

# Multi-State Information Sharing and Analysis Center

## *2010 National Cyber Security Awareness Month After-Action Report*

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**Bill Hubbard, Colorado  
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**MULTI-STATE**  
Information Sharing  
& Analysis Center™

A DIVISION OF



CENTER FOR  
INTERNET SECURITY

**William F. Pelgrin**  
Chair

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Executive Director

## Overview

The Eighth Annual National Cyber Security Awareness Month was celebrated during October 2010 as 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 (NCSD), the National Cyber Security Alliance (NCSA) and the National Association of State Chief Information Officers (NASCIO). The purpose was 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. This after-action report summarizes the efforts and results of the MS-ISAC and its members.

The MS-ISAC participated in the Awareness Month kick-off on October 4 with featured speakers Howard Schmidt, Special Assistant to the President and Cybersecurity Coordinator, White House, and Jane Holl Lute, Deputy Security, U.S. Department of Homeland Security. The MS-ISAC promoted the DHS Stop.Think.Connect campaign throughout its membership and via the public website. The MS-ISAC also participated in speaking engagements across the nation in support of raising awareness.

The MS-ISAC issued a press release recognizing Awareness Month and highlighting the upcoming MS-ISAC's activities for the month, which included the following:

- inviting each governor to sign a proclamation or letter of support in recognition of Awareness Month
- creating and distributing a toolkit of awareness-related materials
- encouraging States to develop cyber security awareness events and activities
- dedicating the October session of the National Webcast Initiative to *Cyber Security Is Our Shared Responsibility*

## MS-ISAC Goals for 2010

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Goal	Result
Signed Proclamations from all 50 States, Territories, and D.C.	Proclamations or letters of support were issued by all 50 States, the District of Columbia and U.S. Territory of American Samoa.
90% of States participating in awareness activities	100% of States responding to the after-event survey reported organizing and participating in awareness activity events.

**As a result of distribution of the MS-ISAC materials and participation in awareness activities by the states, more than 1.3 million state and local government employees were reached.**

## Activities

**Proclamation** – Each governor in the nation was invited to sign a Proclamation in recognition of National Cyber Security Awareness Month. All 50 States, the District of Columbia, the U.S. Territory of American Samoa, and several Local Governments issued gubernatorial Proclamations or letters of support for the Awareness Month effort.

### **Proclamations/Letters of Support from the States & Territories**

Alabama – Governor Robert Riley	Missouri – Governor <b>Jay Nixon</b>
Alaska – Governor Sean Parnell	Montana – Governor Brian Schweitzer
American Samoa – Governor Togiola T.A. Tulafono	Nebraska – Governor Dave Heineman
Arizona – Governor Jan Brewer	Nevada – Governor Jim Gibbons
Arkansas – Governor Mike Beebe	New Hampshire – Governor John Lynch
California – Governor Arnold Schwarzenegger	New Jersey – Governor Chris Christie
Colorado – Governor Bill Ritter	New Mexico – Governor Bill Richardson
Connecticut – Governor M. Jodi Rell	New York – Governor David Paterson
Delaware – Governor Jack Markell	North Carolina – Governor Bev Perdue
District of Columbia – Mayor Adrian Fenty	North Dakota – Governor John Hoeven
Florida – Governor Charlie Crist	Ohio – Governor Ted Strickland
Georgia – Governor Sonny Perdue	Oklahoma – Governor Brad Henry
Hawaii – Governor Linda Lingle	Oregon – Governor Ted Kulongoski
Idaho – Governor C.L. “Butch” Otter	Pennsylvania – Governor Edward Rendell
Illinois – Governor Pat Quinn	Rhode Island – Governor Don Carcieri
Indiana - Governor Mitch Daniels	South Carolina – Governor Mark Sanford
Iowa – Governor Chet Culver	South Dakota – Governor Mike Rounds
Kansas – Governor Mark Parkinson	Tennessee – Governor Phil Bredesen
Kentucky – Governor Steven Beshear	Texas – Governor Rick Perry
Louisiana – Governor Bobby Jindal	Utah – Governor Gary Herbert
Maine – Governor John Baldacci	Vermont – Governor Jim Douglas
Maryland – Governor Martin O’Malley	Virginia – Governor Robert McDonnell
Massachusetts – Governor Deval Patrick	Washington – Governor Chris Gregoire
Michigan – Governor Jennifer Granholm	West Virginia – Governor Joe Manchin III
Minnesota – Governor Tim Pawlenty	Wisconsin – Governor Jim Doyle
Mississippi – Governor Haley Barbour	Wyoming – Governor David Freudenthal



