IT Communications Community Group
Virtual Coffee Shop

https://www.educause.edu/community/it-communications-community-group

July 18, 2019
Update Your 2019 NCSAM Toolkit with Ideas That Work!
Today’s Guests

- Trisha Clay, Hudson County Community College
- Carla Herling, Drake University
- Philip Kraemer, Florida State University
- Katie McInerney, North Carolina State University
- Linda Ludwig, Grinnell College
- Tara Schaufler, Princeton University
- Ben Woelk, RIT
- Erika Powell-Burson, Bentley University
Get Started!

HCCC is a public 2-year institution that serves 8,500 matriculated students, and about 15,000 students overall per year. We have an ITS staff of 21.

2018 NCSAM
- Began with ITS Twitter page
- Community-Wide Emails
- Events
  - Tie-in to personal information and security at home
  - We have 3 people engaged in each event: one registrar, one speaker, and one person to video record
Build on the start

Monthly Events

- Keep events relevant to both the institution and, most importantly, the individuals
- Use communications channels to warn of new threats
- Be visible, add to meeting agendas
- Brought concerns and new security changes to Shared Governance Technology Committee
- Involve Administration, Faculty, and Staff
React to what the community needs

Increasing scams affecting students raised an alarm

- We were warning in institution-wide emails
- We needed a better method
- Started the HCCC Phish Bowl
Moving Forward

Continuing to add our own events, and tie in to institutional events

- Monthly events
- Weekly events in October for NCSAM 2019
- Tie-in to Girls in Technology
- Tie-in to Orientation, staff and students
Contact Information

Trisha Clay
CIO
pclay@hccc.edu
https://www.hccc.edu
Twitter @HCCC_ITS
It all started with a Swedish fish...

2016

- Ready to relaunch self-phishing
- Needed a “hook” to discuss security
  - NCSAM tie-in
  - In-person conversations with leaders
  - First annual phishing quiz—Qualtrics
  - 230 participants—students, staff, faculty
  - Just over $500 spent on phishing quiz

Educause blog post:
https://er.educause.edu/blogs/2017/7/creating-an-anti-phishing-campaign-on-a-small-budget
Never underestimate the power of free food...

2017

- Continuing self-phishing
  - Monthly KnowBe4 test emails
- Expansion of phishing quiz
  - Tie in with NCSAM 2017
  - In-person student interaction
  - Community donations—free tacos for first 300 entries!
- Dedicated student worker assistant
- Less than $200 spent
- 524 participants—students, staff, and faculty
Spin the wheel...

2018

- Continuing self-phishing
  - Monthly KnowBe4 test emails
- Student-only phishing quiz
  - Tie in with NCSAM 2018
  - Prize wheel in student center
  - Free tacos for first 500 entries!
  - Less than $25 spent
  - No dedicated student worker assistant
  - 183 students took phishing quiz
What now?

2019

- Continuing self-phishing for faculty and staff
  - Monthly KnowBe4 test emails
- Student-only Phishing quiz
  - Use security training resources we have (less staff time)
  - No Qualtrics quiz creation
  - Prize drawing
Contact information

Carla Herling
IT Communications Manager
Drake University
carla.herling@drake.edu
On Twitter as @DrakeITServices
Past and Future Campaigns

2015 - Cyberpledge
2016 - Cyberhero Game (online)
2017 - Scavenger Hunt
2018 - Cyberbowl (online)
2019 - Cyberpledge
FSU Cybersecurity Campaign History

Event Participation

- 2018: 1920 participants
- 2017: 2498 participants
- 2016: 2474 participants
- 2015: 3349 participants

- Cyberbowl
- Scavenger Hunt
- Cyberhero Game
- Cyberpledge

Educause
What goes on during the month?

Booths
- 2x a week across Campus

Training Sessions
- ISPO
- Vendor led training

Plaster campus with posters advertising the events
Twitter, Facebook, Instagram, ISPO website and University Calendar
Lessons Learned

More students manning the cyber booths
Increase cybersecurity awareness with information security steering committee
Collaborate with CCI and CS
Partnership with Cybersecurity Club
Intern participation
More relevant movie for student population Sneakers too old for students
Push training classes more to get attendees
Tax liability for prizes not won by students – Need to be under $100
Standard budget - good!
Contact

Phil Kraemer
Security Training Coordinator
Information Technology Services
Florida State University
pkraemer@fsu.edu
RTP180 + NC State: Fake News & Brews

- RTP180 = Established local “TED Talk” style event
- Unique topic each month
- 4-5 local SME’s present
  - 5 minutes for presentation
  - 5 minutes for Q&A
- Networking opportunities (and beer!)
- CSAT reached out with request to bring program to campus
- They were interested in taking 180 on the road
- Worked together on topic and split responsibilities
- Raffle prizes
Program Details

