Influencing a Security Culture: From Community College to Ivy League
It’s all about culture and influence.

**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.

**Culture**

Social behavior & norms in an organization or people

- Security should “happen”
- No need to think
- As you influence, the culture can change
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

Traditional Methods with a Twist

- Brown Bags
  - personal invitation to culture influencers
- Internal job fairs
- Branding, logos, and give-aways

Find Uniqueness

- Gamification
- Unique Venues
- Plug in to your campus culture
- Go with the theme – Phishing with goldfish crackers and Swedish fish

Events to Consider

- Shred Day
- Spring/Fall Clean Up
- Be Safe @ <enter your school>
- Health Benefits Fair
- Move In / Move Out
- Graduation prep events

Most important!

- Get started!
• Take one idea and do it

Resources

EDUCAUSE Security Awareness materials: https://www.educause.edu/focus-areas-and-initiatives/policy-and-security/cybersecurity-program/awareness-campaigns

Security Awareness Institute research information: https://www.infosecinstitute.com/blog/7-research-backed-tips-to-improve-your-security-awareness-training/


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