# Cybersecurity Ambassador Program

Don Devenney, CD GCWN GMON CIPP/C CCSP SSAP
Senior IT Security and Risk Specialist,
Privacy Officer

**Royal Roads University**

AND

The RRU Cybersecurity Ambassadors

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# Today's Agenda

- The Challenge
- The Journey
- How we did it at Royal Roads

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# The Challenge

Or….there's only so much one person can do….

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# The Situation

- Security Dept. of one.  Me.
- Awareness is a key pillar of our security strategy.
- The message was getting stale, and…
- I was getting busy.

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# We Needed…

A way to continue the outreach that:

- Kept the message fresh.
- Would scale the awareness program and increase penetration.
- Allowed for varying delivery based on the culture of the target audience.

**But how to solve the problem….**

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# Finding the Solution

Or….how I came to investigate Ambassador programs in the first place….

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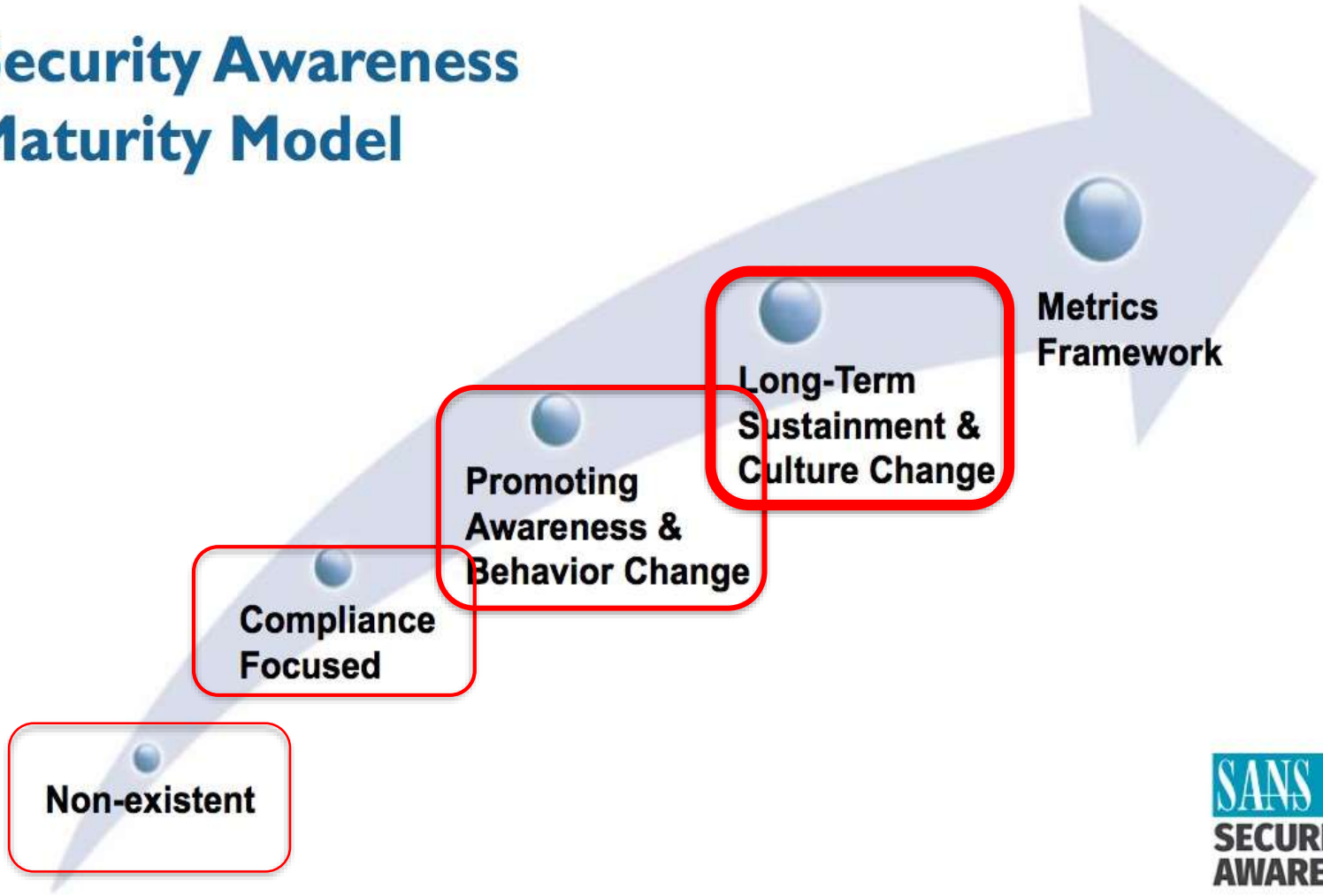
# Security Awareness Maturity Model