**MS-ISAC Toolkit** – The MS-ISAC created and distributed a cyber security awareness toolkit to all 50 States, the District of Columbia and U.S. Territories of Guam and American Samoa. The toolkit is designed to promote a consistent message about cyber security education and awareness by reinforcing core themes in practical, informative, entertaining, and usable ways. The 2010 overall theme was ‘Cyber Security is Our Shared Responsibility.’ Four topic-specific messages were also used throughout the Toolkit material: (1) Be a

Human Firewall – Recognize Cyber Traps (2) Lock It When You Leave It (3) Be a Good Cyber Citizen (4) Protect Data On Portable Devices.

Each state and territory received 1,000 bookmarks, 400 posters, and 200 calendars, as well as electronic materials for further branding and distribution. 46 states had their posters branded with their logos. The 2010 MS-ISAC Toolkit is also available on the MS-ISAC public website to further promote cyber security awareness across the nation.

**MS-ISAC Poster Contest:** The MS-ISAC launched a children’s cyber security poster contest to encourage students, parents and educators to participate in cyber security awareness. Each state is encouraged to conduct its own contest; the winning state submissions are entered into the national MS-ISAC contest. Final winners will be selected in mid- 2011 and will be included in the 2011 Toolkit.



**National Webcast** – The MS-ISAC hosted a national webcast entitled “*Cyber Security Is Our Shared Responsibility.*” This webcast was a joint effort with DHS, NCSA, along with several other sector-specific ISACs to discuss strategies on how to promote cyber security awareness at all levels, including government, businesses and academia, with specific advice about how individuals and entities can be actively involved to help facilitate a safe Internet experience.

Nearly 800 registrants representing 5 countries, all 50 U.S. States, and 2 U.S. Territories registered for the webcast. Jenny Menna, Director of Critical Infrastructure Cyber Protection and Awareness, National Cyber Security Division, U.S. Department of Homeland Security and William Pelgrin, Chair of Multi-State Information Sharing and Analysis Center and Chief Executive Officer and President of the Center for Internet Security provided opening remarks during the webcast.

Michael Kaiser, Executive Director of National Cyber Security Alliance; Marcus Sachs, Executive Director of National Security and Cyber Policy at Verizon Communications; and Cherry Delaney, Security Outreach and Awareness Coordinator at Purdue University presented on this important topic.

The toolkit and webcast archive materials were also made available on the public MS-ISAC website in order to further promote cyber security education and awareness to citizens.



**Daily Cyber Security Tips** – The MS-ISAC developed new daily cyber security tips geared toward end users and citizens to help educate and offer assistance and maintaining the security of their computers. These tips are available via RSS/web feed and can be easily added to any organization’s website.

**Best of the Web Contest**–The MS-ISAC conducted its second annual Best of the Web contest during the 2010 Awareness Month to recognize states and local governments that used their websites to promote cyber security.

