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National Cyber Security Alliance Launches Cyber Security Awareness Volunteer Education Program (C-SAVE)

Program Focuses on Bringing Cybersecurity Experts Into Nation's K-12 Schools To Educate Students and Teachers about Internet Safety and Security

SAN FRANCISCO, April 22, 2009 – With studies finding that less than 25%** of educators feel comfortable teaching students how to keep themselves safe from online cyber predators, bullies, and online fraud, the National Cyber Security Alliance (NCSA) has focused much of its efforts on providing K-12 schools with the resources they need to better equip today's digital generation.

Today at the RSA Conference, the NCSA announced the launch of a nationwide initiative – the Cyber Security Awareness Volunteer Education Program (C-SAVE) – that is focused on fostering opportunities for cybersecurity experts and IT security professionals to donate their time and tap their expertise to help educate elementary, middle and high school students about Internet security and safety.

“There is an Internet safety and security knowledge gap,” said Michael Kaiser, executive director of the NCSA. “As we evolve into web based culture, our schools have not kept pace in teaching our youth to develop the skills they need to stay safe and secure online. Only 18%** of K-12 curriculum discusses identity theft and only 22%** of teachers are comfortable teaching about cyberbullying. In these difficult financial times, C-SAVE provides schools with a cost-free opportunity to enrich the education experience and help improve the everyday lives of both their students and their teachers. It also provides information security professionals a wonderful opportunity to give back to their community.”

NCSA is seeking motivated individuals and corporations to approach local schools to deliver the C-SAVE program. A comprehensive set of learning materials designed by a U.S. Department of Education veteran is available at www.staysafeonline.org/CSAVE.

Suggested lesson plans designed to meet the developmental level of young people at all grade levels provide clear, easy to understand instructions and tips for working in a classroom setting. In addition, resources are available that allow teachers and administrators to continue the conversation with their students and their students' parents.

“We are living in a time when many of our children know much more about how to use the technology than their teachers and parents,” said Bill Sanderson, principal of the International Studies Academy high school in San Francisco. “Most of our students spend more time on the computer each day than they do watching television. School and parents have a responsibility to ensure that students can use computers safely,



C-SAVE will help better educate our children by leveraging the expertise of those who bring significant life experience making computers more secure. In turn, this program will also allow our teachers to better understand the online challenges our students face and better prepare them to harness the power of the Internet safely and securely.”

C-SAVE also provides the opportunity to introduce students to the possibility of cybersecurity as a profession and become part of the next generation of cyber defenders. As part of the lesson plans, cybersecurity professionals are encouraged to talk about their job and the path they took to get to where they are.

EMC Corporation is the world’s leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Striving to be active and socially responsible in its local and global communities, EMC encouraged its cybersecurity experts to participate in C-SAVE. More than 25 EMC security practitioners have already agreed to volunteer at schools from Massachusetts to California and help train more than 1000 families on staying safe online.

“There is no doubt that both our nation’s students and teachers need assistance when it comes to Internet safety and security,” said Roland Cloutier, Vice President and Chief Security Officer of EMC Corporation. “Companies such as EMC and others have a vast amount of resources that can not only help to keep our children safer online, but also foster a better understanding of the responsibilities one must embrace when using the Internet.”

