Cybersecurity: A Shared Responsibility and Department of Homeland Security Priority

A Presentation to the National Cyberwatch Center

November 20, 2015
Webinar Protocol

:: Mute your phone/mic when not talking
:: Questions during the webinar?
:: Technical problems
A Shared Responsibility

We are more interconnected than ever before

- Many of the crimes that occur in real life are now committed or facilitated through the Internet
- The US Navy receives more than 30 cyber attacks every second
- Roughly 43% of companies have experienced a data breach in the past year
- On average, one in five Americans has been the victim of a cybercrime
Young Adults and the Internet

• Of Internet users ages 18-29, 83% use social media

• College students are twice as likely to be stalked as the general public

• Smartphone ownership among teens is 73%
National Cyber Security Awareness Month
National Cyber Security Awareness Month

A collaborative effort, which takes place each October, between government and industry to raise awareness about staying safe online

Formally recognized by the President, Congress, and leaders from industry and academia

International reach and support from partners such as Canada, the European Union, and Japan

2015 was the 12th National Cyber Security Awareness Month (NCSAM), spreading cybersecurity awareness across the nation
NCSAM 2015 Weekly Themes

Each week in October was dedicated to a specific cybersecurity theme. The five themes listed below offered opportunities for government and industry to get involved in cybersecurity through the activities most relevant to them.

**Week 1 (Oct 1-2)**
General Cybersecurity Awareness: 5 Years of Stop.Think.Connect.™

**Week 2 (Oct 5-9)**
Creating a Culture of Cybersecurity at Work

**Week 3 (Oct 12-16)**
Connected Communities: Staying Protected While Always Connected

**Week 4 (Oct 19-23)**
Your Evolving Digital Life

**Week 5 (Oct 26-30)**
Building the Next Generation of Cyber Professionals
NCSAM Events Reach Wide Audience

• DHS hosted **five** keystone events across the country in Indianapolis, Los Angeles, New York, and Washington, D.C., drawing a total of **1,086** in-person attendants

• DHS participated in **98** NCSAM events throughout October – an **8%** increase from 2014. There were a total of **141** NCSAM events – an increase of **16%** compared to last year

• **2,615** Stop.Think.Connect. Campaign materials were distributed in October, **12%** more than 2014
DHS Leadership Support NCSAM

There was participation from all levels of leadership at NCSAM events including representation from DHS, the White House, state and local leaders, as well as industry partners.

- **DHS Secretary Jeh Johnson** and **Deputy Under Secretary (DUS) Phyllis Schneck** attended the NASDAQ Closing Bell on October 19

- **DHS Deputy Secretary Alejandro Mayorkas** and **DUS Schneck** spoke at the U.S. Chamber of Commerce’s Fourth Annual Cybersecurity Summit

- **A/S Ozment** spoke at an event hosted by ComcastUniversal promoting cybersecurity to LA County School children on October 14
The Stop.Think.Connect. Campaign
Stop. Think. Connect. Background

In 2009, President Obama issued the Cyberspace Policy Review, which tasked DHS with creating an ongoing cybersecurity awareness campaign to educate and empower Americans to be safer and more secure online.

Stop.Think.Connect. is part of an unprecedented effort among federal and state governments, industry, and non-profit organizations to promote safe online behavior and practices.
About the Stop.Think.Connect. Campaign

The national cybersecurity awareness campaign, Stop.Think.Connect.™ provides tools and information so all digital citizens can stay safer and more secure online.

The Campaign is a unique public-private partnership, implemented in coordination with the National Cyber Security Alliance.

There are several partner programs that allow individuals, government entities, or nonprofit organizations to get involved:

• Individuals: Friends of the Campaign
• Government Agencies: Cyber Awareness Coalition
• Non-profit Organizations: National Network
• Not-for-profit colleges and universities: Academic Alliance

To date, we have over 200 partners.
DHS’ Cyber Awareness Programs engage with private industry through a partnership with the National Cyber Security Alliance (NCSA)
Academic Partnerships

• The Stop.Think.Connect. Academic Alliance is a nationwide network of nonprofit colleges and universities committed to promoting safer online practices

• As of November, the Academic Alliance includes 72 partners

• Join today, there are many benefits to becoming a partner!
Stop.Think.Connect. Toolkit

The Stop.Think.Connect. Campaign provides a number of resources to the public, with toolkit materials designed for:

- Government
- Industry
- Law Enforcement
- Older Americans
- Parents and Teachers
- Students (K-8, 9-12, and Undergraduate)
- Young Professionals

Download at:
www.dhs.gov/stophinkconnect
The Future Cyber Workforce
Student and Educator Resources/Programs

**Cybersecurity Curriculum Training for Teachers**
The Cybersecurity Education and Training Assistance Program (CETAP) provides cyber curriculum workshops for teachers at no cost.

**Cyber Competitions**
CE&A supports CyberPatriot, a high school competition helping students learn about cybersecurity by applying offensive and defensive maneuvers in a competitive environment.

**Centers for Academic Excellence**
A partnership program with the National Science Foundation (NSF), CAE schools produce cybersecurity professionals with the knowledge and skills required to work in the field.

**CyberCorps: Scholarships for Service**
Offers scholarships to college students pursuing an information assurance-related degree.
Get Paid to Earn a Degree

Building a cybersecurity workforce requires planning. We need qualified cyber workers TODAY and a steady stream of professionals for TOMORROW.

CyberCorps®: Scholarship for Service (SFS):

- Scholarships in return for government service
- A path to a guaranteed job upon graduation
- ~2,300 graduates since 2000 with a 93% placement rate
- [SFS.OPM.Gov](http://SFS.OPM.Gov)
Cyber Careers at DHS

The United States Secret Service is responsible for helping protect our financial systems, including conducting investigations and working with the financial industry members in their communities.

Homeland Security Investigations is responsible for investigating a wide range of domestic and international activities arising from the illegal movement of people and goods into, within and out of the United States.

DHS Cybersecurity and Communications is responsible for overseeing the protection of the .gov domain and for providing assistance and expertise to private sector owners and operators.

www.dhs.gov/cyber has more information.
Thank you!

Contact us at stopthinkconnect@dhs.gov
Follow-Up

:: Check your inbox for future webinar invitations and links to today’s recording

:: Past Webinars on NCC website

:: NCC YouTube Channel