Taking **Cyber Security Awareness** to the **Next Level** for National Cyber Security Awareness Month (**NCSAM**)
CACI At a Glance

CACI INTERNATIONAL INC

Corporate Headquarters
Arlington, Virginia USA

European Headquarters
London, England UK

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
5th 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+

FISSEA
Federal Information Systems Security Education Association
AWARENESS • TRAINING • EDUCATION
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 National Cyber Security Alliance
- Weekly Themes
- Information Resources and Templates
- If you’re starting:
  - International Week
  - Loads of resources
  - Emphasis on building InfoSec into the corporate culture

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.**

<table>
<thead>
<tr>
<th>Difficult activities</th>
<th>Easy activities</th>
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<tbody>
<tr>
<td>1. Do your research</td>
<td>1. Create your timeline for when the WORK needs to be done.</td>
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<tr>
<td>2. Figure out costs (time and money).</td>
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**BE CREATIVE**

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
   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)

3. Create your Project Schedule

4. Start creating the content you will have to post or you want others to communicate on your behalf.
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”
   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:  

- 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
Communications

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

NEXT LEVEL
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
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
Email: infosec@caci.com
Phone: 703•679•6473