

Changing The Cybersecurity Culture: UC Cyber Champion Program

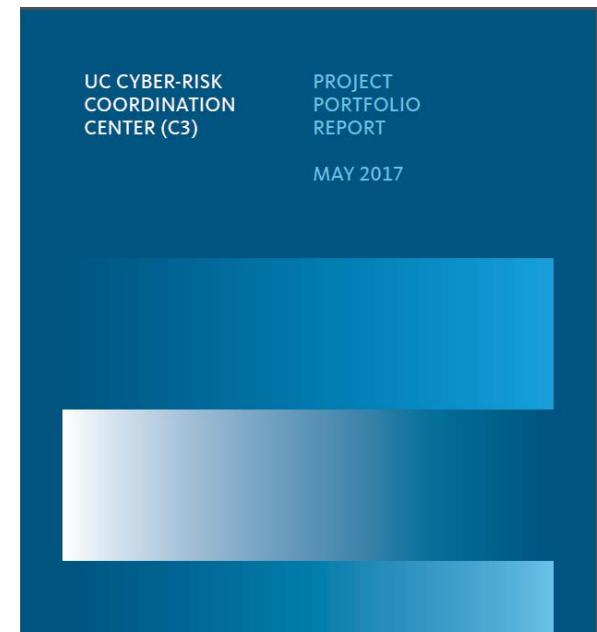


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Cyber-Risk Coordination Center (C3) Overview

C3 Overview - Portfolio

- Threat Detection and Identification (TDI) Coordination
(FireEye live or in implementation phase at 14 locations)
- Biannual Cybersecurity Summits
- Quarterly CRGC Meeting Coordination
- Monthly and Quarterly Cyber-risk Reporting
- Cyber Threat Intelligence
- Systemwide Cyber Project Coordination
(RFPs and Information Security Workplans)
- UC Health Initiatives Coordination
(Affiliate Risk Assessments, Phishing Simulation)
- **Cyber Champions Program**



A photograph of a large audience in a lecture hall. In the foreground, a man with a beard is sleeping with his head tilted back. Behind him, many other people are seated, facing forward. One man in the middle ground is raising his hand, possibly to ask a question or participate in a discussion.

Challenges with traditional security awareness approaches

Traditional Security Awareness Challenges

- Can be inappropriate for the audience
- Limited follow-up/evaluation of trainee comprehension
- Treating security awareness as purely a compliance activity
- Computer Based Training
 - “One size fits all”
 - Individual learning styles

Cyber Champion/Ambassador Concept



Cyber Champion/Ambassador Concept

- Network of individuals embedded throughout your organization who help you spread the word
- Scale/Force Multiplier
 - Instead of just one person communicating a message you literally can have hundreds
- Cost
 - Financial cost is minimal, the greatest cost is in time
- Engagement
 - Ambassadors/Champions understand the challenges and cultures of the local units/groups they work with
 - Often far more effective at engaging and reaching their colleagues/constituencies
 - Especially true of organizations that have numerous locations or very diverse cultures or generations

Source: Lance Spitzner – “The Power of a Security Ambassador Program”, SANS, November 8, 2017

Cyber Champion/Ambassador Concept

- “Eyes and ears”
 - Creates a communications network
 - Not only pushing out information, but collecting information and sending it back to you
 - Information such as what are the biggest risks they are seeing in their local office, what topics are the most popular
- Changing Culture
 - Behaviors are an artifact of underlying beliefs, values, and assumptions

Source: Lance Spitzner – “Building A Security Awareness Ambassador Program”, RSA presentation, April, 2018

UC Cyber Champion Program



UC Cyber Champion Program

- The program is designed to strengthen UC's culture of cybersecurity through a systemwide network of Cyber Champions
- Cyber Champion programs help to achieve security awareness and culture at scale

UC Cyber Champion Program

- C3 partners with, and supports, locations who have existing Cyber Champion programs and assists locations with establishing programs
- Cyber Champion programs recruit individuals from a variety of levels and departments to participate in outreach and educational activities

UC Cyber Champion Program

- C3 provides the Cyber Champion programs with tools and resources to promote and support activities at their respective locations
- C3 regularly reports on program activities to stakeholder groups including CISOs, ITPS, ITLC, and CRCG

UC Cyber Champion Program

- Examples of Cyber Champion activities
 - Cyber Champion events, calls, and training sessions
 - Providing input into the development of cyber initiatives and programs
 - Assisting in identifying strategies and common approaches to promote cyber initiatives and programs
 - Promoting cyber initiatives and programs via local channels and teams
 - Sharing lessons learned from outreach efforts and brainstorming new ideas for improvement

Cyber Champion Events

- Cyber Champions Partners Forum at UCSF
 - Champions Spotlight
 - Cyber Champion Challenge
 - Live feedback polling
 - Attendees responded to questions with live polling results displayed

Cyber Champion Events

- Cyber Security Checkup Training
 - C3 and UCSF hosted the training for the UCSF Cyber Champions
 - Sam Horowitz, CISO for UC Santa Barbara, developed and presented the training
 - Tips on how to keep your information safe and secure online
 - A “train the trainer” approach was taken so attendees could train their colleagues



Cyber Champion Events



Join Us!



Join Us! How You and Your Location Can Engage

- Join Your Existing Location Program
- Encourage Your Location to Start a Program
 - Contact your Location Chief Information Security Officer (CISO)
 - Volunteer to help
 - Become a Cyber Champion!
- Unit Information Security Leads (new IS-3 role)
 - Built-in Cyber Champion!

Questions from you!





Thank you!

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