SANS SECURITY AWARENESS

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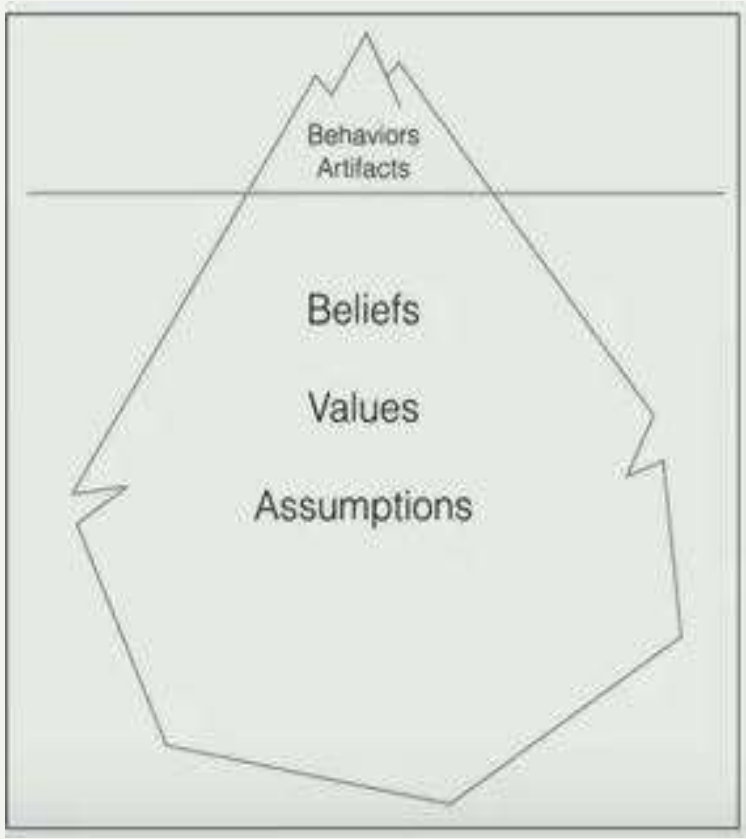
# Culture

- Goal is to go beyond behaviours and create a secure culture.

- Culture not only includes *behaviours*, but
  - Beliefs
  - Values
  - Assumptions




***People Centric Security – Dr. Lance Hayden***

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# Creating a Secure Culture

- It can take 3-10 years to change culture

- To change culture, start with behaviours.

*"Culture change happens only after you have successfully altered people's actions, after the new behaviours produces some group benefit for a period of time, and after people see the connection between the new action and the performance improvement" - John Cotter, Leading Change*

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# Challenges to Culture Change

- Part-time nature of awareness staff.
- Customising messages across demographic groups.
- Keeping message fresh.
- Differing cultures amongst different divisions across the organization.

***How can we address these challenges?***

***Enter Security Ambassador programs…***

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# Security Ambassador Programs

- Staff members who volunteer their time to "spread the good word" on cybersecurity.

- Security Ambassador programs:
  - Scale your program, often at a lower cost.
  - Your staff are more likely to listen to their peers.
  - You can develop your own communications network.
  - Great feedback on what's happening in the trenches.

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# Volunteer Considerations

- Expectations
- Activities
- Motivation
- Enable your volunteers

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# The RRU Experience

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# Implementation

Research

- Resources from Lance Spitzner (SANS).

Proposal to Executive

- Trial only.  1 year duration, limited to 10
- Informed / educated managers before announcing the program.
- Used internal vehicles to announce / recruit.

Recruit, train & launch

- 1 year commitment, 2 half days training.
- Thanks to RRU IT staff and BC OCIO office for assistance.
- Certificates, public announcements & cut 'em loose!

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# Operations

A normal week looks like:

- I circulate materials:
    - Ambassador's choice to pass them on.
        - Does it work for their team?
        - Some are for their background info only.
        - Some I specify that they are to pass on.
- I get reports on phishing emails and other issues from the ambassadors.
- I will ask for, and receive, assistance around specific projects.
- ***And I try not to fill up their Inbox…***

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# Recognition

- Quarterly luncheons
- Vendor swag
- Say thank you and recognise good work. *Continually…*

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# Results

At year's end I reported:

Ambassadors reported that on average they:

- handled 1-2 personal contacts per month.
- distributed 2-3 emails / awareness materials per month; and
- one ambassador reported doing presentations at team meetings.

On our phishing assessments:

- 9 out of 11 teams supported by an ambassador had a lower average click rate than the overall average.
- One team had a zero click rate.

Indicators of a cultural shift

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# Other Contributions

"Trusted Source" bulk email standard.

Feedback:

"People are starting to take ownership during phishing emails, there is a bit of proud conversation when someone says hey it's a phish and I didn't get fooled. Having that in-office validation helps build awareness through recognition."

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# Other Contributions

**<u>If you did get “caught” by the  phishing email:</u>**

**Don’t worry**. It happens. Nobody gets disciplined or reprimanded. The goals is to be vigilant and to mitigate the impact if it happens.

**Unplug the network cable** to isolate your computer from the network. (Ask me and I will help you).

**Don’t close any programs** or shut down your computer as that may destroy evidence or halt a process that IT needs in order to determine what is happening

**Call the  Help desk** at 5555


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# Challenges

- The volunteer challenge:
  silent but involved vs dropouts
- Metrics.
- Visibility around the University

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# The Future

Recruited an additional 4 ambassadors

- Focused recruitment to fill specific gaps

Process improvement.

Encourage the creativity and energy within the group.

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# A Few Final Thoughts…

**Have we got you enthused?**

Before you start your journey with Ambassador programs, consider:

- Maturity of your awareness program.
- Leadership support.
- Top 3 goals
- How will you motivate & enable your Ambassadors?
- How would you pilot a program?
- Administrative load.

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# Questions

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