Schedule:
- 5:00pm - 6:00pm: Networking + Beer + Refreshments
- 6:00pm - 7:00pm: Presentations + Q&A + Raffle
- 7:00pm - 7:30pm: Networking + Beer + Refreshments

Attendance:
- Total Attendees: 180
- 70% NC State affiliates
- 30% external
Preparation Timeline

- Dec 2017: Connected with RTP180 Program Director
- February 2018: Confirmed partnership
- March 2018: Decided on date/location/theme
- April-July 2018: Recruited speakers
  - NC State, NC LIVE, RTI, Fidelity, UNC Chapel Hill
- August 2018: Confirmed vendors/sponsors
- September 2018: Opened registration & began communication campaign
- October 24, 2018: Event Date

Primary CSAT Committee Members involved:
- Chair, Communications, Graphic Designer
Takeaways

- Host with Humor Helps!
- Research events in your area
- Don’t be afraid to reach out!
- Ask your connections about groups/organizations/events they’re involved with
- Contact vendors for sponsorships/raffle prizes/speakers
- It’s OK to try something new!
Contact Information

Katie McInerney
OIT Training Coordinator
Chair, Cybersecurity Awareness Team
North Carolina State University
cpmciner@ncsu.edu
Grinnell College’s NCSAM

- Speakers from
  - FBI
  - Attorney General’s Office
- Tabling… handouts on
  - Identifying phishing
  - Creating strong passwords
  - Free handouts from [FTC.gov/bulkorder](https://www.ftc.gov/bulkorder)
- Escape Room
  - Phishing
  - Social engineering
Escape Room

- Learning Outcomes...
  - Recognize phishing indicators
  - Understand the dangers of USBs
  - Learn how to build strong passwords

The kit for the phishing escape room
Techniques/Supplies

- Posters
- Phishing examples
- Locks both key and combination
- Hidden text – invisible ink
- UV flashlight

Top Seven Phishing Indicators

1. Unexpected, out of character, emails from people you know
   - CSPhing asking you to log into an unknown site or to transfer funds.
2. Request to log in with credentials
   - They ask you to validate an account.
3. Sense of urgency
   - If you don’t act something bad will happen.
   - You won’t be able to access an account.
   - You will be over quota.
   - You will miss out on a prize or money.
4. Generic greeting and/or no signature
   - The sender is “user”, “customer”, or blank.
   - No signature.
   - Logo/syntax incorrect or out of place in message.
5. Request for personal information
   - Personal information can include but not limited to Social Security number, birthdate, address.
   - Be careful of “Hunt” surveys that ask personal questions which can be used for social engineering or in answering password security questions.
6. Short messages
   - Limited body
7. Spoofed links
   - Never follow links in email.
   - Always use the website address you know.

The phishing emails reveal the password
Phishing Emails

- Match phishing email to indicator
- Find the one bolded word
- Indicator number gives order
- Ordered bolded words makes a sentence
Materials available for download and use

- **Phishing** –
  - Presented at the 2018 Security Professionals Conference
  - Does not include the emails

- **Social Engineering** –
  - Run during the 2019 Security Professionals Conference
Contact Information

Linda Ludwig

Information Security Awareness Specialist
ludwigl@Grinnell.edu
NCSAM at Princeton

- Same branding each year
  - Protect Yourself – Protect Princeton campaign

PROTECT YOURSELF 
PROTECT PRINCETON
NATIONAL CYBER SECURITY AWARENESS MONTH

OCTOBER 2018 EVENTS

- CYBER SECURITY INFORMATION TABLE AT FRIST CAMPUS CENTER
  - Wednesday, October 3
  - Thursday, October 4
  - Wednesday, October 10

- MOVIE EVENT & DISCUSSION AT PRINCETON GARDEN THEATRE
  - Thursday, October 11

- WEBINAR: INFOSEC TOP TIPS
  - Thursday, October 25

VISIT OUR WEBSITE FOR FULL EVENT DETAILS & HELPFUL RESOURCES:
INFORMATIONSECURITY.PRINCETON.EDU/NCSAM
NCSAM at Princeton

- Events
  - Movies
  - Webinars
  - Facebook live
  - Live trainings
  - Information tables
    - Games
    - Giveaways
    - Resources
NCSAM at Princeton

- Games
- Giveaways & prizes
- Resources
NCSAM at Princeton

- Spread the word!
  - Web presence
    - NCSAM champion
  - Broad communication
    - Mass email to campus
    - Social media
    - Posters
    - At meetings
    - In your email signature line

NCSAM Events & Resources

PROTECT YOURSELF
PROTECT PRINCETON
NATIONAL CYBER SECURITY AWARENESS MONTH

Join the Information Security Office (ISO) in celebration of National Cyber Security Awareness Month (NCSAM). Throughout October, there will be opportunities to learn more about cyber security. Please remember to protect yourself and Princeton by guarding sensitive information and staying safe online.

