Building Partnerships and Finding Solutions in Cyber Security
A case study: Washtenaw County Cyber Citizenship Coalition (WC4)

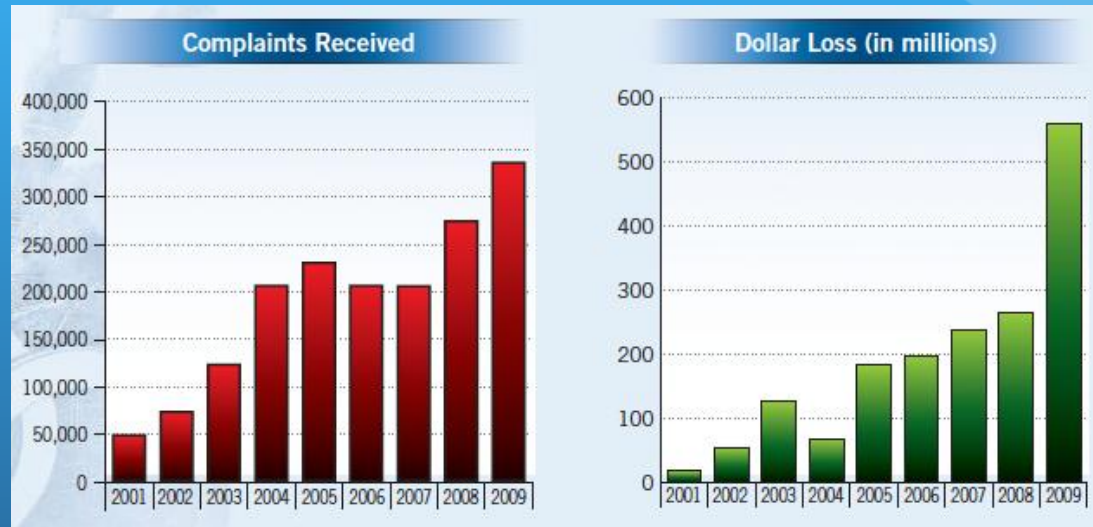Presentation for MS-ISAC Annual Meeting

August 2011

A Snapshot of Cybercrime in America

Complaints on the rise 668%

- The cost of attack is relatively low for criminals, and the payoff is high.

- Cybercrimes are growing rapidly in terms of scope and sophistication.

- The dollar loss from all cases of crime referred to law enforcement totaled $559.7 million, a 112% increase from $264.6 million in 2008.

(From Internet Security for Businesses document)

Washtenaw County
Cyber Citizenship Coalition

- Founded in 2009, the Cyber Citizenship Coalition's mission is to raise awareness and provide county residents with the tools and resources to be good cyber citizens.

http://washtenawcybercoalition.org/

- Vision: To create a digitally aware, knowledgeable and more secure community

Why We Formed

- **Sex offender living near Grand Blanc school sentenced to prison on solicitation charges**, May 2008

- **Missing Saline area teen believed to have taken flight to Puerto Rico, February 2009**

- **Missing Pittsfield Township teen found in Minnesota, July 2009**

Who is Involved

- Federal
  - Department of Homeland Security, National Cyber Security Division
  - Multi-State Information Sharing and Analysis Center (MS-ISAC)
  - National Cyber Security Alliance
  - National Initiative on Cyber Education (NICE and NIST)
  - Federal Trade Commission
  - FBI/InfraGard
- State
  - Michigan Attorney General
  - State of Michigan
  - MI- ISAC

Who is involved

- Local
  - Law Enforcement
  - Judiciary
  - Local Government
  - Higher Education - University
  - Public Library
  - Media
  - Teen and Senior Citizen Groups
  - Non-profit
  - Business Partners
  - Chamber of Commerce
  - K-12 Intermediate School District
  - School District IT and Psychology

