/merchants be responsible for completing their own SAQs? Should PayPal, Stripe, Square or other payment aggregator services be allowed? How should TPSPs be reviewed/approved? When can a vendor be the merchant of record vs a school? How often should policies be reviewed and updated? How to get buy in from leadership? And when should policy exceptions be made and how?

2:15 – 2:45 PM Afternoon Refreshment Break, Exhibits, and Networking

Concurrent Sessions

2:45 – 3:45 PM Vendor Onboarding is Key to Driving Organizational Change

Brittney Good, Disbursement Manager, Stephen F. Austin State University and **Angela Sarno**, Vice President, Marketing, PaymentWorks

Tired of chasing paper, the team at Stephen F. Austin State University (SFA), decided to automate vendor onboarding and management. As a university with a distributed procurement process, SFA's finance team was spending a lot of time manually setting up and managing changes for their vendors. They had a problem with efficiency. Speakers will share 'before' and 'after' insights as to their decision making process, the impact automation had on the team and the university, and how they measure the ROI on their investment. SFA sleeps better at night knowing that, with the help of their service provider, they are mitigating their risks of losing money to a payments fraud scam.

2:45 – 3:45 PM Navigating the Payments Matrix

Kimberly Stringham, Merchant Services & E-commerce Specialist, Texas State University and **John McElroy**, Senior Manager, Product Strategy, TouchNet

Join us for an open, interactive discussion that will debate the pros and cons of each payment method, examine sample use cases, and offer best practices for security and compliance protocols. We'll explore the expanding payments matrix but also the advancements of some more traditional payment methods and when those may still be the best option. Attendees will walk away understanding what questions to ask to find the right solution for their campus.

General Session

4:00 – 5:00 PM Payments Fraud in the Digital World

S. Christopher Byers, Senior Digital Product Manager, PNC Bank

Online banking scams are one of the top enterprise-wide risks facing organizations today, regardless of size, geography, industry, or sophistication. Criminals are quickly adapting to take advantage of the ever-changing tech environment, finding new ways to put your organization at risk for substantial financial and reputational harm. With the frequency and severity of threats like social engineering and account takeover attacks trending upward, protecting your business is more important than ever. In this session we will survey the current cybercrime and payments fraud threat landscape, explore emerging threats and trends as well as share some actionable steps you can take to help protect your organization from these very real and potentially costly dangers, by maintaining good cyber and risk hygiene.

Wednesday, May 10, 2023

7:00 – 11:30 AM Registration

7:00 – 8:00 AM Breakfast

General Sessions

8:00 – 8:15 AM Opening Remarks

Ruth Harpool, AAP, APRP, CTP and ***Ron King***, Founders, The Payments Academy

8:15 – 9:15 AM How PCI v 4.0 Will Impact University Payment Processing

Michael Simpson, QSA, CISSP, CISA, Principal Security Analyst, SecurityMetrics and ***Jen Stone***, MCIS, CISSP, CISA, QSA, Principal Security Analyst, SecurityMetrics

To successfully make the transition from PCI 3.2.1 to 4.0, universities will need to evaluate their current security posture, become familiar with PCI v4.0, and begin now to make updates and changes to their security so they will achieve compliance or remain complaint by the 2025 deadline. To help you and your organization become better prepared for the upcoming PCI changes, the speakers in this session will explain how changes and updates will impact university payment processing. They will clarify any revisions, updates and additions to the new requirements and recommend some steps universities can take to remain PCI compliant.

9:15 – 9:30 AM Morning Refreshment Break

9:30 – 10:30 AM Web3, NFTs and the Future of Digital Engagement

Brody Mulderig, Head of Web3 Business Development, JP Morgan

The way businesses engage with consumers is changing dramatically and is being carried into all facets of life. Higher education institutions will be expected to understand and engage with the new internet. So, what exactly is Web 3 and how is it different from the internet we know? What are NFTs and how does the economy of NFTs work? What risks should institutions consider and how might the new world of digital engagement fit into your payment strategy? Those topics and the importance of being able to speak the language of this new digital engagement will all be discussed.

10:30 – 11:00 AM Survey Results, Wrap up, Final Comments

Ruth Harpool, AAP, APRP, CTP and ***Ron King***, Founders, The Payments Academy