E-Commerce Tips & Tricks

Vendor Partner Structured Q&A

NYSOBBA Conference, White Plains, NY (June 9, 2025)

Thank you to our participating Discussion Panel partners!

Grace Howie, CIBC Bank

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Amy Marsh, TouchNet

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Bursars and Business Administrators

How can e-commerce tools be used to improve data collection, analysis, and decision-making applicable to colleges and universities?

What steps/resources can campuses use to ensure compliance with data privacy regulations when using e-commerce and banking platforms to collect and store student data?

Can you provide information surrounding recent e-commerce and/or web- banking regulatory updates specific to NYS?

How do you think colleges & universities could be impacted?

Are there any proposed or pending (e-commerce or web banking-related) regulatory changes campuses should be aware of?

Please discuss possible ways (direct or indirect) e-Commerce/web-banking partners can help schools to protect themselves from fraud.

Do you have any tips & tricks that schools can implement internally to help mitigate (e-Commerce) fraud risk?

Currently, our students face copious amount of fees/surcharges when trying to remit funds in their home country currency. Can you speak to potential low-fee payment options for international students to remit/exchange payment in US dollars?

What types of international payment solutions do you think colleges and universities should avoid (if any), and why?

In your opinion, how can e-commerce platforms improve the student experience in terms of accessibility, convenience, and efficiency for accessing educational resources and services?

Please offer specifics regarding (general) solutions.

What are some ways you have seen institutions successfully – and perhaps surprisingly - utilize their e-commerce platform for beyond standard tuition and fee payments?

What strategies can you offer to help universities leverage e-commerce principles/resources to streamline administrative processes like enrollment, fee payments, and course material purchases?

How can campuses ensure their e-commerce platforms are user-friendly, intuitive, and accessible to all students, regardless of their technical skills or background?

How can campuses effectively market their programs and services online through e-commerce platforms?

What are your thoughts surrounding the value of mobile payment methods (like Apple Pay) for college and university use, including:

    Benefits

    Challenges, including potential risks

    Any considerations specific to (differing) venue usage (e.g., at a sporting event versus for everyday transactions, like tuition & fee payment)

    Cost

    Additional equipment needed

    PCI impact/potential non-compliance

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While many of our campuses continue to accept in-person payments, some would like to transition away from that option - - but students seem to be reluctant to use web-payment options. What strategies can you share to encourage students to pay online versus in-person?

Any questions?

Thank you for participating!

Please remember to complete your session survey.