

***2007 National Cyber Security Awareness Month
After-Action Report***

February 2008

Cyber Security is Everyone's Responsibility



**Multi-State Information Sharing and Analysis Center
(MS-ISAC)**

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2007 National Cyber Security Awareness Month Multi-State Information Sharing and Analysis Center After-Action Report

Overview



The fourth annual National Cyber Security Awareness Month was celebrated during October 2007. This event was a collective effort among the Multi-State Information Sharing and Analysis Center (MS-ISAC), the U.S. Department of Homeland Security's National Cyber Security Division, and the National Cyber Security Alliance. Its purpose is to raise cyber security awareness nationwide and empower citizens, businesses, government and schools to improve their cyber security preparedness and help promote a safe Internet experience.

The MS-ISAC initiated several activities in support of Awareness Month in 2007, as follows:

- invited every governor in the nation to sign a proclamation in recognition of Awareness Month
- created a toolkit of awareness-related materials that was distributed through the MS-ISAC
- dedicated the October session of the National Webcast Initiative to protection of children on the Internet
- encouraged states to develop cyber security awareness events and activities

MS-ISAC Goals for 2007

Goal	Result
Signed proclamations from all 50 states	Proclamations or letters of support issued by 29 states
60% of states participating in awareness activities	95% of states responding to after-event survey reporting some level of organized activities

Activities

Proclamation – Every governor in the nation was invited to sign a proclamation in recognition of National Cyber Security Awareness Month. The sample proclamation is attached to this report as Appendix A. Twenty-nine states issued gubernatorial proclamations or letters of support for the Awareness Month effort:

Alabama - Governor Robert Riley	Michigan – Governor Jennifer Granholm
Alaska - Governor Sarah Palin	Minnesota – Governor Tim Pawlenty
Arizona – Governor Janet Napolitano	Nebraska – Governor Dave Heineman
California - Governor Arnold Schwarzenegger	Nevada – Governor Jim Gibbons
Colorado – Governor Bill Ritter	New Jersey – Governor John Corzine
Delaware - Governor Ruth Ann Minner	New Mexico - Governor Bill Richardson
Florida - Governor Charlie Crist	New York – Governor Eliot Spitzer
Illinois - Governor Rod Blagojevich	North Carolina – Governor Michael F. Easley
Iowa – Governor Chet Culver	Oklahoma – Governor Brad Henry
Kentucky – Governor Ernie Fletcher	Oregon – Governor Ted Kulongoski
Louisiana - Governor Kathleen Babineaux Blanco	Pennsylvania – Governor Edward Rendell

Proclamation – (Continued)

South Carolina – Governor Mark Sanford
Tennessee – Governor Phil Bredesen
Texas – Governor Rick Perry
Virginia – Governor Tim Kaine

Washington – Governor Christine Gregoire
West Virginia – Governor Joe Manchin III
Wisconsin – Governor Jim Doyle

Toolkit – A toolkit was created and distributed to all states through the MS-ISAC. The toolkit was designed to promote the delivery of a consistent cyber security awareness message by reinforcing core themes in practical, informative, entertaining, and usable ways. The toolkit included:

- Cyber Security Awareness Calendar
- Cyber Security Awareness Posters
- Bookmarks
- Guidelines for Information Security and Internet Usage Brochure
- Cyber Security Awareness Brochure on Cyberbullying
- Internet Kids Pledge Contract
- CD including electronic formats of toolkit material, archived MS-ISAC National Webcast streaming video recordings, and instructions for states to customize and brand the toolkit material.



Florida Governor Crist with CISO Mike Russo and the Governor's Cabinet at the Proclamation signing.



William Pelgrin, Chair of the MS-ISAC and poster contest winner with family. 2007 NYS Kids Safe Online Conference Attendees

National Webcast – The twentieth session in the National Webcast series took place on October 17, 2007. Over 10,000 students, teachers, educators, parents and others registered for the webcast from 43 states and two countries. The national webcast on Kids Safe Online consisted of a play entitled “Cyber Citizens: Defenders of Cyberspace” geared toward the 4th and 5th grade age levels, in which actors performed a cyber security-related skit interacting with the children. The play used content from iSafe, an organization dedicated to teaching secure, responsible, and effective Internet and computer use, and acted out with members of the Plays for Living organization.

