



## STUDENT: SECURITY AWARENESS CAMPAIGN

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## Contents

Overview .....	2
Objective: Organizing and Planning a Security Awareness Campaign .....	2
Website Links .....	3
Project Scenario .....	3
1 Overview the Scenario .....	4
2 Research Security Awareness Programs .....	4
3 Develop a Survey .....	4
4 Plan a Security Awareness Campaign .....	4
5 Develop an Activity for One Initiative .....	4
6 Present Your Team's Activity Plan .....	5
Conclusion .....	5

## Overview

This project includes the following tasks:

1. Research security awareness programs
2. Develop an employee survey on security awareness knowledge
3. Plan a security awareness campaign
4. Evaluate group members

## Objective: Organizing and Planning a Security Awareness Campaign

Security awareness plans serve a critical role in promoting secure communications and motivating employees to take ownership of information security. Security awareness campaigns help organizations bring attention to and keep security in the forefront of an organization's culture. All employees play a role in information security, and cybersecurity professionals lead the information security effort. A good cybersecurity awareness plan assesses the current knowledge level of employees. The plan should also incorporate initiatives that engage members of the organization. Security awareness affects the organization's procedures, employee training, and employee evaluations.

## Website Links

- a. [Staff security awareness](#) (11:26)
- b. [The 7 elements of a successful security awareness program](#)
- c. [How to Build a Successful IT Security Awareness Program](#)
- d. [Security Awareness Program Planning](#)
- e. [Security Awareness – Implementing an Effective Strategy](#)

## Project Scenario

ACME Healthcare is a healthcare company that runs over 25 medical facilities including patient care, diagnostics, outpatient care, and emergency care. The organization has experienced several data breaches over the last five years, which have burdened the organization financially and damaged its reputation. The executive leadership team recently hired a new chief information security officer (CISO), who has established a planning committee to organize a **Security Awareness Campaign**. The campaign will reach across all departments within ACME Healthcare and include the following initiatives:

1. Kickoff event
2. Use of social media
3. Marketing campaign
4. Employee contests
5. Changes to human resource hiring, promotion, and separation practices
6. Training programs
7. Establishment of assessment program for key employees
8. Year-round calendar of events

Plans for security awareness serve a critical role in promoting secure communications and motivating employees to take ownership of information security. Security awareness campaigns help organizations focus attention on security and keep security in the forefront of an organization's culture. All employees play a role in information security, and cybersecurity professionals lead the information security effort. A good **cybersecurity awareness plan** includes an assessment of the current knowledge level of employees, and then incorporates initiatives that engage members of the organization. Security awareness impacts the organization's procedures, employee training, and employee evaluations.

## 1 Overview the Scenario

Read over the scenario given above. As a class, Watch the **Staff Security Awareness** video. How many instances of security breaches can you spot?

## 2 Research Security Awareness Programs

1. Work with your assigned team to research security awareness programs at other organizations, using an online search tool. **Make a list of at least 10 security issues** addressed by these programs. The more security topics addressed by these organizations you can find and document, the easier your next step will be!
2. Prepare a one-page summary of your findings, a “Top-Ten List.”
3. Deliver a copy of your summary to your instructor.

## 3 Develop a Survey

1. Work with your team to **create a short survey of 25 questions or less** to determine an ACME employee’s level of knowledge regarding security awareness.
2. The survey should address items from your “Top Ten List” and include things such as password security, proper handling of sensitive information, data confidentiality, email security, social media security, secure communications, authentication, non-repudiation, and enforcing the organization’s information security policies.
3. The survey should require no more than 10 minutes for an ACME employee to complete.
4. Share the survey with the class in electronic form.

**Optional:** Your instructor may help the class compile and compare all the survey questions and compose a “best survey” using the “best” questions.

## 4 Plan a Security Awareness Campaign

Pairs of teams will now combine to form “planning committees” (8 to 10 students). As if responding to real survey results, each *planning committee* will **select five initiatives for a security awareness campaign**. The committee will develop a multi-pronged campaign to address the initiatives.

1. As a committee, **identify five of the initiatives in the CSIO’s list** to address in the forthcoming security awareness campaign.
2. Pairs of students on your committee will each be assigned one of the five initiatives to develop for a security awareness campaign (next step).

## 5 Develop an Activity for One Initiative

1. Each pair of students will **develop a plan to address the assigned initiative** as part of the company-wide security awareness campaign. Each plan must include:
  - Statement of goals and objectives
  - General description of each activity to be conducted
  - Steps, team member roles and responsibilities, and expected outcomes for each activity
  - Resources (materials and estimated costs) required for each activity
  - Marketing plan to promote the initiative’s activity or event
2. **Assemble the five components listed above into one document to submit** to the committee, and be thinking about the next step: how to present your plan.

## 6 Present Your Team's Activity Plan

1. **Each pair of students will prepare a brief (approximately 5 minutes) presentation** of their plan for the campaign to address the initiative, such as would be required to explain the plan to the planning committee. The presentation should, of course, address your team's plans for how to accomplish each of the five requirements, as well as an introduction and wrap up. The presentation should use a technology component for its visual aids, using tools such as PowerPoint, PowToon, Apple Keynote, Prezi, or Google Slides.
2. **Deliver your team's plan/presentation** to the committee, with both students participating in the presentation.

## Conclusion

Security awareness is an ongoing effort within an organization—creating a culture that positions security awareness as a responsibility of all employees. This project examines security awareness at existing organizations by, first, developing a survey to measure that awareness. From the results of that survey, you can then plan, develop, and present an initiative to address selected goals and objectives that, when implemented, aim to improve security awareness in the organization.