

# Education & Awareness Work Group Charter

## Mission & Scope

Expand the educational and awareness program to foster increased understanding of faster payments and confidence among providers and users, ultimately driving adoption toward the industry goal of ubiquity.

## Objectives & Goals

The work group will determine the best method to expand the cross-solution education and awareness program that aligns with the FPC's higher level strategies and priorities.

This effort will include researching existing and develop additional educational materials according to audience (consumer and business end-users, financial institutions, other service providers, etc.) to identify gaps and opportunities for faster payments information; determining opportunities for collaboration/partnerships with existing organizations and other FPC work groups; establishing a continuous assessment to ensure education and awareness materials are produced in an efficient manner; reaching the intended audiences through the FPC Knowledge Center; and helping reduce market misperceptions/confusion and drive adoption of faster payments.

## Deliverables & Timeframes

1. Integrate new Knowledge Center resources including Solution Providers data repository, Glossary of Terms, Use Cases and Frequently Asked Questions. (Q2 2021)
2. Identify additional existing faster payments educational materials, industry guides, and other resources that expand on Phase 1 of the faster payments Knowledge Center. (Q1/Q2 2021)
  - a. Develop and communicate topic ideas and potential speakers for 2021 Educational Town Hall Series Scheduling (Q1/Q2 2021) Conduct Town Hall Sessions (Q2/Q3 2021)
3. Create new opportunities for collaboration and partnerships with trade or member organizations and other FPC work groups to further advance education and awareness program. (Q3 2021)
4. Create toolkits for FPC member organizations to communicate/educate on faster payments at conference venues, in op-ed opportunities, newsletters, articles, etc. (Q4 2021)

## Membership Criteria

Background or strong interest/enthusiasm in the area of educational materials, marketing strategies or PR for the payments industry desired. Must have broad representation from industry segments including financial institutions, business end-users, payment network operators, fintechs, and consumer groups.

The FPC is the industry's only membership organization solely focused on advancing, securing, and supporting adoption of ubiquitous faster payments.