The MS-ISAC Education and Awareness Workgroup reviewed and judged state and local government cyber security websites based upon several criteria, including cyber security content, usability, accessibility, and appearance. The goal was to highlight commendable sites and serve as best practices for others to consider when developing or re-designing their own sites. During the October MS-ISAC monthly meeting, each finalist site was highlighted and the winners were announced and a press release was issued:



**2010 Finalists in the STATE Government Category:**

Delaware  
Florida  
Vermont

**2010 Finalists in the LOCAL Government Category:**

Ada County, Idaho  
Chesterfield County, Virginia  
Louisville, Kentucky  
Sacramento County, California  
Seattle, Washington

**2010 WINNERS:**

State Government category: State of Delaware  
Local Government category: City of Seattle

**Monthly Newsletter Tip** – Each month the MS-ISAC distributes a cyber security tip newsletters to educate end users on good cyber security practices. These newsletters are distributed to State and local governments as well as the private sector on a

national level. In recognition of the 2010 National Cyber Security Awareness Month, this edition of the newsletter was designed to focus attention on the basics of cyber security and how users can protect themselves online.

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## State Activities and After-Event Survey Results

In November 2010, the MS-ISAC distributed an after-event survey to its Members to assess the level and type of Awareness Month activities that took place and solicit input on new ways to promote Cyber Security Awareness Month.

The following thirty-two States responded:

Alabama	Arizona	Arkansas	California	Connecticut
Delaware	Florida	Georgia	Hawaii	Idaho
Illinois	Indiana	Iowa	Kentucky	Maryland
Mississippi	Montana	Nebraska	New Hampshire	New Jersey
New York	North Carolina	North Dakota	Ohio	Oklahoma
Oregon	Pennsylvania	South Carolina	South Dakota	Vermont
Virginia	Washington	West Virginia		

**Alabama** - Governor Riley signed the Proclamation. Awareness activities included the distribution of MS-ISAC toolkit materials to all state agencies and some local schools; target audience included all State employees, county and local governments and the general public.

**Arizona** - Governor Brewer signed the Proclamation. The state shared information about awareness month with state's 100+ Information Security & Privacy Officers and with state's 30+ CIOs via CIO Council meetings, and also hosted an Information Security Cyber Security Awareness Day Booth and distributed MS-ISAC toolkit materials. Target audience included all State employees, county and local governments and the general public.

**Arkansas** – Governor Beebe signed the Proclamation. Awareness activities included distribution of MS-ISAC toolkit materials to state and local government entities, conducting K-12 presentations about cyber security, and posting of the materials on the state cyber security website. Target audience included all State employees, K-12 school faculty, staff and students.

**California** - Governor Schwarzenegger signed the Proclamation. The state announced the availability of the MS-ISAC toolkit, distributed and promoted its use to California state and local governments. Target audience included all state and local government employees and other public and private entities that conduct business with the State of California.

**Connecticut** – Governor Rell signed the Proclamation. The state participated in the Security Awareness campaign with an emphasis on awareness and training. These activities included the distribution of the MS-ISAC toolkit materials (posters, calendars, and pamphlets), to state employees and business partners; the launching of a program

for provisioning a full time person to raise awareness at the local government level the publication and distribution of the MS-ISAC Cyber Newsletter Tips. Target audience included all state and local government entities, along with several other private entities that conduct business with the State.

**Delaware** – Governor Markell signed the Proclamation. The state formally kicked off the campaign at the Annual Cyber Terrorism Defense Training event at the Delaware Technical and Community College. U.S. Senator Tom Carper and Governor Jack Markell welcomed the participants via video technology to kickoff the month filled with many activities. Other activities included discussion of the importance of cyber security at the Bi-monthly Information Security Officers team meeting, an information security training, conducting presentations at local schools, participating in the MS-ISAC CSAM webcast, updating the state's cyber security website, and conducting several cyber security exercises. Target audience included all State and local government entities, public schools and universities, and the general public.

**Florida** - Governor Crist signed the Proclamation. The state distributed the MS-ISAC Toolkit material among the state agency's Information Security Managers and to local government partners. The state also sponsored the 2010 Florida Government Technology Conference and Cyber Summit, sponsored by Florida State University, where over 600 locals and 300 webcast viewers participated. Public sector IT and IT security professionals, as well as experts in the private sector, were invited to this two-day event. Audience included State and local government staff, primarily consisting of Agency Heads or Executive Directors, Chairmen and board members, Chiefs of Staff, Chief Information Officers, Information Security Managers, IT professionals, Auditors, Inspectors General and other government employees. In addition, outreach and awareness efforts included the vendor community as well as private businesses, associations like InfraGard and citizens interested in IT security.

