


<p>Graphics</p>	 <p>The banner features a woman in a business suit writing in a notebook at a desk with a coffee cup. To the right, the text reads: "ABA Facilitated Online Training Courses" followed by "High-quality, interactive, digital courses featuring group collaboration and a virtual instructor, with fixed start and end dates." The ABA Training logo is in the bottom right corner, and a green "GET STARTED" button is at the bottom center.</p>
<p>Email Subject Line</p>	<p>New Course on Building a Bank-Wide Data Management Program</p>
<p>Body Text</p>	<p>Your data is an asset — learn how to use it strategically to improve bank performance.</p> <p>This hands-on course—facilitated by Allison Segraves, founding M&T Bank Chief Data Officer—teaches key data management concepts and how to apply them to advance your bank’s business strategy. Designed for professionals across business lines and functional areas, this facilitated course will help you and your bank understand the power of data and how to harness that asset to generate value.</p> <p>Building a Bank-Wide Data Management Program July 31 – August 25, 2023 Member Price: \$895 (readings included) Online Registration: https://content.aba.com/Search/Default.aspx?Member=m&Query=Building%20A%20Bank-wide%20Data%20Management%20Program&TP=calbankers</p>

	<p>Learning Objectives:</p> <ul style="list-style-type: none"> • Create real-world plans to jump-start an Enterprise Data Management program at your institution • Build on EDM capabilities you already have • Learn how to advance your institution’s business strategy with data <p>Audience: This course is targeted to banking professionals in small to mid-size banks with at least some awareness of Enterprise Data Management goals and practices. Participants should possess some level of knowledge regarding the ways their banks use data.</p>
<p>Supplement Text</p>	<p>Facilitated online courses feature an online learning community with fellow students, instructor guidance and feedback.</p> <p>Programs are continually reevaluated and refined to meet current needs and changes in the industry.</p>
<p>All Facilitated Link</p>	<p>http://latp.aba.com/?tp=calbankers&course=facilitated</p>