



Annual Robert L. Gould Scholastic Award

Background

DST Systems, Inc. was founded in 1969 and headquartered in Kansas City, MO. On April 16, 2018, DST was acquired by SS&C Technologies. SS&C is a global provider of investment and financial services and software for the financial services and healthcare industries. Named to Fortune 1000 list as top U.S. company based on revenue, SS&C is headquartered in Windsor, Connecticut and has 20,000+ employees in over 90 offices in 35 countries. Some 18,000 financial services and healthcare organizations, from the world's largest institutions to local firms, manage and account for their investments using SS&C's products and services.

Robert (Bob) L. Gould was president of DST from 1984 until his death in 1987. Bob had a distinguished career in the financial services industry and was known for his creative and results orientated style. Prior to joining DST, Bob was president of Fidelity's Service Company in Boston, MA. Under Bob's guidance, the Fidelity organization became synonymous with new products and services.

For over 20 years, DST (now SS&C) administered the annual Gould Scholastic Award in honor of Bob. This award recognizes outstanding university students who compose exceptional academic papers on topics related to investment management strategies, theories, and trends. The award represents Bob's legacy of effective utilization of operations management and information technology to advance the financial services industry. More information about SS&C can be found at www.ssctech.com/about-us.

Eligible Participants

Eligible participants are: University Junior, Senior, or Honors program students. Graduate students are not eligible to participate. Group projects are eligible.

Each participating university will distribute the award criteria, annual topic, rubric, and template. Each university may submit up to three student papers for consideration of the award.

Award Timeline

- **January 13, 2020** – Papers due to the [School of Business office](mailto:sbdean@truman.edu) by email (sbdean@truman.edu)
- **January 31, 2020** – The University submits up to three student papers to DST
- **March 31, 2020** – Awards Announced.



Paper Awards

	<u>Local Truman Award</u>	<u>DST Gould Award</u>
First Place Paper	\$500	\$10,000
Second Place Paper	\$300	\$ 7,500
Third Place Paper	\$150	\$ 5,000

Gould Scholastic Award Topic for 2019-2020

What ideas do today's college students have around frictionless financial decisions? Context surrounding the question:

- Retirement was fundamentally changed when ERISA was passed in 1974, the 401k plan was born. Adoption was slow until a number of plan features became common practice: auto enrollment and auto-escalation as examples have driven in increase in adoption and valuation.
- Healthcare is undergoing a shift from employer sponsored PPO/FSA to employee responsible HDHP/HSA type programs. This transition shares some similar characteristics with retirement shifting from DB, defined benefit, to DC, defined contribution, plans.
- Wealth Management services such as Betterment, Personal Capital and Intelligent Portfolios by Charles Schwab have lowered the asset threshold for portfolio based solutions. This has been done by connecting AI, artificial intelligence, and Investment Management.
- Payments have changed from cash to check to card to mobile. Services such as Venmo, PayPal and Square are examples of applications which have changed payments and peer-to-peer money transfer.
- Today's 20 something consumer/investor enjoy and depend upon the adoption of mobile technology.

Who will the consumers/savers/investors of tomorrow engage with in support of their finances?

What will change in the process in which consumers/savers/investors make decisions?

Where do advancements in technology - artificial intelligence and machine learning - impact experience in the near future?

Will the choice to save/invest be an active or passive decision process?

Where does this macro trend(s) lead?

NOTE: Review the rubric requirements below.



Rubric for Gould Scholastic Award Paper Entries

Description	Desired Competence	Evaluation Rating
General – Document Formatting Instructions	<ul style="list-style-type: none"> Retain page numbers, headers, and footers. For body of paper, use Calibri 11 point font. Use paragraph line spacing of 1.5 lines. Provide your paper in Adobe Acrobat .pdf format. Title the file name of your paper as: Gould Scholastic Award – Author Name. 	
General – Content	<ul style="list-style-type: none"> Do I address all aspects of the topic requested? Do I illustrate creativity and originality in my research and arguments? Do I support my arguments thoroughly and with good connections between supporting evidence and thesis? Does my paper r reflect a substantial degree of research and investigation, as well as use of a variety of sources? Do I follow and complete each section of the template provided? See template attached. 	
Executive Summary	In the Executive Summary section, do I introduce my topic to provide a clear, thoughtful snapshot of my thesis and supporting arguments, as well as engage the reader?	
Conclusion	In the Conclusion section, do I summarize my thesis and supporting arguments?	
Attachments	In the Attachments section, do I provide attachments (for example, diagrams, images, tables, charts) that help describe and support my thesis? Attachments can be included in the section entitled Attachments or woven into the actual paper itself.	
Bibliography	<ul style="list-style-type: none"> Do I include a bibliography of sources I used for my paper using the Modern Language Association (MLA) format? There are numerous websites dedicated to providing assistance in formatting sources according to MLA standards. For example, see http://www.citationmachine.net/mla. Do I footnote sources appropriately to provide appropriate credit for ideas, quotes, etc.? 	
Grammar, Usage, Mechanics	Did I proofread for grammar, spelling, punctuation, logical topic flow, and smooth transition from one section to the next?	
Length of Paper	Is my final paper at least 5 pages and no more than 10 pages (excluding the Title Page, Attachments, and Bibliography)?	
Deadline for Submission	January 13, 2020 to sbdean@truman.edu Questions: Contract Professor Boughton at boughton@truman.edu	



[Title of Paper]

Author Name(s)

Author Email and Phone Number

College/University Name

Class Name

Professor Name

Professor Email and Phone Number

“Submission for the 2019-2020 Robert L. Gould Scholastic Award”



Sections to include:

Executive Summary

[Section 1 Title]

[Section 2 Title]

[Section 3 Title]

Note: You are not limited to three sections.

Conclusion

Attachments

Bibliography