Local Non-Profit Partners

- United Way of Southeastern Michigan

- Washtenaw Area Council for Children

- Area Agency on Aging

- Ann Arbor Center for Independent Living

Local Education Partners

- University of Michigan

- Eastern Michigan University

- Thomas M. Cooley Law School

- Cleary University

- Washtenaw Community College

- Ann Arbor Public Schools

- Saline Area Schools

- Washtenaw Intermediate School District

Local Public Partners

- Washtenaw County Office of the Sheriff

- Washtenaw County District Court

- Washtenaw County Public Defender's Office

- Washtenaw County Prosecutor's Office

- Ann Arbor District Library

- Saline District Library

Corporate and Local Private Partners

- AT&T
- Dell
- Google
- Comcast
- TDW
- Mad Security

- Pure Visibility
- GE Financial
- Maria Madeline Project
- MNX Solutions

Workgroups

- Public/Private Partnerships or Outreach

- Policy

- Awareness

- Education

- Crime Prevention
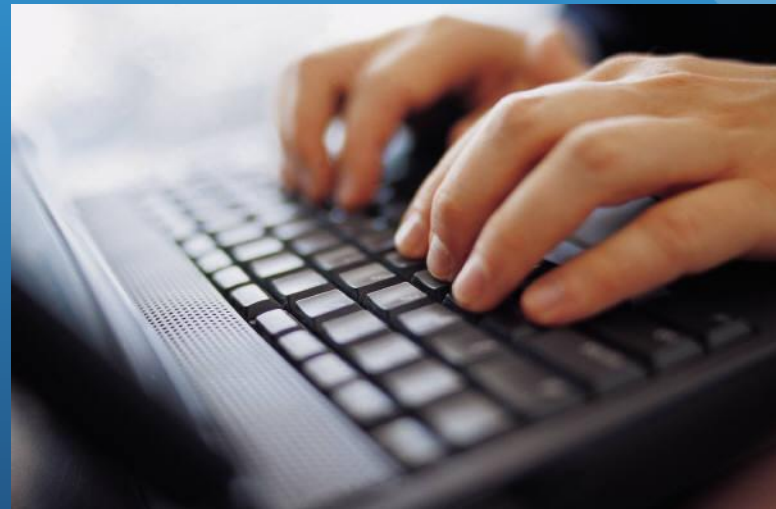
Public/Private Workgroup

- Bringing private partners to the coalition
    - Participate in workgroups
    - Sponsor events
    - Create programs together

- One woman job so far

- They find you

- Find companies who share your goals
    - ISP's, Cell Phone Providers

Policy Workgroup

- The Policy Workgroup is focused on city, state and federal cyber security policies. They work to understand the benefits to both business and individuals and to influence adoption of policies for the benefit of the county residents. They also work with local organizations to foster internal cyber security policies that protect businesses.

- Deliverables
    - Research best practices for workplace policy
    - Research effectiveness of state laws

Awareness Workgroup

- The Awareness Workgroup is focused on increased visibility of the National "Stop.Think.Connect." Message.

- Deliverables
  - Billboards, buses and bathrooms campaign
    - In cooperation with NCSA and private partner
    - Spread the STOP. THINK. CONNECT message
  - Smart phone safety campaign countywide
    - In cooperation with University of Michigan and private partners
      - Distribute posters, top tips

Education Workgroup

- The focus of the Education Workgroup is to foster general and curriculum-based learning for all digital citizens. This includes the general public (individuals and organizations), formal schools (K-12, university, adult continuing ed.) and seniors. They will take responsibility for content on the www.washtenawcybercoalition.org site.

- Deliverables:
    - Create and maintain local website
    - Link the community to area experts with speaker list
    - Bring nationally recognized curriculum into classrooms, senior centers, workplaces

Crime Prevention (Formerly Law Enforcement)

- The Crime Prevention Workgroup is focused on educating small business owners to help prevent them from becoming victims of cyber crime.

- Deliverable
    - Create a training seminar for small businesses
    - Working with the Chamber of Commerce, educate small business owners on how to stay safe online
    - Partner with United Way "211" and FBI for cyber crime reporting