After-Event Survey Results

In November 2007, the MS-ISAC distributed an after-event survey to its members to assess the level and type of Awareness Month activities that took place. The following twenty-four states responded:

Alaska	Idaho	Missouri	Pennsylvania
Arizona	Illinois	Nebraska	Rhode Island
California	Iowa	New Hampshire	Tennessee
Colorado	Kentucky	New York	Virginia
Delaware	Michigan	Oklahoma	West Virginia
Georgia	Minnesota	Oregon	Wisconsin

Several consistent themes were found among the states' responses. The full text of the responses is attached to this report as Appendix B. The general trends are identified below:

List your outreach activities for Cyber Security Awareness Month. –All of the responding states listed some kind of outreach activities within their states. These activities included website development and

postings, distribution of toolkit materials, press releases/conferences, advertising campaigns, contests, marketing of webcast to K-12 education, and training events.



Delaware CIO Tom Jarret, DHS Assistant Secretary Greg Garcia and Delaware CISO Elayne Starkey meet at the 3rd Annual Cyber Security Tabletop Exercise

Who was your audience? Please include the number of individuals reached and identify what organizations. – Outreach activities were targeted mostly to state employees. States also conducted outreach to the education community, citizens, private industry, and county and local government.

Did you utilize the MS-ISAC toolkit materials? If yes, how? – All responding states utilized the toolkit materials. Distribution of the material was done in a variety of ways, including to state agencies, school districts and local private industries.



Governor's Chief of Staff presenting to the California State Information Security Office staff

If your state participated in the National Webcast, did you find the webcast useful? Will you be using the archived webcast in future awareness events in your state? –

Approximately 70% of the responding states reported participation in the national webcast, and of those participants, all reported the webcast was useful. Most of the responding states are interested in using the archived version of the webcast for future awareness events in their states.

What worked with this year's Awareness Month Plan? – The MS-ISAC toolkit materials were very well received and extremely beneficial. The calendars, posters and other

materials were distributed in a variety of ways to broad audiences. Organized events worked well also.

What didn't? – States have expressed an interest in receiving more toolkit material to distribute for outreach. States would like to see the materials made available sooner for earlier outreach to their

constituents. The MS-ISAC received positive feedback from the states that reported in and states will be planning to get more involved in the National October Awareness Month activities for 2008.

Conclusion

The 2007 National Cyber Security Awareness Month activities continue to grow and improve from its first year in 2004. Through the network of the MS-ISAC membership, the volume and scope of activities was much increased from last year and we were able to reach a greater population.

This is a tremendous success in building awareness at the highest levels of state government. **Eighty-five percent of the states responding to the survey reported awareness activities.** The states held a variety of awareness activities as noted in the attached Appendix B. The MS-ISAC toolkit was very helpful to the states and a variety of distribution methods were used to help increase awareness at many levels. The national webcast reached more than 10,000 participants, and the archived recording continues to reach many more.

The 2008 MS-ISAC Plan for Awareness Month is already in development by the MS-ISAC Education and Awareness Work Group and will incorporate the feedback received from the members. We have a great deal of work ahead and look forward to building on this year's success to make 2008 even better.

Education and Awareness Workgroup

This Workgroup is focused on recommending the development of new – or identification of existing – cyber security education, awareness and training content for states and localities. This includes recommendations for the MS-ISAC program for National Cyber Security Awareness Month. The Workgroup's hard work and passion are to be commended. Their assistance was invaluable in helping make Awareness Month activities such a success! Members included the following:

