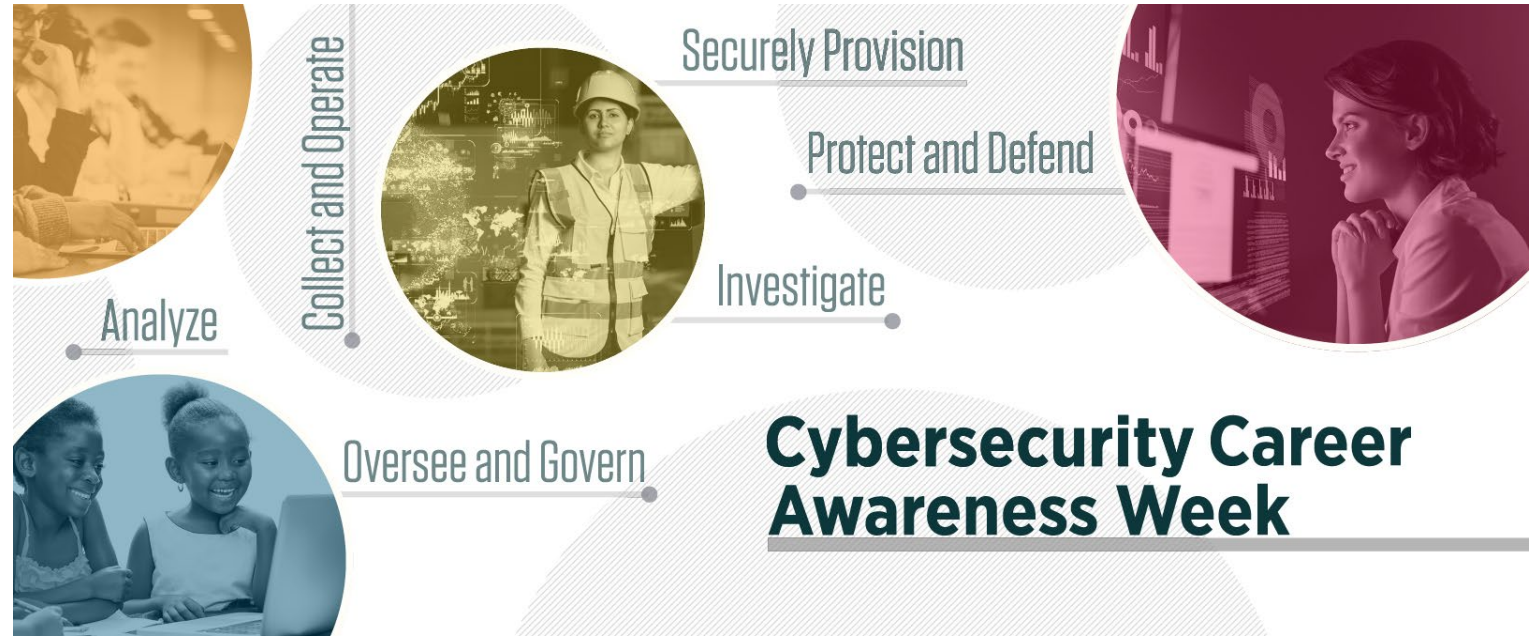


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Third Week in October

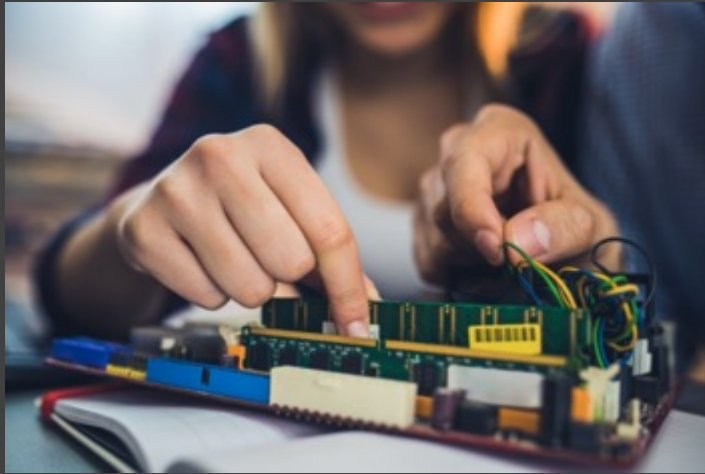
# What is Cybersecurity Career Awareness Week?

*Inspiring and promoting awareness and exploration of cybersecurity careers*

Cybersecurity Career Awareness Week is a week-long campaign to call attention to the contributions and innovations to society that cybersecurity practitioners make.