**Georgia** – Governor Perdue signed the Proclamation. Awareness activities included hosting of Informational booths in two high traffic state office buildings, refreshing the state cyber security content on the intranet, and releasing of a new state employee security awareness video. Target audience included mostly state government employees.

**Hawaii** – Governor Lingle signed the Proclamation. As a lead in to October's activities, the State worked with the U.S. Department of Homeland Security in September to conduct a series of cyber security workshops for state and local government information technology professionals, and for private industry partners responsible for critical infrastructure, e.g, communications, water, power SCADA systems. The state also conducted an Internet Safety Essay Contest for Hawaii's public, private, and charter school students. Topics included sexting, online sexual predators, scam artists, cyber bullies, and cyber stalkers. The University of Hawaii statewide system also conducted cyber security workshops for students and staff. During October 27-30, 2010, Hawaii's Education & Government Community conducted an eWaste disposal drive that provided an earth-friendly process to safely dispose of computer data and unwanted high tech gear for educational institutions, City, County, State and Federal branches, small to medium sized businesses, and non-profit organizations; and a 1-day collection set aside for Hawaii's citizens. The University of Hawaii coordinated the program with the Hawaii

Department of Education on all islands; statewide 70 containers were filled, amounting to approximately 1.3 million pounds. The target audience included an estimated 70,000 employees in the State executive branch departments and Hawaii's four county government, and those from the public who visited the state's cyber security website.

**Idaho** – Governor Otter signed the Proclamation. Awareness activities included issuing a press release describing the purpose of Cyber Security Awareness Month; a Business Continuity, Disaster Recovery, and Risk Analysis Round-Table at the Boise Information Systems Security Association Monthly Meeting; Security Awareness Presentations at the Boise Idaho Transportation Department Auditorium; participation in the Future Tech Idaho, 2009 – Boise State University; participation in the University of Idaho's annual Information Technology Service's Computer Security Awareness Symposium, participation in a presentation on RFID Tracking and Auditing; and promoting awareness of IT Security at the Boise State University. The State reached approximately 3,000 people from all different State, local and private organizations.

**Illinois** - Governor Quinn signed the Proclamation. The state hosted a Cyber Security Awareness Summit for CIO's and other technical staff. 80 employees from around the state attended. Speakers included Kelvin Coleman (DHS), the FBI, IBM and Microsoft. The state also distributed the MS-ISAC toolkit to all Illinois state agencies, and several state agencies hosted the security awareness material on their website. Target audience included 50,000+ state government employees.

**Indiana** – Governor Daniels signed the Proclamation. Awareness activities included daily and weekly emails with various cyber security tips and distribution of the MS-ISAC toolkit materials to state agencies. The outreach effort included all of State government reaching approximately 30,000 employees.

**Iowa** – Governor Culver signed the Proclamation. Awareness activities included issuance of Cyber Awareness Month press release, announcing the awareness month activities to state employees, distributing the MS-ISAC toolkit, setting up information tables at 8 state office buildings and distributing handouts, and shared security webcast events (MS-ISAC, SANS, CA, FL, etc.). Target audience included state and local government entities, K-12 education community, and the general public.

**Kentucky** - Governor Beshear signed the Proclamation. Awareness activities included the distribution of the MS-ISAC toolkit, and conducting three webcast events promoting cyber security awareness. Target audience included state government workforce.

**Maryland** - Governor O'Malley signed the Proclamation. Awareness activities included hosting a 3-day Microsoft training event on the topic of Security for Web Developers, in partnership with the MS-ISAC, the distribution of MS-ISAC toolkit materials, conducting a Cyber-security conference that was open to the public, sponsoring a statewide Cyber Essay Contest for Maryland High School and College students. Target audience included more than 60,000 state employees and Maryland university system students.