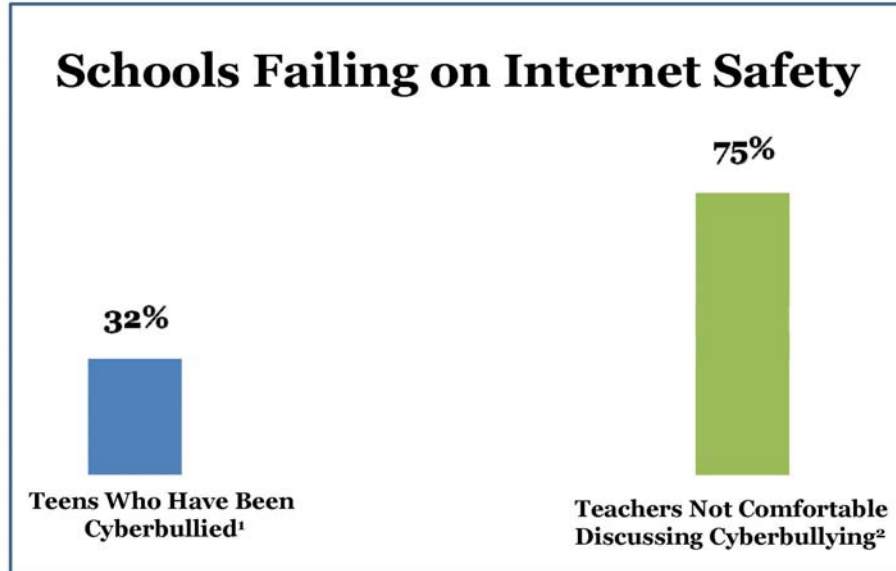
C-SAVE was launched in collaboration with the NCSA’s K-12 education working group and its corporate sponsors.

** Data from 2008 K-12 National Cyberethics, Cybersafety, Cybersecurity Baseline Study. Full results can be found at <http://staysafeonline.mediaroom.com/index.php?s=67&item=44>

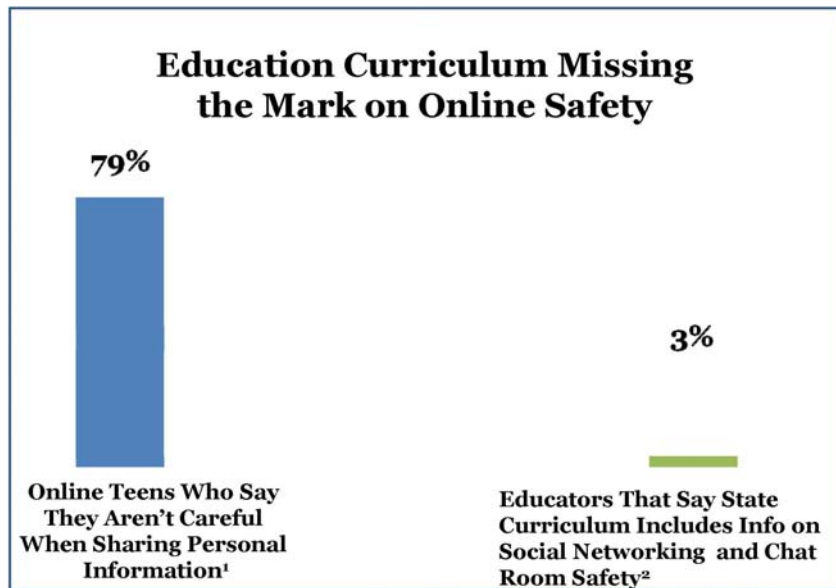
About NCSA

The National Cyber Security Alliance is a nonprofit organization. Through collaboration with the government, corporate, non-profit and academic sectors, the mission of the NCSA is to empower a digital citizenry to use the Internet securely and safely protecting themselves and the cyber infrastructure. NCSA works to create a culture of cyber security and safety through education and awareness activities. Visit www.staysafeonline.org for more information.

Graphics Highlighting Cybersecurity Education Disconnect



Sources: 1: Pew Internet & American Life Project 2007 Cyberbullying and Online Teens Survey
2: National Cyber Security Alliance 2008 National Cybersafety, Cybersecurity, Cyberethics Baseline Study



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2: National Cyber Security Alliance 2008 National Cybersafety, Cybersecurity, Cyberethics Baseline Study

Cyber Security Awareness Volunteer Education Program (C-SAVE) Fact Sheet

What: *Cyber Security Awareness Volunteer Education Program* (C-SAVE) is a program to encourage security professionals to put their knowledge and expertise to work in their local schools and help fill a tremendous gap in educating young people to use the Internet securely and safely. Cybersecurity professionals have the knowledge and background to go to schools in their area and educate young people on cybersecurity and online safety issues. In developing C-SAVE, NCSA recognized an additional opportunity to introduce young people to the possibility of cybersecurity as a profession. Volunteers are encouraged to discuss what they like about their job, the career path they have taken, and their educational background.