It is a time to build awareness about the wide range of cybersecurity job opportunities, how cybersecurity plays a vital role in global society and --showcasing how building a nation's cybersecurity workforce enhances each nation's security and promotes economic prosperity.





# Cybersecurity Career Awareness Week

## Goals

### Inspire, Engage, and Inform

#### Goal 1: Inspire, Engage, and Inform Society

- Inspire, engage, and inform the public about the demand, opportunities, and multiple career options available within the area of cybersecurity

### Demystify

#### Goal 2: Demystify Careers in Cybersecurity

- Raise awareness about pathways to prepare a highly skilled and diverse workforce for careers in cybersecurity to include expansion of knowledge and application of the Workforce Framework for Cybersecurity (NICE Framework)

### Develop

#### Goal 3: Develop a Highly Skilled and Diverse Workforce

- Support successful programs and showcase effective resources, especially those that increase participation of women, minorities, veterans, persons with disabilities, and other underrepresented populations

# Cybersecurity Career Awareness Week

## Objectives and Key Messaging

### Objectives

- Raise **public awareness** and increase **engagement** in building a strong cybersecurity workforce.
- Emphasize the **demand and opportunities** in cybersecurity.
- Increase awareness around the **multiple career options** within the field of cybersecurity.
- Highlight the **multiple pathways** to enter the cybersecurity career field.
- **Showcase resources and programs**, including those that increase participation of women, minorities, veterans, persons with disabilities, and other underrepresented populations in the cybersecurity workforce.

### Key Messaging

- Cybersecurity has something for everyone! ***Skills are needed from a diverse range of backgrounds.***
- Cybersecurity is a dynamic field so you will never be bored. ***Cybersecurity evolves quickly so you will always be learning and developing new skills.***
- There is a high demand for a talented cybersecurity workforce. ***Data predicts that IT and cybersecurity will be among the fastest growing and best paying jobs over the next decade.***
- Cybersecurity plays a vital role in the lives of all global citizens and the cybersecurity workforce makes a difference in our world. ***Building a national cybersecurity workforce enhances national security and promotes economic prosperity.***



# Commitments:

<https://www.nist.gov/ccaw>



## Cybersecurity Career Awareness Week

### CALL FOR COMMITMENTS

We invite you to join us in observing Cybersecurity Career Awareness Week, a celebration to focus local, regional, and national interest to inspire, educate, and engage children through adults to pursue careers in cybersecurity. Commitments are actions taken by the community to promote awareness & exploration of cybersecurity careers. Commitments come in all sizes and don't always require financial investment. You can host an event, distribute career awareness materials, or engage through social media. Be creative!

Learn more at [nist.gov/nlce/ccaw](https://nist.gov/nlce/ccaw)

# Ideas for Engagement

- **Social Media**
  - [#cybercareerweek](#)
  - [#mycyberjob](#)
  - Downloadable graphics
  - Downloadable sample social media
- Host a **twitter chat** to answer questions about a cybersecurity related topic
- Write a **blog** or **news article**
- **Acknowledge** your hard-working cybersecurity co-workers or provide a social or potluck (virtual) to celebrate their contributions
- Participate in office-wide cybersecurity related **competitions, trainings, or special events.**

# Ideas for Engagement

- Bring your mini/future-cybersecurity worker **to workday** (virtual)
- Encourage your cybersecurity workers/ colleagues to sign up for **trainings** or compete in a CtF competition
- Host a **career talk** for employees or co-workers
- Host a **training or professional development** activity for educators
- **GLOBAL call to cybersecurity workers to visit a classroom and introduce K-12 students to careers in cybersecurity** (new K12 resources being added - links to existing content)
  - Virtual tours have been added to *Cybersecurity In Your Community* section of CCAW website



## Examples of Special Events and Activities Partnership Asks

- **Make a commitment** and add your commitment/s to the **online portal**
- Get involved and share
  - **Cybersecurity Career Awareness Capture the Flag Competition**
  - **Cybersecurity Careers Family Nights**
  - **Cybersecurity Careers Story Time**
- Volunteer for a **recorded webinar or podcast**
- Join others in sharing your **short videos or stories on social media** about what you love most about your cybersecurity career. Or, for fun, ask others to answer the question, "what does a cybersecurity worker do?"

#mycyberjob  
@NISTcyber

#cybercareerweek  
LinkedIn: nist-nice/

<http://nist.gov/nice/ccaw>