**Mississippi** – Governor Barbour signed the Proclamation. Awareness activities included conducting regular meetings with agency information security staff contacts emphasizing cyber security awareness, and having a guest speaker from the US

Department of Homeland Security; distributed MS-ISAC toolkit materials to state agencies; developing a generic "State of Mississippi" presentation on cyber security awareness and making it available to agencies to download and use; offering a new service to provide the resources for conducting awareness training in-house our at our facility for agencies; actively promoting Cyber Security Awareness Month on the public website, and adding additional awareness resources already on the website. Target audience included 30,000 state employees.

**Montana** – Governor Schweitzer issued a letter of support. Various agencies throughout the state government participated in awareness month activities by holding classes, trainings, games, and other informational events. The MS-ISAC toolkit was distributed to all entities. Target audience included 12,000 state employees reached, 56 Local Governments, 500 Cities and Towns, and the general public.

**Nebraska** – Governor Dave Heineman signed the proclamation. The State also conducted multiple Security Awareness classes in October for State employees and promoting general security awareness for employees, their families and the general public. Other awareness activities included the distribution of the MS-ISAC toolkit materials to schools, libraries, cities, counties, law enforcement and state agencies, and promoting the MS-ISAC Annual Poster Contest.

**New Hampshire** – Governor Lynch signed the Proclamation. Awareness activities included distribution of MS-ISAC toolkit materials, posting of news and events on the agency Intranet, including a link to MS-ISAC site and electronic toolkit materials, provided cyber security briefings to the Advisory Council on Emergency Preparedness and Security as well as the IT Council.

**New Jersey** – Governor Christie signed the proclamation. Awareness activities included the distribution of the MS-ISAC toolkit to state government agencies as well as to private sector partners, and hosting the 1st Annual County CIO Cyber Workshop. In attendance were 118 information technology professionals representing state, county, local and municipal governments. Target audience included 80,000+ state government employees, and the general public.

**New York** – Governor Paterson signed the Proclamation. Awareness activities included the state creating an October Cyber Security Awareness Month page on the website, and continuing to maintain the awareness material including incorporating a link to the DHS Stop. Think. Connect campaign. The state distributed MS-ISAC toolkit awareness materials to all State agencies and at presentations. Other activities included posting cyber security messages on agency Intranets, posting of cyber security daily tips, branding and distributing the monthly newsletters to State employees, developing and distributing a press release going out to over 200 local news media stations, and providing security training to internal staff. The State CISO, Thomas Smith, presented to the NYS Local Government IT Director's Association and to the Albany Chapter InfraGard. Presentations were also given to schools for students, parents, and PTA members. A poster contest was held for grades K-12. The goal of the contest is to engage young people in thinking about cyber security through the creation of posters that will encourage their peers to use the Internet safely and securely. NYS received over 1,000 poster contest entries. NYS also promoted webcasts and discounted training

opportunities. Target audience included state government employees and the general public.

**North Carolina** – Governor Perdue signed the Proclamation. Awareness activities included refreshing the cyber security website, providing security incident awareness training, providing a keynote address at a local conference, distributing literature including MS-ISAC newsletters, bulletins, brochures, calendars, security guides, and posters and providing announcements about webinars and security issues. Target audience included 80,000 State Employees, Roughly 650 local governments and the public at-large.

**North Dakota** – Governor Hoeven signed the Proclamation. Awareness activities included the distribution of the MS-ISAC toolkit, developing of the state cyber security website and posting of resource materials on the web, and hosting SANS vLive training events. Target audience included state and local government employees, and the general public.

**Ohio** – Governor Strickland signed the Proclamation. Awareness activities included distribution of the MS-ISAC toolkit materials, conducting a cyber security summit, and providing mandatory security and privacy training for state government employees. The primary audience for Cyber Security Awareness Month was Ohio state agencies (collectively including over 50,000 employees). Security and Privacy training was targeted at employees of the Ohio Department of Administrative Services (approximately 900 employees). The Ohio Cyber Summit audience included state agency CIOs and CISOs, educators, business owners, and local government leaders.

