Know Which Way the Wind Blows: Security Awareness that Soars

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Welcome to the Windy City and Educause #SPC19!
Our version of “Blowin’ in the Wind”
by: Bob Dylan & Joan Baez
“MFA Today” Lyrics

How many phish must some people receive, 
Before they can see the fraud?  
How many times must they click on that link, 
Before they see that it’s flawed?  
And how many times must they be quarantined, 
Before they stop sending spam?  
The answer, my friend, is MFA today  
The answer is MFA today

How many times will they use a password, 
Before they see that it’s weak?  
How many times will they think security, 
Is only for those who are geeks?  
And how many times can we teach them the ways, 
And pretend that we just don’t freak?  
The answer, my friend, is MFA today  
The answer is MFA today

How many times will they be compromised, 
Before they learn not to click?  
How many gift cards will a person buy, 
Before they know it’s a trick?  
And how many trainings will it take til we know, 
That all of the info will stick?  
The answer, my friend, is MFA today  
The answer is MFA today  
The answer is MFA today  
The answer is MFA today

#Security19
About us

Ben Woelk
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Rochester Institute of Technology

Tara Schaufler
Awareness & Training Program Manager
Princeton University
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
• 4th oldest college in the US
• 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 2019-2020 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?
Don’t get hooked!

NEVER respond to e-mail requests for your password.
How to change the culture?

Your thoughts?
Workshop:
Create Your Winds of Change
Workshop

• Part I
  • Create high-level communication plan (*workbook*)

• Part II
  • Create school-specific communication plan (*spreadsheet*)
Working Session - Part I

- Open your workbooks
  - Today you will focus on answering questions for one topic and audience type per table.
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 topic and audience type.
High-level communication plan

1. Determine goal (workbook page #3)
   - Our example: BEC
   - Now complete the question for your organization

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Step 1: Determine Goal

To initiate a successful and effective communication effort, start with an assessment of your current information security goals. Examine what your organization stands for—its mission, values, and beliefs. Look closely at your university or college community. This process will help narrow and sharpen the focus for your communication initiative(s).

What information security issue is most important to your organization right now? (Example: business email compromises, phishing, protecting sensitive information, etc.)

Who is most affected by the issue stated above (audience)?

Who makes decisions about the issue (possibly different audience)?

What is the overall goal you want to achieve? What change would you be able to observe? (Be specific.)

What tangible outcomes would you like to achieve through a awareness effort? How will you know you are achieving your goals? (Be specific. What would you see, hear, or have in-hand that would let you know you are making progress toward the goal?)
High-level communication plan

2. Identify and profile audiences (workbook pages # 4-6)
   - Our example: BEC
   - Now complete this section for your organization
High-level communication plan

3. Develop messages (page 10)

Message Worksheet
(one for each audience)

Note: Refer to your completed worksheets from Steps 1 & 2.

Audience:

What are the barriers and benefits to your audience thinking, feeling, or acting on your issue?

What change in attitude (the way they feel about the issue) do you want to motivate in your audience to meet your goal?

What change in the behavior (day-to-day actions) of your audience are you trying to achieve?

Now, based on what you know about what your audience needs to hear in order to think, feel or act, what are the three most compelling sentences you could use to motivate the audience? These are your messages.
High-level communication plan

4. Select communication channels (pages 11-12)

Channel Worksheet
(one worksheet for each audience)

Note: Use the work you did in Step 2 to help you with these worksheets.

Audience:

•
•
•
•
•
5. Establish partnerships (page 13)

Step 5: Establish Partnerships

Groups, organizations, or businesses may exist that would aid you in reaching your goal by providing funds, expertise, support, or other resources. Please list allies or partners who support or work with your audiences or share in your goals.

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High-level communication plan

6. Define metrics (pages 15-16)

Key Questions to Ask

- What security awareness metrics do you have access to already? What metrics do your current awareness and training efforts provide? Are you gathering this data, and, if so, how are they being used?

- Does your organization already own a platform that could provide measurements on the consumption and—paired with other data—the effectiveness of your security awareness training?

- Do compliance drivers require some level of security awareness training?

- How will the metrics you gather tell a compelling story to management?
# Information Security Communication Plan

<table>
<thead>
<tr>
<th>Date</th>
<th>Deliverable</th>
<th>Medium</th>
<th>Audience</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/20/2017 &amp; 7/25/17</td>
<td>ID Theft presentation</td>
<td>Live training/presentation</td>
<td>Faculty, Staff, &amp; Students</td>
<td></td>
</tr>
<tr>
<td>Throughout July</td>
<td>Phish Bowl video</td>
<td>Video</td>
<td>Faculty, Staff, &amp; Students</td>
<td></td>
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<tr>
<td>7/3/2017</td>
<td>OIT New Hire Training</td>
<td>Live training/presentation</td>
<td>Staff</td>
<td></td>
</tr>
<tr>
<td>7/6/2017</td>
<td>New Computing Support/SCAD training</td>
<td>Live training/presentation</td>
<td>Staff</td>
<td></td>
</tr>
</tbody>
</table>
Working Session – Part II

- Create your 2019-2020 school-specific plans
- Use the Information Security Communication Plan Excel template (choose monthly or quarterly)
2019-2020 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@educause.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.
Session Evaluations

There are two ways to access the session and presenter evaluations:

1. In the online agenda, click on the “Evaluate Session” link

2. From the mobile app, click on the session you want from the schedule > then click the associated resources > and the evaluation will pop up in the list