Events

- October 12, 2010

  Kick-off Breakfast 180 community leaders

- April 26, 2011

  "Cyber Day" at Eastern Michigan University

    430 Students and 50 Parents

    Partners: DHS, Eastern Michigan University, AT&T

- October 6th -7th, 2011

  2011 Governor's Michigan Cyber Security Summit

  650 attendees from education, law enforcement, small business and home users
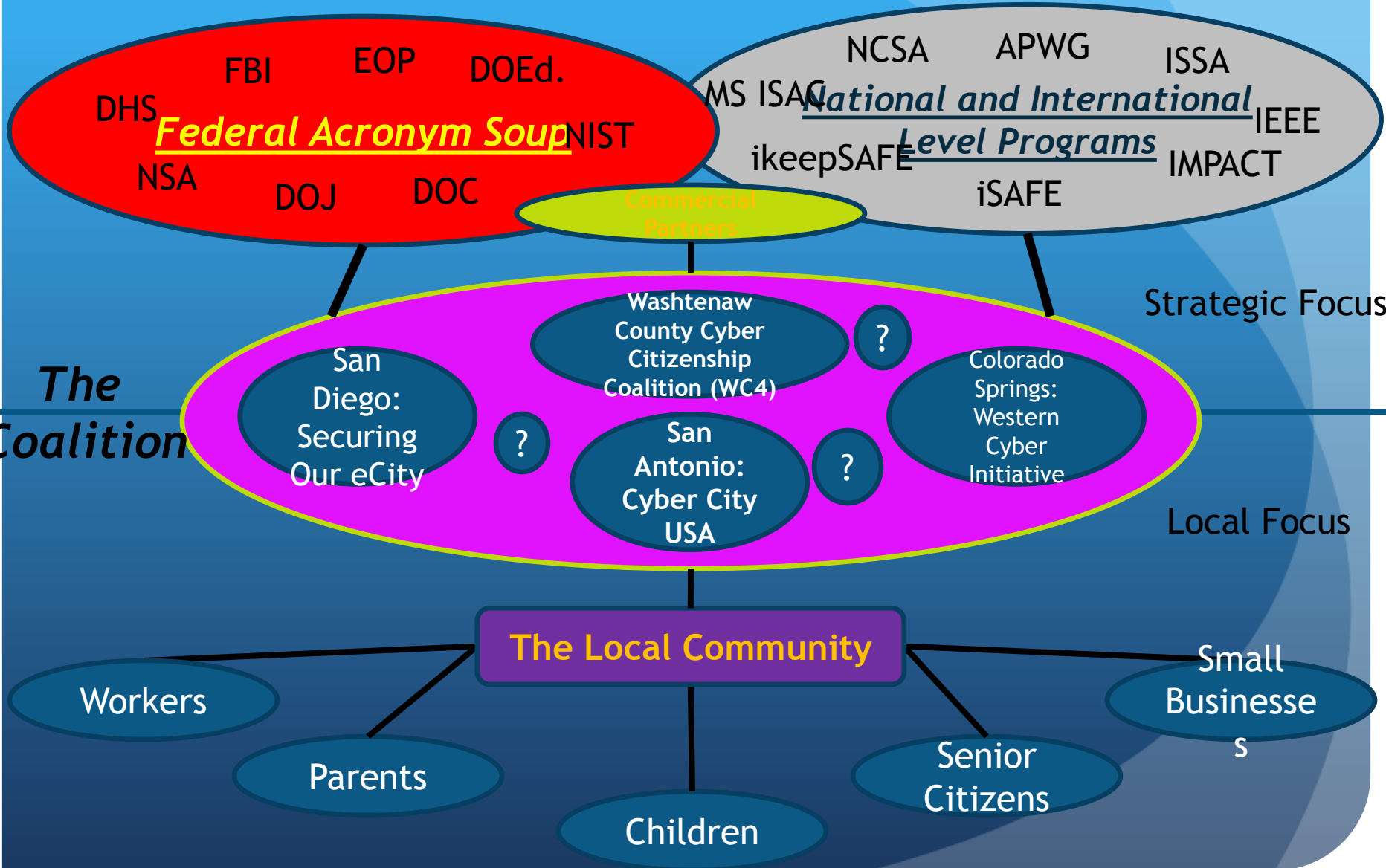
What is Working?

- Broad local participation
  - Events and workgroups

- State and Federal Partners
  - Materials, expertise, grants

- Private Partners
  - Materials, workgroup participation, grants

- Timing is right
  - The rest of the world is now catching up to MS-ISAC

What are the Challenges?

- Funding, funding, funding

- 10 years behind the bad guys

- So many ideas, need to focus on small steps and do them well

- Benefit and challenge is having so many partners to work with

Where do we go next?

The Cyber Communities Coalition

Federal Acronym Soup
FBI EOP DOEd.
DHS NIST
NSA DOJ DOC

National and International Level Programs
NCSA APWG ISSA
MS ISAC IEEE
ikeepSAFE IMPACT
iSAFE

Commercial Partners

The Coalition

San Diego: Securing Our eCity

Washtenaw County Cyber Citizenship Coalition (WC4)

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San Antonio: Cyber City USA

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?

Colorado Springs: Western Cyber Initiative

Strategic Focus

Local Focus

The Local Community

Workers
Parents
Children
Senior Citizens
Small Businesses

Contact Information

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