<u>Workgroup Members:</u>	<u>State</u>
Lee Styres	Alabama
Elayne Starkey	Delaware
Amy Calderia	Florida
Bill Hubbard	Iowa
Toby Whitehouse	Kentucky
Bob Milosavljevic	Massachusetts
Rick Ensenbach	Minnesota
Jimmy Webster	Mississippi
Patrick Boles	Montana
Linda Lewis	Nebraska
Deb Davis	Ohio
Eva Doud	Oregon
Robert maley	Pennsylvania
Dale Luckhurst	South Dakota
Roger Reed	South Dakota
Anne Lovell	Tennessee
Sue Giatras	Utah
Dan Husmann	Washington
Rob Dixon	West Virginia
Jim Richards	West Virginia
Earl Atwood	Wyoming
Tom Duffy	MS-ISAC

William F. Pelgrin, MS-ISAC Chair

Awareness Month - Appendix A Sample Proclamation

STATE OF _____
Office of the Governor

WHEREAS, many citizens of NAME OF STATE use the Internet to keep in contact with family and friends, manage their finances, buy goods and services and get the latest news; and

WHEREAS, the primary and secondary schools of NAME OF STATE use the Internet to enhance the education of our youth by providing them access to online educational and research materials; and

WHEREAS, the use of information technology at institutions of higher education is integral in teaching and learning, research and discovery, and outreach and service; and

WHEREAS, public libraries provide access to networked computers, online databases, and other resources to the public; and

WHEREAS, businesses of NAME OF STATE use information systems and networks to manage their businesses and expand their customer reach,

WHEREAS, critical sectors are increasingly reliant on information systems to support financial services, energy, telecommunications, transportation, health care, and emergency response systems; and

WHEREAS, Internet users and our information infrastructure face an increasing threat of malicious attack by viruses and loss of privacy from spyware and adware; and

WHEREAS, each year there are significant financial and personal privacy losses due to identity theft and fraud; and

WHEREAS, the Multi-State Information Sharing and Analysis Center (MS-ISAC) was established in January 2003 to provide a collaborative mechanism to help states enhance cyber security; and INSERT YOUR STATE'S SPECIFIC PROGRAM/OFFICE

WHEREAS, there are national organizations, such as the non-profit National Cyber Security Alliance, policymakers, government agencies, private sector companies, and non-profit entities helping consumers, businesses, educational leaders and our youth to protect themselves online; and

WHEREAS, each one of us plays an important role in securing our cyberspace. Awareness of computer security essentials will improve the security of NAME OF STATE information infrastructure and economy; and

WHEREAS, the US Department of Homeland Security, the Multi-State Information Sharing and Analysis Center and the National Cyber Security Alliance have declared October as National Cyber Security Awareness Month;

Now, therefore, I, _____, Governor of the State of _____, do hereby proclaim the month of October 2007 as: **Cyber Security Awareness Month** in the State of _____ and encourage all the citizens of this State to learn about cyber security and put that knowledge into practice in their homes, schools, workplaces, and businesses. Everyone is encouraged to visit the following sites as a useful starting point to help increase cyber security knowledge:

- NCSA: www.staysafeonline.info/
- US-CERT: www.uscert.gov
- MS-ISAC: www.msisac.org/
- YOUR STATE'S CYBER AGENCY URL

Awareness Month - Appendix B

Report of State Cyber Security Awareness Month Activities

**Below is a listing of various states' Cyber Security Awareness Month activities
as reported to the MS-ISAC**

Alabama- Governor Riley signed the Proclamation.

Alaska – Governor Palin signed the Proclamation. Awareness month activities included the following: establishment of a quarterly Security Newsletter; enhancements to the security website, including on-line training materials available via streaming; distribution of a direct mailing of awareness and training materials to 226 communities in Alaska; presentations to the State Infragard, numerous corporations, and local agencies; and distribution of the MS-ISAC cyber awareness materials at six Governor events.

Arizona - Governor Napolitano signed the Proclamation. Arizona's Department of Administration Information Security (AIS) department hosted multiple cyber security awareness sessions for staff and client agencies. On October 17th, AIS department hosted cyber security awareness day. IT standards compliance training session was held for 120 agencies. The primary target audience was the 120 executive branch agencies and their approximate 50,000 employees. Indirect audiences include the Courts, Legislature and Universities. MS-ISAC Toolkit materials were shared with CIOs of 120 agencies, boards and commissions.