**Oklahoma** – Governor Henry signed the Proclamation. Awareness activities included distribution of the MS-ISAC toolkit materials, agency newsletter, and providing information about conferences and training events. Target audience included state government workforce and the general public.

**Oregon** – Governor Kulongoski signed the Proclamation. Awareness activities included distribution of MS-ISAC toolkit materials, and participating in the SANS vLive webinars. Target audience included State agencies, plus other key stakeholder groups such as higher education and local government IT managers.

**Pennsylvania** -- Governor Rendell signed the proclamation. Awareness activities included distributing the MS-ISAC toolkit to agencies, posting the awareness month activities on the cyber security website, issuing a press release announcing all of the months events, hosting several cyber security awareness and educational presentations as part of our "Cyber Fridays" series at the Commonwealth Technology Center throughout the entire month. Target audience included state government employees and the general public.

**South Carolina** – Governor Sanford signed the Proclamation. Awareness activities included hosting a seminar, which was held on October 14, and included participants from state, local, county, federal government, K12, higher education and private industry. The seminar featured a full day of presentations that included presenters from six different security vendors, two presentations from SC Law Enforcement; (Computer

Crimes Center and the Fusion Center), the US Secret Service Electronic Crimes Task Force, and the Federal Bureau of Investigation Cyber Crimes Division. The state also distributed the items from the MS-ISAC toolkit.

**South Dakota** – Governor Rounds signed the Proclamation. Awareness activities included issuing a press release and adding cyber security awareness messages on the state intranet. Target audience included state government employees.

**Vermont** – Governor Douglas signed the Proclamation. Awareness activities included distribution of the MS-ISAC toolkit materials to all state agencies, as well as public high schools, elementary schools and local Universities and several public libraries and businesses; issuing a press release was issued from the Governor’s office, placing a special widget on the public website announcing October as Cyber Security Awareness month; and conducting a lecture series on information and cyber security at public libraries and one University. Target audience included state government employees, educational institutions, and the general public.

**Virginia** – Governor McDonnell signed the Proclamation. Awareness activities included the distribution of MS-ISAC toolkit materials, and conducting an event focusing on Identity Theft. Target audience included state government employees.

**Washington** - Governor Gregoire signed the Proclamation. Awareness activities included participating in the Stop. Think.Connect event in Seattle; distribution of MSISAC toolkit to state and local government and security related meetings (e.g. ISSA) and Cyber Exercise after action meetings with state agencies. Target audience included state and local government employees.

**West Virginia** - Governor Manchin signed the Proclamation. Awareness activities included distribution of email notice to all state employees about Awareness Month, distributing the “Fake Anti Virus Software” newsletter tip to all recipients as an attachment, holding an “October is Information/Cyber Security Awareness Month” event on October 5, attended by 260 people, mostly state employees, distributing all of the MS-ISAC toolkit items during the month, participating in booth set up at the annual WV IT Summit held Oct. 26-27 in Charleston, WV, and holding a combined meeting of Governor’s Executive Information Security Team and Privacy Management Team on October 28.

## Education and Awareness Workgroup

The Workgroup is focused on developing and promoting Cyber Security Education and Awareness activities throughout the year, with Cyber Security Awareness Month being a key focus of the Workgroup. The Workgroup's dedication and passion are to be commended. Their assistance was invaluable in helping make Awareness Month such a success!

Member:	State	Member:	State
Lee Styres	Alabama	Michael Vance	New Jersey
Elayne Starkey	Delaware	Martin Callahan	New Mexico
Gohar Qureshi	Delaware	Dawn Hoffman	New York
Suzanne Oliver	Delaware	Jeanne Brown	New York
Kristina Dorville	DHS	Michael McCray	North Carolina
Amy Caldeira	Florida	Jeff Brown	North Dakota
Alison Radl	Iowa	Debra Davis	Ohio
Kevin Jones	Maine	Peggy Walter	Ohio
David Holcomb	Michigan	Roger Reed	South Dakota
Kristin Judge	Michigan	Anne Lovell	Tennessee
Asif Ismail	MS-ISAC	Sue Giatras	Utah
Ryan Spelman	MS-ISAC	Dan Husmann	Washington
Aimee Larsen-Kirkpatrick	NCSA	Jim Richards	West Virginia
Michael Kaiser	NCSA	Kelvin Coleman	DHS

