



TEXAS TECH UNIVERSITY
School of Banking™

CELEBRATING

50

YEARS

AUGUST 4-9, 2024, LUBBOCK, TEXAS

WWW.TTUBANKSCHOOL.BA.TTU.EDU

— WELCOME FROM THE DIRECTOR —

Since 1973, the Texas Tech School of Banking has successfully partnered with hundreds of community banks to bring together thousands of bankers seeking to advance their careers as current or future members of their management and leadership teams. The concentrated week-long programs, over two consecutive years, are delivered by seasoned experts in their fields and are specifically designed to provide a greater understanding of all aspects of community bank management today and in the future. Our goal is to help participants become better bankers and further develop their leadership skills.

Covering twenty-five topical sessions, the year one curriculum focuses on interactive lectures and team activities. Speakers and lecturers are practice-oriented as well as thought-provoking, helping bankers “take it back to the bank.” Additionally, every year-one participant is provided his or her bank’s financial information and learns where to find the numbers, how to interpret the numbers, and how to analyze their bank’s risks and financial performance compared to peers.

Through a nationally recognized bank management simulator, year two participants work in teams to build and manage a thriving virtual community bank. Participants apply tools learned in year one, plus advanced material and new topics covered in year two, to put knowledge into practice in a team competition. This extraordinary experience allows participants to manage a virtual bank and test multiple strategic decisions to explore how best outcomes are achieved in real banks. Year two is designed to help bankers see and manage all aspects of the bank, not just their silo . . . exactly what managers and executives say they depend on.

Throughout the challenging and collegial week, participants will enjoy the state-of-the-art Rawls College of Business building, as well as the beautiful Overton Hotel & Conference Center. Breakfast and lunch are provided daily, and evenings include social activities, cocktail receptions, and dinners. Knowing that an important part of the week is networking with other participants and invited executives, we provide refreshment breaks during the day.

We are proud of the Texas Tech School of Banking’s legacy of educating today’s and tomorrow’s community bank leaders. We encourage you to explore the school and see why thousands of bankers across 50 years have enhanced their careers by attending and graduating from the Texas Tech School of Banking!

A handwritten signature in black ink, appearing to read "Jeff Mercer". The signature is fluid and cursive, with a large initial "J" and "M".

Jeff Mercer, Ph.D.

Director, Texas Tech School of Banking

BETTER BANKERS.

Complex, competitive, and constantly changing, the banking industry demands much from bankers in order for them to stay on top of policy, practice, and the impacts of fast-changing technology and customer needs. During an intensive week long series of speakers, classes, and interactive sessions, the Texas Tech School of Banking explores numerous issues impacting bank risk, growth, and profitability. Covering A to Z, our singular goal is to help participants strive to grow professionally and be better bankers.



ONE WEEK.

A challenging and collegial week, participants will enjoy the state-of-the-art Rawls College of Business building. Breakfast and lunch are provided daily, and evenings will include activities and dinners including a Sunday evening kickoff reception, and a dinner on Thursday. Knowing that an important part of the week is having social time to network with other participants and executives, we provide for networking breaks during the day as well as evening cocktail receptions.



TWO YEARS.

YEAR ONE: FUNDAMENTALS

From accounting to leadership to technology, year one participants learn from seasoned bank executives and thought leaders in their fields through interactive lectures and group activities. Speakers and lecturers are practice-oriented as well as thought provoking, helping bankers “take it back to the bank” and expand their professional network. Additionally, year one participants are provided financial information on their bank in order to see deep inside, and analyze, their own bank’s financial situation.

YEAR TWO: PRACTICE

Through a world-class bank management simulator called BankExec, year two participants work in teams to build a thriving community bank. Participants apply tools learned in year one and put knowledge into practice in a team competition. This extraordinary experience allows participants to manage a virtual bank and test multiple strategic decisions to explore how best outcomes are achieved. Year two is designed to help bankers see and manage all aspects of the bank, not just their silo . . . exactly what managers and executives need.

YEAR I SCHEDULE - *Tentative*

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday |
|--|---|---|---------------------------------------|---|--|
| | Breakfast | Breakfast | Breakfast | Breakfast | Breakfast |
| | Financial Basics and the UBPR | Managing Bank Performance Analysis | The ABC's of Ag Lending | Lending is Simple, Right? A Case Study | Advisory Board Focus Groups |
| | Using the UBPR: Case Studies | Risk Management and Bank Performance | Drivers of Bank Value | David R. Seim Memorial Lecture | View BankExec Presentations |
| | Break | Break | Break | Break | Break |
| | Funding the Community Bank and Bank Capital | Risk-Return Case Study I | Bank Operations I | Regulation: Bank Exams A to Z | Human Capital: DEI; IQ/EQ; Managing Conflict |
| Lunch | Lunch | Lunch | Lunch | Lunch | Lunch |
| <i>Optional</i> Credit and Lending Track 1- Intermediate & Credit and Lending Track 2- Advanced | Managing the Bank's Investment Portfolio | Risk-Return Case Study II | Bank Operations II | Plenary Session: State of the Economy | |
| | Break | Break | Break | Break | |
| | Accounting and Auditing of Banks | Asset/Liability Management | Taking Loans from Approval to Closing | Enterprise Risk Management & the Chief Risk Officer | |
| | Leadership | Thinking Like a CIO: Tech Issues Facing Community Bankers | Industry Discussion and M&A | Developing Bank Team Dynamics | |
| | Group Photo | Open | Open | Open | |

EVENING EVENTS

YEAR II SCHEDULE - *Tentative*

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday |
|--|-------------------------------|--|--|---------------------------------------|-----------------------------|
| | Breakfast | Breakfast | Breakfast | Breakfast | Breakfast |
| | Banking in a Changing Economy | From Prospect to Customer: Keys to a Winning Sales Culture | BankExec Simulation | BankExec Simulation | Advisory Board Focus Groups |
| | Comparative Analysis | Creating & Maintaining Competitive Advantage | HR Foundations for Successful Managers | David R. Seim Memorial Lecture | BankExec Presentations |
| | Break | Break | Break | Break | Break |
| | Comparative Analysis | Bank Performance and Risk Management II | BankExec Simulation | BankExec Simulation | Certificate Presentations |
| Lunch | Lunch | Lunch | Lunch | Lunch | Lunch |
| <i>Optional</i> Credit and Lending Track 1- Intermediate & Credit and Lending Track 2- Advanced | Quickbank Simulation | Compliance and Legal Issues | Leveraging Human Capital: Leadership | Plenary Session: State of the Economy | |
| | Break | Break | Working Lunch NW112/ Leadership | Break | |
| | Quickbank Simulation | Banking on Chaos & Disorder: FinTech, Cyber & Strategic Disruption | Leveraging Human Capital: Leadership | BankExec Simulation | |
| | Quickbank Simulation | Asset/Liability Management Refresher | BankExec Simulation | Team Prep for BankExec Presentations | |
| | Group Photo | Open | Open | Open | |

EVENING EVENTS

Celebration Events

CELEBRATING
50
YEARS

50th Anniversary Kick-off Celebration Dinner

Sunday, August 4 | 6:00 PM

Frazier Alumni Pavilion

*School of Banking registrants are automatically registered at no additional cost

50th Anniversary Alumni and Friends Golf Tournament

Monday, August 5 | 8:00 AM

Lubbock Country Club

Find more details at <http://bit.ly/SchoolofBanking50th>