October Events

- Cyber Security Information Table
- Free 80s Movie Event at The Princeton Garden Theatre
Contact Information

Email: tara.schaufler@princeton.edu
Website: https://princeton.edu/infosec
Facebook: @PrincetonISO
LinkedIn: www.linkedin.com/in/TaraBrelsfordSchaufler

Tara Schaufler
Princeton University
Information Security Office
Digital Self Defense Dojo

Badges and Belts
Monthly Tiger Tech Talks

- Spam and Phishing and BECs, Oh My!
- Too Many Secrets--Password Vaults
Self Phishing

Pilot in Finance and Administration (825) 2018-19
Broaden base to include faculty (+1500) in October 2019

Phishing and BECs

WELCOME TO THE RIT PHISHBOWL, YOUR SOURCE FOR THE LATEST PHISHING ATTEMPTS REPORTED AT RIT
Contact Information

Ben Woelk
ISO Program Manager
Rochester Institute of Technology
ben.woelk@rit.edu
@RIT_Infosec
@benwoelk
Security is in (y)OUR Hands

Strong Passwords

Click Wisely

Download & Update

Cyber Monday
Cybersecurity Awareness Month Activities

★ Campus-wide kickoff memo re: Cybersecurity Awareness Month
★ Annual cybersec video - funny, relatable, relevant
★ Plaster posters around campus (*key messages: vintage circus-theme*)
★ Fake-phishing campaign (*Proofpoint / follow-up just-in-time awareness*)
★ Blog updates bentley.edu/cybersecurity (*Educause HEISC materials*)
★ Fake-phish follow-up raffle prizes for phishbowl@bentley.edu submissions
★ Executive engagement (*Cabinet & Board presentations*)
★ Lunch-n-Learns & Snack-n-Learns (*varied of days/times*)
★ Guest Lecture in IT classes (*+Extra credit for tent event attendance*)
★ Capstone Tent Event - ID swipe for attendance tracking
  ○ Food: Apple cider and cider donuts; swedish fish; gold fish, etc.
  ○ Fun: Interactive quiz; test your password; fish game; color-theme for workers + red whistle
  ○ Prizes: Branded bag to collect printed materials and prizes
★ Survey (with raffled prize) to get feedback and improve
★ Training at New Hire and Student Orientations
October 2018
10-10-Tent Event

Vision:
Vintage Circus

Budget = $23K

Staff, Faculty & Student Help
STEP RIGHT UP!

BENTLEY CYBERSECURITY
10.10.18 TENT EVENT

Security is in (y)OUR Hands
Oct. 10th | 1pm - 4pm | LaCava Tent
Food, Games, Giveaways and more!

For more information, visit
bentley.edu/cybersecurity
Feedback!

- # of people trained
- Result scores for quizzes
- # of attendees at an event
- Qualtrics survey (incent if able)
- Comparison on phishing campaigns

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Please add your email address to enter in the raffle.</td>
<td></td>
</tr>
<tr>
<td>2. What do you feel is the most effective way for you to learn and apply good cybersecurity hygiene?</td>
<td></td>
</tr>
<tr>
<td>3. What cybersecurity threats/risks are you most concerned about at Bentley?</td>
<td></td>
</tr>
</tbody>
</table>
Lessons Learned

★ Food and Prizes are the BEST motivators for engagement!
★ Answer the question: “Why Should I Care?”
★ Make it job-relevant and personally-relevant
★ Kick-off cybersecurity awareness planning/committee in June
★ Use a project manager; the same one each year if possible
★ Re-use project plan, theme, and materials (*and swag if left overs*)
★ Partner with Faculty, Students and Staff where possible
★ Increase advertisements / social media for events (*and engage communications & marketing sooner*)
★ Use humor and music (*videos, events, training etc.*)
★ Non-punitive approach (*2nd chance prize after taking cyber training*)
Security is in (y)OUR Hands

- Strong Passwords
- Click Wisely
- Download & Update

bentley.edu/cybersecurity
Contact Information

Website:  https://bentley.edu/cybersecurity
Email: cybersecurity@bentley.edu

Personal Email: erikapowellburson@yahoo.com
LinkedIn: www.linkedin.com/in/erikapowellbursoncissp

Erika Powell-Burson, MSIA, CISSP, CISA
Former CISO of Bentley University
Questions?