Why: C-SAVE's need emerged from NCSA's *2008 National Cybersafety, Cyberethics, Cybersecurity Baseline Study*, which indicated that few curriculum cover cybersecurity, cybersafety, and cyberethics issues and teachers are not prepared to tackle cybersecurity in the classroom. Major findings from the study showed:

- Only 10% of educators received more than six hours of professional development on cyber security.
- Only 22% are comfortable teaching about cyber bullying, identity theft and other types of cyber crime.
- Only 35% of curriculum covers viruses /malware.
- Only 18% of curriculum covers identity theft and phishing.

NCSA believes that schools will ultimately find ways to provide a comprehensive approach to teaching cybersecurity, cybersafety, and cyberethics. C-SAVE is designed to help schools fill the gap now by tapping the expertise and passion of Security professionals and sharing it with young people.

Who: You, your colleagues, and perhaps your organization. NCSA is seeking motivated individuals to approach local schools and deliver the C-SAVE program (see below) and inspire your colleagues to do the same. We also hope that some organizations will make C-SAVE a broader community support effort and encourage and allow employees to bring C-SAVE to schools (a great commitment to make for National Cyber Security Awareness Month!)

How: NCSA has tried to make implementing C-SAVE easy. A comprehensive set of materials including suggested lessons for all grade levels, and tips for presenting to young people provides clear, easy to understand instructions for working in a classroom setting. Also included are resources for teachers and administrators to continue the conversation with their students and take-home resources for parents. Since reaching out to schools might be new for some volunteers, tips and ideas for how to accomplish that are also included.

C-SAVE Brochure

ABOUT NCSA



NCSA is a nonprofit organization founded in September 2001 as a public-private partnership. NCSA's public facing presence is its website www.staysafeonline.org.


NCSA Board of Directors

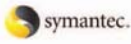
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NCSA thanks its partners for their continued support of our mission.







Participate with the NCSA

Working Groups
NCSA has working groups focused around its various audiences to inform its work and develop strategies. For more information about joining a working group or to receive regular updates from NCSA email info@staysafeonline.org

Sponsorship
NCSA relies on corporate sponsorship and government funding to operate and carry out its mission. NCSA doesn't require sponsorship to participate, but we can't operate without it. If you would like to learn about the benefits of sponsorship visit www.staysafeonline.org or contact Aimee Larsen Kirkpatrick at aimee@staysafeonline.org (202-756-3616).

STAY PROTECTED WHILE YOU'RE CONNECTED.





STAYS SAFE ONLINE.org
National Cyber Security Alliance

Cyber Security Awareness Volunteer Education Program

Mission: Empower a digital citizenry that uses the Internet securely and safely protecting themselves and the cyber infrastructure.

Through public private partnerships with government, industry, educators, researchers and other non-profits, NCSA creates awareness campaigns, tools and gathers the best resources available to make cybersecurity second nature for:

- Home Users
- K-12 Education
- Higher Education
- Business



NCSA is proud to announce the launch of NCSA's Cyber Security Awareness Volunteer Education Program (C-SAVE) at the annual RSA® Conference. Inspired by our partners—Department of Homeland Security, NCSA's K-12 working group, and corporate sponsors—we developed C-SAVE to encourage security professionals to put their knowledge and expertise to work in their local schools. We need to ensure that our young people are educated about how to use the Internet securely and safely.

The need for C-SAVE emerged from NCSA's 2008 *National Cybersecurity, Cyberethics, Cybersecurity Baseline Study* that surveyed educators and their ability to tackle cyber security in the classroom. The study found that:

- Only 10% of educators received more than six hours of professional development on cyber security.
- Only 22% are comfortable teaching about cyber bullying, identity theft and other types of cyber crime.
- Only 23% percent feel prepared to teach students how to protect their personal information online.


