

# Taking Cyber Security Awareness to the Next Level for National Cyber Security Awareness Month (NCSAM)



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# CACI At a Glance



## CACI INTERNATIONAL INC

**Corporate Headquarters**  
Arlington, Virginia USA

**European Headquarters**  
London, England UK

[www.caci.com](http://www.caci.com)



## FOUNDED IN 1962

Industry leader for  
more than **55 years**



## REVENUE BY CUSTOMER

**65%** – Department of Defense  
**29%** – Federal Civilian Agency  
**6%** – Commercial



## INDUSTRY RECOGNITION

- ★ **Fortune – World's Most Admired Companies**  
5<sup>th</sup> in IT Services
- ★ **FORTUNE 1000**  
Largest Companies in America
- ★ **Russell 2000 Index**
- ★ **S&P SmallCap 600**
- ★ **U.S. Veterans Magazine**  
Best of the Best Top  
Veteran-Friendly Company
- ★ **CHARACTER – based**  
Culture of ethics, integrity,  
and operational excellence



**REVENUE**  
**\$4.35B**



**NO. OF  
EMPLOYEES**  
**18,700**



**OFFICES  
WORLDWIDE**  
**120+**

# Session Outcomes

Learn how to host **weekly** events that

- engage virtual and local employees,
- encourage information security best practices,
- and gain InfoSec Awareness program visibility

With **1 Dedicated** Resource and a **Limited Budget**



# Let's Start Here.



**Person: Me**

## **Job Responsibilities:**

- **Send & Report on multiple phishing exercises per month**
- **Update Intranet Sites as needed with Alerts, Blog Posts, cat photos, etc.**
- **Prepare InfoSec Metrics Reports**
- **Coordinate InfoSec messaging with Corporate Communications**
- **Assist in Compliance Training Development**
- **Respond to users' emails (phishing, guidance, confusion, angry mail, etc.)**
- **Change corporate culture, end world hunger... other duties as assigned**

**This is most likely you too...**

# National Cyber Security Awareness Month



- Every **October**

- Run by **Nation**

- **Weekly** Themes

- Information

- If you're starting

- International

- Loads of resources

- Emphasis on building infosec into the corporate culture



**MONTH**

But how do you celebrate **ALL MONTH LONG** while still focusing on your normal tasks?

# Start Planning Early

## 3-4 months before

1. Activity brainstorm session (align with program goals). Aim for at least 5 activities.
2. Separate **easy** activities from **difficult** activities.

Difficult activities	Easy activities
<ol style="list-style-type: none"><li>1. Do your research</li><li>2. Figure out costs (time and money).</li></ol>	<ol style="list-style-type: none"><li>1. Create your timeline for when the WORK needs to be done.</li></ol>
<b>BE CREATIVE</b>	

3. **Divvy up activities** by week based on related NCSAM theme
4. Start the approval process for all of your **difficult** activities

# Start Planning Early

## 2 months before

1. Develop & Share your **Master Plan** NEXT LEVEL
  - a. “What’s New” or “Overview”
  - b. Communications Efforts
  - c. **Weekly Themes and Activities**
  
2. Rally the troops & **delegate** (coworkers on team and/or off) NEXT LEVEL
  
3. Create your Project Schedule NEXT LEVEL
  
4. Start **creating the content** you will have to post or you want others to communicate on your behalf. NEXT LEVEL

# Start Staging



## 1 month before

1. Ensure everyone has what they need to **advertise** NCSAM throughout October.
  - a. NCSA provides social media and internal communication templates, images, banners, and newsletters for **each week**.
  - b. **Ramp up communication** with partners and review what they plan to do or communicate on your behalf.



# Start Staging

## 1 month before

2. Ensure everything has been purchased or received.
3. Clarify roles as needed.
4. Gather program metrics for later analysis.
5. Take a deep breath.



