It Doesn't Take Magic: Tricks of the Trade to Create an Effective Security Awareness Program

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About us

- ISO Program Manager at Rochester Institute of Technology
- Member, EDUCAUSE HEISC Awareness and Training Working Group
- Incoming STC VP
- Practice areas in security awareness, policies and procedures, leadership development, mentoring, and technical communication

- Senior Information Security Training and Outreach Specialist at Princeton University
- Member, EDUCAUSE HEISC Awareness and Training Working Group
- Practice areas in security awareness, marketing, communications, design, and technical writing
About our institutions

Rochester Institute of Technology
- Rochester, NY (Upstate New York, Finger Lakes Region)
- Founded 1829
- 1,089 faculty, 15,741 undergraduates, 3,222 graduate students, and 2,487 staff
- Doctoral Universities: Moderate Research Activity, STEM-dominant, NTID

Princeton University
- Princeton, NJ
- 500 acres with 190 buildings
- Founded 1746
- 1,252 faculty, 5,251 undergraduates, 2,781 graduate students, and 6,700 staff
- Doctoral Universities: Highest Research Activity
Agenda

• The Problem

• Workshop
  • Part I – Create your high-level communication plan
  • Part II – Create your school-specific 2018-2019 plan
The Problem

- Awareness isn’t sticking
Why security awareness programs fail:

1. Solutions are not aligned to business risks
2. Neither progress nor value are measured
3. Incorrect assumptions are made about people and their motivations
4. Unrealistic expectations are set
5. The correct skills are not deployed
6. Awareness is just background noise

We need to change the culture!
How do we make good security habitual?

- Contextualization
- Repetition
- Reward
Teaching good behaviors

- What behaviors?

The Phish Bowl

Your source for the latest phishing alerts.
informationsecurity.princeton.edu/phish-bowl

- REPORT
- INSPECT
- DELETE
Don’t get hooked!

NEVER respond to e-mail requests for your password.
Will changing the culture take magic?

Your thoughts?
Workshop: Create your own magic!
Workshop

- Part I (1 hour)
  - Create your high-level communication plan (workbook)
- Part II (1 hour)
  - Create your school-specific 2018-2019 information security communication plan (Excel spreadsheet)
Working Session - Part I

• Open your workbooks
  • Today you will focus on answering questions for one audience type.
Create your high-level communication plan

- Steps in the workbook include:
  1. Determine goal
  2. Identify and profile audiences*
  3. Develop messages
  4. Select communication channels
  5. Establish partnerships
  6. Define metrics

*Note: Today you will focus on one audience type – faculty, staff, or students.
Working Session – Part II

- Create your 2018-2019 school-specific plans
  - Use the Information Security Communication Plan Excel template (choose monthly or quarterly)
2018-2019 Information Security Communication Plan Components

- Topics and Activities (Monthly or Quarterly)
- Other Activities
Sharing

• Let’s share some ideas!
Resources

- See separate Word document
Next Steps

• Join the Higher Education Information Security Council (HEISC) Awareness & Training Working Group
  • Contact Valerie Vogel at vvogel@edufcause.edu
• Connect with us and each other!
Contact us

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Note: Please complete the Session Evaluation online or using the mobile app.