NCSA is seeking IT security professionals to fill the gaps in the classroom and help protect children online!

Join us at the RSA Conference on **April 22 at 10:40 a.m. in room Blue 103** (Session Code: FEA-203). Learn how you can bring this program to a school or classroom in your community and about the resources NCSA has developed to support the program.

Thank you to the RSA Conference for supporting the launch of C-SAVE. Your help has been invaluable.

Information is also available at www.staysafeonline.org/CSAVE for more information.

RSACONFERENCE2009
APRIL 20-24 | MOSCONE CENTER | SAN FRANCISCO



The Security Division of EMC

National Cyber Security Awareness Month

Why: To encourage everyone to protect their computers and our nation's critical cyber infrastructure.

What: Every October, National Cyber Security Awareness Month is a national public awareness campaign focused on educating the American citizens, businesses, schools and government agencies about cybersecurity.

Who: National Cyber Security Awareness Month is collaborative partnership between the Department of Homeland Security National Cyber Security Division (NCSA), the National Cyber Security Alliance, the Multi-State Information Sharing and Analysis Center (MS-ISAC) and many participating companies, schools, organizations, and local, state, and federal government agencies.



Our Shared Responsibility
staysafeonline.org

Last year:

- NCSA reached more than 29 million Americans.
- 41 State Governors signed proclamations recognizing the month.
- More than 40 companies formally endorsed the month.
- The U.S. Senate passed a resolution in support of National Cyber Security Awareness Month.

What you can do: The success of National Cyber Security Awareness Month rests on all of us doing what we can to engage in awareness activities. Learn how you can get involved by visiting www.staysafeonline.org, www.msisc.org or by stopping by U.S. CERT's booth on the EXPO floor (booth 2450).



The National Cyber Security Alliance

Background:

NCSA's mission is to empower and support digital citizens to use the Internet securely and safely, protecting themselves and the cyber infrastructure.

NCSA, a 501 c (3) founded in 2001, is the pre-eminent public private partnership, working with the Department of Homeland Security (DHS), corporate sponsors (Symantec, CISCO, Microsoft, SAIC, EMC, McAfee), and nonprofit collaborators to promote cyber security awareness for home users, small and medium size businesses, and primary and secondary education.

NCSA partners with the DHS National Cybersecurity Division and the Multi-State Information Sharing and Analysis Center (MS-ISAC) as a primary driver of National Cyber Security Awareness Month (NCSAM). NCSAM (October) is a multi-faceted effort to disseminate security messages and information through grassroots, traditional and social media channels. Last year, NCSA's efforts alone (not including partner activities) reached an estimated 29,000,000 people through media and other activities.

Ultimately, NCSA will measure its success to the degree by which cyber security has become second nature for all computer users. NCSA seeks to raise awareness of cyber security to the level of other cultural messaging that is universally good for citizens—healthy eating, exercise, and safe driving—by teaching skills and judgment to build a national understanding about appropriate online tools and behavior. NCSA's Web site is www.staysafeonline.org.

Recent accomplishments:

- Release of the *2008 National Cyberethics, Cybersafety, Cybersecurity Baseline Study* looking at the adoption of cyberethics, cybersafety and cybersecurity in K-12 education in the United States, as well as teacher preparedness to address these issues in the classroom.
- Development of a volunteer program for computer security professionals to teach cyber security in schools.
- Collaboration with the U.S. Chamber of Commerce on a series of local workshops *Securing the Perimeter: A Public-Private Sector Discussion on Cyber Security*.

Upcoming priorities:

- Develop a framework with leaders in the field to make cybersecurity, cyberethics, and cybersafety part of the curriculum for K-12 education.
- Conduct a study of cybersecurity in small and medium-sized enterprises to establish current practices, resource needs, and ways to communicate effectively with this important yet diffuse element in the cyber infrastructure.
- National Cyber Security Awareness Month 2009.

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