

# Changing The Cybersecurity Culture: UC Cyber Champion Program



Monte Ratzlaff, CISSP, CISA  
Director, Cyber-Risk Program  
University of California Office of the President

# 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**





# 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!



A blurred background of a grassy field with trees and a person walking. The text is overlaid on the image.

Thank you!

[monte.ratzlaff@ucop.edu](mailto:monte.ratzlaff@ucop.edu)