## Conclusion

The White House  
Office of the Press Secretary  
For Immediate Release October 01, 2010

### Presidential Proclamation--National Cybersecurity Awareness Month

NATIONAL CYBERSECURITY AWARENESS MONTH, 2010

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

#### A PROCLAMATION

America's digital infrastructure is critical to laying the foundation for our economic prosperity, government efficiency, and national security. We stand at a transformational moment in history, when our technologically interconnected world presents both immense promise and potential risks. The same technology that provides new opportunities for economic growth and the free exchange of information around the world also makes possible new threats. During National Cybersecurity Awareness Month, we recognize the risk of cyber attacks and the important steps we can take to strengthen our digital literacy and cybersecurity.

America relies on our digital infrastructure daily, and protecting this strategic asset is a national security priority. My Administration is committed to advancing both the security of our informational infrastructure and the cutting-edge research and development necessary to meet the digital challenges of our time. Earlier this year, we marked the one-year anniversary of my Administration's thorough review of Federal efforts to defend our Nation's information technology and communications infrastructure. We must continue to work closely with a broad array of partners -- from Federal, State, local, and tribal governments to foreign governments, academia, law enforcement, and the private sector -- to reduce risk and build resilience in our shared critical information and communications infrastructure.

All Americans must recognize our shared responsibility and play an active role in securing the cyber networks we use every day. National Cybersecurity Awareness Month provides an opportunity to learn more about the importance of cybersecurity. To that end, the Department of Homeland Security and the Federal Trade Commission have highlighted basic cybersecurity tips every computer user should adopt, including using security software tools, backing up important files, and protecting children online. I urge all Americans to visit [DHS.gov/Cyber](http://DHS.gov/Cyber) and [OnGuardOnline.gov](http://OnGuardOnline.gov) for more information about practices that can enhance the security of our shared cyber networks.

Effective cyber networks connect us and allow us to conduct business around the globe faster than ever before. We must advance innovative public- and private-sector initiatives to protect the confidentiality of sensitive information, the integrity of e-commerce, and the resilience of our cyber infrastructure. Together with businesses,

National Cyber Security Awareness Month is an important collaborative initiative designed to empower citizens, businesses, government, and schools to improve their cyber security preparedness. Each year since its establishment in 2004, the profile and reach of Awareness Month has continued to expand. The efforts of the MS-ISAC Members have been tremendous, and their time and dedication in promoting Awareness Month throughout their jurisdictions are important components in raising awareness.

Through the network of the MS-ISAC membership, the 2010 Awareness Month achieved considerable results in increasing the volume and scope of outreach across the States compared with last year. This success is evidenced not only

by the increased support from the highest levels of State government but also the increase in awareness activities reported throughout the States and territories. The MS-ISAC is working toward significantly increasing the scope of participation not only among the states, but particularly with territories and local governments.

Planning for the 2011 National Cyber Security Awareness Month is currently underway. The MS-ISAC Education and Awareness Workgroup is incorporating the feedback received from the Members and providing recommendations regarding the development of toolkit materials and other activities in support of Awareness Month.

The MS-ISAC looks forward to the continued efforts of the MS-ISAC Members and to working with NCSD, NCSA and NASCIO in building on this year's success to make for 2011.

# Appendix A – Survey of State Activities

## ***MS-ISAC Cyber Security Awareness Month Survey Summary***

### **Questions:**

**1. List your activities for Cyber Security Awareness Month.**

Most of the responding states listed some kind of outreach activities within their states. These activities included website development and postings, distribution of toolkit materials, conferences and training events, press releases and advertising campaigns, contests, and marketing of MS-ISAC and other security related webcasts, such as those sponsored by SANS.

