Influencing a Security Culture: From Community College to Ivy League

Who we are...

Patricia Clay, CIO
Hudson County Community College

David Sherry, CISO
Princeton University
Yes, we are both from New Jersey

Hudson County Community College
Princeton

Or, another view...

HCCC
Princeton
Where are you?

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What’s the bottom line?

- Two different schools
- One goal

Princeton University ISO

Mission Statement
The mission of the Princeton University Information Security Office (ISO) is to make information security programmatic and cultural on campus, enabling the University to succeed in its mission in teaching and research.
One way to influence your campus is through security awareness

Security Awareness - Worth It?
**Some awareness statistics**

- **95%** of successful cyberattacks are the result of a phishing scam.
- **52%** of business leaders don’t know what to do in the event of a cybersecurity incident.
- **78%** of employees are aware of the risks of suspicious links in emails, but click on them anyway.
- **45%** of employees receive no cybersecurity training from their employer.
- Security-related risks are reduced by **70%** when businesses invest in cybersecurity training and awareness.
- A modest investment in security awareness and training has a **72%** chance of significantly reducing the business impact of a cyber attack.

From [https://www.penser.co.uk/blog/cybersecurity-infographic](https://www.penser.co.uk/blog/cybersecurity-infographic)

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**Your awareness program**
How is it working?

A key point to remember...

It’s all about culture.
About culture

Social behavior & norms in an organization or people

- Security should “happen”
- No need to think

Barriers to culture

- No time
- No budget
- No relationship
- No value
- “Not my job”
- Any others?

“Culture eats strategy for breakfast.”
Peter Drucker
Barriers and Supporters by numbers

Poll - Describe your institution’s security culture
What do the attendees think?

As a group, let’s discuss:

- What are your challenges?
- What’s holding you back?
- Horror stories?

So how do you change this?
How can we exert influence?
First and foremost

Understanding your CURRENT culture
A key strategy...

Successful negotiation!
- You don’t have to be right
- You don’t have to say no
- You don’t have to get all you want

Yes And

Traditional Methods (with a twist)
- Brown Bags
- Internal job fairs
- Branding, logos, and give-aways
- Game Changer: key influencers
Curriculum influence

Remember...
- that they learn differently
- that they are at different levels
- that they love transparency
- that they are social

Influence their life, influence your culture
Find uniqueness

Using gamification

Find uniqueness

Using Non-traditional venues
Events to consider

- Shred Day
- Spring/Fall Clean Up
- Be Safe @ <enter your school>
- Health Benefits Fair
- Move In / Move Out
- Graduation prep
- Awareness Video Contest
What the heck is happening???

As you influence, the culture can change

Remember that "programmatic and cultural resilience?"

The big take-away...

It’s important to get started!
Take one event or idea and do it!
Take it Home with You

Summary
- Our mission is the same, no matter what our size, designation, title or budget
- No one approach fits all institutions
- The most dramatic way to awareness success is through the culture
- You can start as soon as you return!
Keep in touch!

Patricia Clay, CIO
pclay@hccc.edu
@trisha_m_clay

David Sherry, CISO
david.sherry@princeton.edu
@CISOatPrinceton

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