

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

- Evaluate the current educational materials and identify gaps where the existing materials fall short addressing specific needs of different audiences.
- Ensure educational materials are integrated into the FPC Knowledge Center and organized in a user-friendly manner.
- Create new educational content, develop a variety of content types, such as infographics, videos, webinars, and interactive tools.
- Establish a feedback loop for review and maintenance of educational materials. Collect feedback and make necessary improvements to the content.
- Identify potential collaboration opportunities with existing stakeholders and FPC work groups to ensure alignment and avoid duplication of efforts.

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.