California - Governor Schwarzenegger signed the Proclamation. On October 10th, California celebrated its first annual Cyber Security Symposium for government, calling it "Securing California: Exploring Cyber Security Solutions for California Government." It was a full day's celebration with over 300 attendees including top level directors, managers, and security professionals from state/local government. Presentation was also made at the data center's Security Fair on two topics: From Server Room to Board Room and ISO Roles and Responsibilities Three new products were developed and released: Information Security Program Guide, Information Security Officer Role and Responsibility in State Government and a Risk Assessment Toolkit. California issued a Pay Warrant cyber security message on all 225,000 state employees pay stubs announcing October as National Cyber Security month and providing some tips for them. The State also released a prepared message that state agencies could easily resend to their employees announcing October as National Cyber Security Month.

Colorado - Governor Bill Ritter signed the Proclamation. The following awareness activities were undertaken: released "CyberTips" statewide; a webcast with *SC Magazine* – CSO of Tomorrow; Colorado Cyber Security Council meeting – conducted security training and awareness; presented at the following: local ISSA meeting; MIS Institute Government Security Summit; Colorado CISO Lecture Series (a security training day for state and local governments); held three day Botnet/Forensics technical training course, in conjunction with Denver InfraGard; and Denver InfraGard Quarterly meeting. Several hundred individuals were reached through these events. The MS-ISAC Toolkit material has been distributed at numerous events, meetings and conferences.

Delaware - Governor Minner and Lieutenant Governor John C. Carney Jr. signed the Proclamation. Delaware conducted its 3rd Annual Cyber Security Tabletop Exercise including a keynote by Assistant Secretary for Cyber Security and Communications for the Department of Homeland Security, Gregory T. Garcia. Delaware also coordinated TV Public Service Announcements. Two Delaware Transit Buses were wrapped with Cyber Security graphics and went into service on October 23. Cyber Security messages were posted on the electronic boards in all four Department of Motor Vehicles locations. A Cyber Security poster contest and commercial contest was unveiled. Flyers with a cyber security message were inserted in pay advice to all 30,000 state employees. Presentations were made to thirteen schools reaching an audience of over 2,000 students! A cyber security text crawl was placed with the Weather Channel. Advertisements with cyber security messages were placed on delaware.gov, delawareonline.com, and in 11 local newspapers. A booth was sponsored at the 2007 Delaware IT Conference on October 30 for State and School organizations; pamphlets, including MS-ISAC material, were offered to the 509 attendees.

Florida - Governor Crist signed the Proclamation.

Georgia – The MS-ISAC posters and materials were distributed to state agencies. Georgia also conducted the following activities: launched a refresh of the state employee security website; began pilot of in-house produced Security Awareness Video; launched inter-agency partnership for graduate level certificate in Information Assurance with follow-on Master’s degree in Information Systems; and initiated inter-agency partnership for a statewide IT Security Awareness and IT security Training Program modeled after the federal guidelines.

Idaho –Awareness activities in Idaho included the announcement of the Public Security awareness website (via Idaho.gov) that provides educational information related to identity theft, how to protect home and business computers, how to avoid on-line predators, and other cyber security related issues; MS-ISAC Cyber security awareness posters distributed to state/local agencies and businesses; Cyber Security Awareness presentations - Idaho State Controller’s Conference for Accounting and Payroll Professionals (held at several locations across the State); University of Idaho’s annual Computer Security Day; and a half-day seminar with all IT Security Coordinators to discuss statewide cyber security issues. More than 300 individuals were reached through these events.

Illinois - Governor Blagojevich signed the Proclamation. Awareness month activities included distributing the MS-ISAC cyber security awareness posters and toolkits to all state agency departments, boards and commissions (more than 50,000 employees); creating an intranet state website for cyber security awareness; and a series of security awareness presentations were made targeting server administrators and application developers.