**2. How did you utilize the MS-ISAC toolkit materials?**

All responding states utilized the toolkit materials. Distribution of the material was done in a variety of ways, including to state agencies, school districts, local governments and private entities.

**3. If you did not utilize the materials, please explain**

N/A

**4. Do you have any suggestions for the 2011 MS-ISAC toolkit material?**

States 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 2009.

**5. Did you participate in the October National Cyber Security Awareness Webcast held on October 14th?**

Most states indicated that they participated in the October 14<sup>th</sup> National Webcast. Some states expressed an interest in conducting more webcasts focusing on the typical end user safety tips or attacks, such as phishing scams, scareware tactics and cyber attacks that the normal home user might encounter from “peer-to-peer” applications, and just surfing the net.

**6. Overall, who was your audience for Cyber Security Awareness Month?**

Outreach activities were targeted primarily to State employees. States also conducted outreach to the education community, citizens, private industry, and county and local government. Thousands of individuals across the country were reached through the various activities.

**7. What suggestions do you have regarding 2011 October Cyber Security Awareness Month activities and materials that the MS-ISAC can offer?**

Several states expressed an interest in the MS-ISAC starting to incorporate social media sites like Facebook and Twitter to extend the reach of MS-ISAC’s message. Several states also expressed an interest in the MS-ISAC providing mousepads, lanyards, etc., as part of the toolkit.

**8. In addition to the activities conducted in support of Cyber Security Awareness Month, what type of education and awareness activities do you conduct throughout the year?**

Most states conduct awareness training with end users, meetings with their technical staff, hold conferences and other public events that emphasize the importance of cyber security.

## APPENDIX B -- State Proclamation Template

STATE/Territory of \_\_\_\_\_  
Office of the Governor  
State Capitol

**WHEREAS**, we recognize the vital role that technology has in our daily lives and in the future of our State and Nation, whereby today many citizens, schools, libraries, businesses and other organizations use the Internet for a variety of tasks, including keeping in contact with family and friends, managing personal finances, performing research, enhancing education and conducting business; and

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

**WHEREAS**, the use of the Internet at the primary and secondary school levels in this State enhances the education of youth by providing them access to online educational and research materials; and at institutions of higher education, the use of information technology is integral to teaching and learning, research, and outreach and service; and

**WHEREAS**, Internet users and our information infrastructure face an increasing threat of malicious cyber attack, loss of privacy from spyware and adware and significant financial and personal privacy losses due to identity theft and fraud; and

**WHEREAS**, the Multi-State Information Sharing and Analysis Center was established in January 2003 to provide a collaborative mechanism to help state, local, territorial and tribal governments enhance cyber security; and INSERT YOUR STATE/TERRITORY CYBER PROGRAM/OFFICE NAME provides a comprehensive approach to help enhance the security of this State/Territory; and

**WHEREAS**, maintaining the security of cyberspace is a shared responsibility in which each of us has a critical role, and awareness of computer security essentials will improve the security of NAME OF STATE/TERRITORY information infrastructure and economy; and

**WHEREAS**, the U.S. Department of Homeland Security ([www.us-cert.gov](http://www.us-cert.gov)), the Multi-State Information Sharing and Analysis Center ([www.msisac.org](http://www.msisac.org)), the National Cyber Security Alliance ([www.staysafeonline.org](http://www.staysafeonline.org)) and the National Association of State Chief Information Officers, ([www.nascio.org](http://www.nascio.org)) have declared October as National Cyber Security Awareness Month; and all citizens are encouraged to visit these sites, along with YOUR STATE/TERRITORY CYBER SECURITY AGENCY URL to learn about cyber security and put that knowledge into practice in their homes, schools, workplaces, and businesses.

**Now, therefore**, I, \_\_\_\_\_, Governor of the State/Territory of \_\_\_\_\_, do hereby proclaim the month of October 2010 as:

### **Cyber Security Awareness Month**

in the State/Territory of \_\_\_\_\_.