# It's Go Time!

## Throughout the Month

1. Hold weekly meetings with your core NCSAM “team”<sup>NEXT LEVEL</sup>
  - a. What’s coming up next week?
  - b. What went well this past week? What didn’t? How do we run smoother next week?
2. Gather program metrics.
3. Put out the occasional fire.
4. Follow the schedule.



# What EXACTLY Did We Do?

## Master Plan: **NEXT LEVEL**

- **What's New**
  - What we're **keeping** from last year, **what's new** this year, and **why** we've made those changes.
  - Who will do what and how frequently (high level)
- **Communications**
  - Communication methods with frequency and dates
- **Weekly Theme**
  - Each week with corresponding working dates
  - Each activity with brief description when necessary

The thumbnail shows a document titled '2017 NATIONAL CYBER SECURITY AWARENESS MONTH PLAN'. It is organized into several sections: 'WHAT'S NEW', 'COMMUNICATIONS', and 'WEEKLY THEMES AND ACTIVITIES'. The 'WEEKLY THEMES AND ACTIVITIES' section lists five weeks with their respective dates and themes: WEEK 00: SEPTEMBER 25-29, WEEK 01: OCTOBER 02-06 - STOP, THINK, CONNECT: SIMPLE STEPS TO ONLINE SAFETY, WEEK 02: OCTOBER 09-13 - CYBERSECURITY IN THE WORKPLACE IS EVERYONE'S BUSINESS, WEEK 03: OCTOBER 16-20 - TODAY'S PREDICTIONS FOR TOMORROW'S INTERNET, and WEEK 04: OCTOBER 23-27 - THE POWER OF CYBERSECURITY AWARENESS AND TRAINING.

# Communications

- **Weekly Banners on Intranet Site Home Page** NEXT LEVEL
- **NCSAM Announcement Email in September**
- **Weekly Emails** NEXT LEVEL
- **Weekly Tweets** NEXT LEVEL
- **NCSAM Posters for Local Offices posted in September**



# Weekly Themes & Activities

Weeks 0 & 1

## Week 0

September 25-29

- Build Excitement about NCSAM
- Announce Poster Contest **NEXT LEVEL**

## Week 1

Stop . Think. Connect:  
Simple Steps to Online Safety

- Online Safety Quiz with 3 winners randomly chosen for a prize **NEXT LEVEL**
- Activity Page with Online Safety Tips & Resources



Get involved and promote  
a safer internet for everyone!  
[STAYSAFEONLINE.ORG/NCSAM](http://STAYSAFEONLINE.ORG/NCSAM)



# Weekly Themes & Activities

Weeks 2 & 3

## Week 2 Cybersecurity in the Workplace Is Everyone's Business

- Cyber Security Hunt – 3 winners will be randomly chosen for a prize.
- Activity page available with white papers and tips for our top most susceptible job functions. **NEXT LEVEL**



## Week 3 Today's Predictions for Tomorrow's Internet

- Lunch & Learn with Speaker **NEXT LEVEL**
- Activity page available with white papers, interesting trends and blog posts



# Weekly Themes & Activities

Weeks 4 & 5

## Week 4

### The Internet Wants You: Consider a Career in Cybersecurity

- Cyber Career Workshop & Lunchtime Cyber Panel at local high school **NEXT LEVEL**
- Best Phish Contest **NEXT LEVEL**
- Activity page with information on the NICCS Cybersecurity Workforce Framework and links to CACI's open Cyber positions.



## Week 5

### Critical Infrastructure/ Industrial Control Systems

- Activity Page with information with video “Anatomy of an ICS Network Attack” and associated written articles

# Tips and Lessons Learned

- **Brainstorm & Plan throughout the year.**
- **When hosting new in-person activities, use established communication channels for announcements and registration.**
- **Require a sign-up for all activities.**
- **Use marketing tchotchkes as prizes.**
- **Give “NCSAM” team members specialized roles (marketing, events, communication).**
- **Don’t skimp on the status meetings.**
- **Make it about the employees.**

# Taking It To The Next Level

- **Organization**
- **Marketing**
- **Create and Manage a Team**
- **Connect with Your Audience**

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