

National Cyber Security Alliance in Brief:

NCSA's mission is to empower and support digital citizens to use the Internet securely and safely, protecting themselves and the cyber infrastructure.

NCSA, a 501 c (3) founded in 2001, is the pre-eminent public private partnership, working with the Department of Homeland Security (DHS), corporate founding sponsors (Symantec, CISCO, Microsoft, SAIC, EMC, McAfee), and nonprofit collaborators to promote cyber security awareness for home users, small and medium size businesses, and primary and secondary education.

NCSA partners with DHS and the MS-ISAC as a primary driver of National Cyber Security Awareness Month, now in its sixth year. NCSAM (October) is a multi-faceted effort to disseminate security messages and information through grassroots, traditional and social media channels. Last year, NCSA's efforts alone (not including partner activities) reached an estimated 29,000,000 people through media and other activities.

Ultimately, NCSA will measure its success to the degree by which cyber security behavioral norms and best practices have become second nature for all computer users. NCSA seeks to raise awareness of cyber security to the level of other cultural messaging that is universally good for citizens, - such as healthy eating, exercise, and safe driving - by teaching skills and judgment to build a national understanding about appropriate online tools and behavior. NCSA's public facing presence is its website www.staysafeonline.org.

In addition to National Cyber Security Awareness other recent major accomplishments include:

- Release of the *2008 National Cyberethics, Cybersafety, Cybersecurity Baseline Study* looking at the adoption of cyberethics, cybersafety and cybersecurity in K-12 education in the United States, as well as teacher preparedness to address these cyber behavioral norms and best practices from the classroom.
- An annual NCSA Study on home users which has become the baseline research used for measuring cyber security behavior for the last 4 years.
- Development of a volunteer program for computer security professionals to teach cyber security in schools. Launching at RSA in April.
- Collaboration with the U.S. Chamber of Commerce on a series of local workshops *Securing the Perimeter: A Public-Private Sector Discussion on Cyber Security*.

Upcoming funded projects:

- Develop a framework with leaders in the field to make cybersecurity, cyberethics, and cybersafety part of the curriculum for K-12 education.

- Conduct a study of cybersecurity in small and medium-sized enterprises to establish current practices, resource needs, and ways to communicate effectively with this important yet diffuse element in the cyber infrastructure.
- Launch of a coordinated effort with DHS and MS-ISAC of the National Cyber Security Awareness Month 2009.

Future projects that require additional funding:

- A national public service campaign using all available traditional and social media to create an informed nation of computer users able to protect themselves and the cyber infrastructure. Estimated cost \$2-\$5,000,00 for the initial campaign plus funds for annual updates and dissemination.
- Establishment of a comprehensive library of materials for K-12 educators, Higher education, and small and medium size enterprises that bring together the most recent and highest quality resources in a single location. Estimated cost: \$375,000 to create and \$150,000 a year to maintain.

Current funding structure:

In addition to funding it receives from corporate and non-profit sponsors, NCSA is currently in the third and final year of its contract with DHS ending in May 2009. Annual DHS amounts are as follows: \$1,000,000 in 2006; \$1,250,000 in 2007; \$1,500,000 in 2008. We strongly recommend that NCSA's funding continue, uninterrupted, to ensure program continuity, planning, and product development for ongoing activities in 2009, including NCSAM in October. If, however, a national PSA among other activities were to take place, additional funding would be required.

If you have any questions, please do not hesitate to contact NCSA's Executive Director, Michael Kaiser, or the NCSA Board Chair, Tiffany Jones.

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