Iowa – Governor Culver signed the Proclamation. The MS-ISAC Toolkit materials were shared with state agencies (52 ISOs responsible for working with over 19,000 state employees) and educators (510 public elementary school principals and 10 Area Education Agencies – responsible for working with 364 public school districts). A press release promoting Cyber Security Awareness Month was sent to the media. Elementary school principals received an electronic copy of the Cyberbullies brochure and information regarding the *Cyber Citizens: Defenders of Cyberspace* webcast. Area Education Agencies received posters, bookmarks, calendars, the Cyberbullies brochure, FTC ID Theft booklets, and training CDs.

Kentucky - Governor Fletcher signed the Proclamation. Awareness activities in Kentucky included promotion of the MS-ISAC Cyber Security Monthly Newsletters; created internal awareness posters that were shared among multiple agencies for use as awareness materials; adding content to the State Cyber Security web page relating to cyber security; and promoting other local events relating to cyber security. The outreach effort reached an estimated 19,000 State employees. Additionally, the MS-ISAC local government materials will be used to foster relationships with County Agencies and City Governments.

Louisiana: Governor Blanco signed the Proclamation.

Michigan - Governor Granholm signed the Proclamation. Awareness activities included issuing awareness bulletins and e-mails; conducting seminars for state employees; Attorney General training for state employees/parents; town hall meeting. Audience was State employees – hundreds at seminars, 50,000 via e-mails; Citizens at town hall (dozens), Local government POCs. MS-ISAC Toolkit materials were given to local governments and distributed to citizens at town hall meeting; participated in the MS-ISAC Kids SafeOnline webcast; State CISO was interviewed (in September) by Comcast Cable regarding safe computing, and the program appeared throughout Michigan on their weekly family focus program. The show was shown statewide several times in October, and it was also available via "On Demand" programming around the country.

Minnesota – Governor Pawlenty signed the Proclamation. In an effort to raise awareness, three separate events were held in different Capitol campus cafeterias with cyber security quizzes. Working with our legislative representative, we created a letter that went to all of our State legislators along with cyber security awareness bookmarks to hand out to grade/high school students when they visit the Capitol building throughout the year. The posters from the MS-ISAC Toolkit were distributed to all agency security officers to post throughout their organizations. The Enterprise Security Office compliance manager assisted one local school with the MS-ISAC Kids Online Webcast and also handed out over 100 calendars. Cyber security awareness month was marketed via the website and in several emails sent out to agency information security officers. We worked with our Department of Education to spread the word throughout the K12 community about the Kids Online Webcast. In addition, we continue to distribute MS-ISAC Toolkit materials to agency security officers, via our small agency support initiatives, and will be making these materials available at the Enterprise Security Office booth at our annual IT Symposium in December. The symposium draws over 1,000 IT professionals from state and local government.

Missouri – The MS-ISAC toolkit materials were distributed to security personnel for further distribution to their agencies. Electronic media was uploaded to Missouri's public Cyber Security Portal for use by the public.

Nebraska – Governor Heineman signed the Proclamation. The following activities were undertaken: The Poster Art contest was a resounding success. Approximately 2,000 4th and 5th graders participated across 75 elementary schools. The State awarded a Grand Prize winner and two winners were invited to the Proclamation signing ceremony where Governor Heineman presented each winner with a signed framed copy of their poster. This was covered in several local newspapers and TV stations. The State did a mass mailing with bookmarks and calendars

for the schools. Every elementary and middle school (350) received a calendar, the kids Internet safety pledge template (for teachers to use) and 200 bookmarks from the MS-ISAC Toolkit.

Nevada – Governor Gibbons signed the Proclamation.

New Hampshire – A cyber security web page was created on the state intranet that includes the MS-ISAC Digital Dashboard, monthly newsletters and some cyber security links.

New Jersey – Governor Corzine signed the Proclamation.

New Mexico – Governor Richardson signed the Proclamation.

