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
Barriers and Supporters by the numbers, from SANS Security Awareness Report 2018

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

Stay in touch
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