Information Security Awareness Communication Calendar (ISACC)

Rhonda Kelly, Oshkosh Corporation
August 19, 2015
Agenda

- Oshkosh Corporation Overview
- OSK SEA Program
- Why the need to organize
- Development of a Roadmap
- ISACC in Depth
- Value of ISACC
Oshkosh Is Not
Security Education and Awareness (SEA)

- OSK implemented program 2014
- Newly created position
- Currently functioning with 2 FTE
  - Marketing/Communication
  - Direct report to the CISO
Security Education & Awareness Charter

- Program Charter
  - One Year Plan
  - 2 - 3 Year Plan
  - 5 Year Plan
- Progressive program with an changing cyber world
- STAY FLEXIBLE
Our Program Goals

- Organization/cultural change
- Consistent communication
- Global adoption
- Shifting resource allocations
- Increasing motivation
Does anyone feel like this with company communications?
Security Education and Awareness (SEA)

- Program Accomplishments
  - Create
    - Internet Sites
    - Phish Bowl Site
  - Educate
    - Training Videos
  - Initiate
    - Instructional Videos
  - Manage
    - Educational Video Series
  - Maintain
    - Security Policy Guideline
    - Brand Awareness
How did we accomplish all that?

- **Product**: What product am I selling – SEA program to employees
- **Price**: What is the price to employees (Time)
- **Place**: Where are we going to market the communications
- **Promotion**: How are we going to Promo (quick read/often/variety)
- **Security Education & Awareness**
Week 1

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<td>Post Article to EISO Site</td>
<td>Connection Point Internal IT News Article (700 EE)</td>
<td>New Hire Orientation</td>
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**Week 2**
Week 3

Monday: Phishing Simulation Campaign
Tuesday: Security Sense Post to Intranet
Wednesday: Tech Thursday Article
Thursday: New Hire Orientation
Friday: Post Article to EISO Site
Week 4

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<td>Earnings Release</td>
<td>Employee Profile Message board</td>
<td>Tech Thursday Article</td>
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Quarterly Theme
## Roadmap Quarter View

|   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
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| **FEB** |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
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| **MAR** |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
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- **Executive Report**
- Post Article to EISO Site
- Connection Point Internal IT News Article (700 EE)
- New Hire Orientation
- Security Sense Post to Intranet

- **EISO InfoSec Insider Newsletter**
- Restricted Intelligence Video Launch
- Security Sense Monthly Articles, Quarterly Connection Articles, PSA, Tools & Tips
- Post Article to EISO Site

- **Phishing Simulation Campaign**
- Security Sense Post to Intranet
- Tech Thursday Article
- New Hire Orientation
- Post Article to EISO Site

- **DATA Security @ Home**
- Employee Profile Message board
- Tech Thursday Article

- **JAN**
- Security Sense Post to Intranet
- Post Article to EISO Site

- **FEB**
- Security Sense Post to Intranet
- Post Article to EISO Site

- **MAR**
- Security Sense Post to Intranet
- Post Article to EISO Site
Another way to Conceptualize

Security Awareness

- Cyber Security Month
- Employee Training
- Email Did U Know?
- InfoSec Newsletter
- Metrics
- Phishing Campaigns
- Phish Bowl & Videos
- Security Tools & Tips (Intranet)
ISSAC is an Adaptive Tool for

- Marketing
- Personal organization
- Risk mitigation
- Goal setting
- Executive & Board approval
- Audit and compliance
Key Factors when applying ISSAC

- Size of your organization
- Executive support
- Program visibility
- Current staff
- Internal partnerships
- Flexibility
- Communications
change is difficult.

not changing is fatal.

"Everyone thinks of changing the world, but no one thinks of changing himself."
-Leo Tolstoy
Interactive Session