New York – Governor Spitzer signed the Proclamation. A number of activities took place, including the following: the Third Annual Cyber Security Awareness Conference: Kids Safe Online, on October 17. Nearly 1,000 students, teachers, parents, law enforcement and other adults attended the day-long event. The Conference featured a variety of sessions focused on how to keep children safe while using the Internet. The Conference was launched with a VIP Reception with remarks by Michael Balboni, Deputy Secretary for Public Safety for Governor Spitzer, with a keynote presentation by Maria Sansone, Host of Yahoo's "The9." At the Reception, Deputy Secretary Balboni announced the winners of the New York State Cyber Security Poster Art Contest. The contest was open to all New York State students in the fourth and fifth grades and provided a great opportunity for students to be creative in expressing their understanding of good cyber security practices. Another highlight of the Conference was the live broadcast of the MS-ISAC's national Webcast *Cyber Citizens: Defenders of Cyber Space*, in front of an audience of more than 400 4th and 5th grade students and their teachers. Additionally, more than 10,000 students and teachers across the country viewed the webcast over the Internet. The MS-ISAC Toolkit was distributed to all State agencies and counties across the State. A press release announcing Awareness Month and the New York State activities was distributed to the media. Local television and radio stations covered the Conference.

North Carolina – Governor Easley signed the Proclamation.

North Dakota – will distribute MS-ISAC Toolkit material to state agencies.

Oklahoma – Governor Henry signed the Proclamation. Awareness Month activities included: distribution of literature (MS-ISAC posters and local government cyber security booklets, and iKeepSafe Parent Resource CD) to all participants of quarterly InfraGard meeting in October. Presentation of MS-ISAC Toolkit materials at statewide Cyber Security Conference on December 7, 2007 to all attendees. Audience for Awareness Month activities included more than 500 individuals from state agencies, higher education, Infragard and others.

Oregon - Governor Kulongoski signed the Proclamation. In an effort to raise awareness, the MS-ISAC Toolkit materials were distributed to stakeholder groups and a new Information Security Resource Center Website was launched. Materials were made available to other state agencies through the Website and materials provided by MS-ISAC were distributed. Oregon conducted outreach through the information security officers and CIOs at approximately 20 state agencies.

Pennsylvania - Governor Rendell signed the Proclamation. The following activities were undertaken: the First Annual Cyber Security Conference was held at the Commonwealth Technology Center in Harrisburg. Six subject matter experts collectively held a total of 23 educational sessions throughout the day. Audience for the Conference were Commonwealth Agencies (over 22 state agencies). Additionally, members from NSA and Homeland Security attended. All Presentations and Power Points have been made available for download on our CyberSecurity site. The MS-ISAC Toolkit materials were distributed to all attendees of the Conference as well as distributed throughout the month for agencies to use. Posters were prominently displayed in all areas of the buildings.

Rhode Island – The MS-ISAC Toolkit materials were distributed to partner agencies and schools reaching approximately 6,000-7,000 employees across 40 agencies.

South Carolina – Governor Sanford signed the Proclamation.

Tennessee - Governor Bredesen signed the Proclamation. Awareness activities included participation in the MS-ISAC cyber security webcast, including the First Lady's Assistant; conducted a password poster campaign, posted in more than 200 locations during the month of October; hosted a SANS partnership class with more than 120 students.

Texas – Governor Perry signed the Proclamation.

Virginia – Governor Kaine signed the proclamation. Commonwealth Information Security Council wrote an article weekly for the Governor's Leadership Communiqué which is the electronic newsletter that goes to the Cabinet officials and agency heads in the Executive Branch; a number of state agencies conducted awareness and education activities. Activities were targeted to end users of the Commonwealth Network and citizens. The MS-ISAC Toolkit was posted on the website and distributed through a variety of channels.

Washington – Governor Gregoire signed the Proclamation.

West Virginia - Governor Manchin signed the Proclamation. MS-ISAC Toolkit materials have been posted and distributed to state employees.

Wisconsin – Governor Doyle signed the Proclamation. Awareness activities included distributing the MS-ISAC Toolkit items (posters, pamphlets, bookmarks) to State Agency Security officers (52 agencies, 38,000 employees); calendars were distributed to 4th & 5th grade teachers; Brown Bag presentation was held on Identity Theft for State Staff; Cyber Security presentation to professional groups; approximately 2,575 letters were distributed to the principals/administrators of the Wisconsin Public and Private schools which included the signed Proclamation and other cyber security materials. The materials were also posted on the public website.