



***DOE Office of the Chief Information Officer (OCIO)  
Activity/Program Plan  
for  
DOE Cyber Security Awareness Day, October 2009***

***I. Objective***

The objective of the October 2009 awareness campaign is to *reinforce* awareness and understanding of cyber security requirements and best practices that enable a DOE employee to stay ‘cyber fit’ on the Internet. Internet survival continues to be a critical talking point for government agencies and the private sector as effective job performance becomes increasingly dependent on Internet activity such as research, purchasing, advertising, communication, etc. In addition, a recent Nielsen report (dated May 6, 2009) indicates that 80% of Americans have a computer in their home, and of those, approximately 92% have Internet access. Therefore it is only prudent that this campaign also focus on cyber security best practices that reinforce Internet survival at home to include awareness of recent threats, protection of personal information, effective application of anti-malware and spamming tools, strong password techniques, proven practices for keeping children safe on line, etc.

Effective cyber security awareness campaigns and training offerings continue to be priority performance objectives of the Office of the ACIO for Cyber Security. The subject 2009 awareness event will meet these objectives by providing DOE HQ employees a plethora of events that will increase their knowledge of current threats and reinforce their understanding of the importance of consistently applying cyber security requirements and best practices. Specific campaign awareness events are further detailed in this document. Additionally, this activity supports awareness and training objectives as outlined in NIST SP 800-16 and NIST SP 800-50 and is a key element of the IM-31 Cyber Security Outreach program.

***II. Goal***

The goal of the October 2009 awareness campaign is to cultivate a work environment where cyber security behaviors and responses are automatic and consistent.

***III. Theme***

The theme for the October 2009 awareness event is ***“Internet Survivor – Being Cyber Fit in the 21<sup>st</sup> Century.”***

#### **IV. Audience**

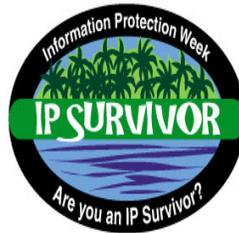
The intended audience for this campaign is DOE HQ employees and contractors. The event will be held in the Forrestal building, but all DOE employees and contractors stationed in the DC area will be invited to attend. Event material, activities, and presentations will be targeted to both technical and general user populations.

#### **V. Date & Time**

National Cyber Security Awareness Month is recognized as October every year. Planned date and location for the October 2009 DOE HQ Cyber Security Awareness Day is October 22, 2009 at the Forrestal Building. The awareness event will kick off at 10:00 am and end at 2:00 pm. Advertising materials will be distributed to employees at the Germantown location.

#### **VI. Notification/Marketing Methods**

Various methods will be used for notification and marketing of this event to include DOECAST e-mails, promotional flyers/postcards, and awareness posters. The event management firm, Federal Business Council (FBC), has been tasked with developing an Internet Survivor logo based on the following image:



This image will be used on all primary marketing materials to showcase the ‘survivor’ theme. Additionally, the IM-30 sponsored *Front Burner* will contain informational articles about the event to include date, time, activities, etc.

An awareness poster will be posted for September/October based on the following image:



“I’ve got brown eyes and long brown hair with red highlights.  
I’m a vegetarian & I love spending time outdoors.”

Not only does this poster contribute to the ‘survivor’ theme, but the message directly relates to the sound practice of making a concerted effort to know who you are communicating with on-line in an effort to protect your personal identity and information.

The following information further details specific notification efforts:

- Event will be advertised at the 2<sup>nd</sup> *Annual Takin’ It to the Streets Campaign* scheduled for August 19, 2009.
- Awareness posters will be displayed September 1, 2009.
- DOECAST messages will be sent 10/1/2009 and 10/15/2009.
- Monthly *Front Burners* will advertise the event during August-September.
- FBC-developed postcards will be placed in elevator bins and distributed the day of the event in predetermined locations at both Forrestal and Germantown.

## **VII. *Scheduled Events***

### **A. *Information Security Awareness Challenge***

Event activities and presentations will be targeted to both general users and the more technically-oriented cyber security professional. To begin the 2009 awareness event, the OCIO is hosting an Internet Survivor game entitled, ***Information Security Awareness Challenge***. HQ organizations will have an opportunity to sponsor a team consisting of 2 to 4 participants. Team members will be asked basic cyber security questions that assess their cyber security ‘fitness.’ There will be a playoff match between the two teams with the highest score after the second round. Prizes will be awarded to the winners of the playoff match. Additional rules of engagement are as follows:

- Team sign up begins August 19, 2009.
- Questions will be developed from the Annual Cyber Security Refresher Briefing.
- Team participants do not have to be cyber security professionals; teams are open to all general users.
- An MC will be appointed to oversee the game.
- Four teams of 2-4 participants.
- Four-team elimination tournament.
- Teams will draw name for first match.
- Teams will be given multiple choice questions with four responses.
- The challenge will consist of three 15-minute rounds. The third round is the playoff match.
- Each question is worth 10 points; the team with the highest score at the end of a 15-minute round wins.

**B. Presentations**

In addition to the *Information Security Awareness Challenge*, presentations will be offered for both a general user track and technical track. Subject matter experts will present on current cyber threats for both home and work, appropriate ‘fitness’ techniques to protect your information and identity, and emerging cyber technologies. A presentation agenda will be distributed in advance to encourage drop-in attendance. All sessions will be held in the Forrestal auditoriums as detailed below.

**Presentation Schedule**

<b>Time</b>	<b>General Audience (Large Auditorium)</b>	<b>Technical Audience (Small Auditorium)</b>
10:00	<i>Information Security Awareness Challenge Game</i>	
11:00	<i>Keeping Kids Safer on the Internet (TBD)</i> National Center for Missing & Exploited Children	<i>Windows 7 – FDDC Ready Ari Miller (TBD)</i>
12:00	Lunch	
1:00	<i>Research in Motion (RIM) Blackberry Security (TBD)</i>	<i>SANS - 20 Most Critical Security Controls Alan Paller (TBD)</i>
2:00	?	?

**VIII. Awareness Materials**

To further increase interest and participation and to creatively reinforce the campaign theme, information booths/tables will be available that contain cyber security awareness material and promotional items during event hours. Additionally, personnel from IM-30 and IM-60 will be available for discussion and questions. To help reduce cost, some promotional items and reference material developed for the August *Takin’ it to the Streets* campaign will be reused, and awareness literature will be reproduced in-house where feasible.

***IX. Vendor Exhibits***

To further add another level of interest and awareness to the event, a vendor expo will be provided. FBC is coordinating vendor participation and any associated marketing materials. The ground-floor space near the main elevators will be used for exhibits by invited vendors from 10:00 am to 2:00 pm. FBC has previously coordinated DOE events, to include the 2008 Cyber Security Awareness Day campaign.

***X. Resource Coordination***

Resource coordination will be handled by the IM-30 organization. Personnel from IM-30 and IM-60 will assist with soliciting presentation speakers, purchasing/developing awareness material, and manning tables during the event. In addition, personnel will be recruited to pass out information cards during the week of the event to encourage attendance.

The current event resource team includes:

Sue Farrand & Warren Udy – Event Sponsors  
Jamie Nicholson – Coordinator  
Betty Dudley – Co-Coordinator  
Harold Washington – IM-60 Representative  
Beth Miller – IM-30 Representative