GET INVOLVED TOOLKIT

We invite you to join us in observing

National Cybersecurity Career Awareness Week from November 13-18, 2017

Help in making this Cybersecurity Career Awareness Week campaign a success. The following are tools you can use to help promote the week-long celebration to your connections:

Key messages

Use these key messages to craft your own communications to your contacts. National Cybersecurity Career Awareness Week 2017:

- creates excitement and increases public awareness and engagement in building a strong cybersecurity workforce.
- emphasizes the demand and opportunities in the field of cybersecurity.
- increases awareness around the multiple career options within the field of cybersecurity.
- highlights the numerous pathways to enter the cybersecurity career field.
- advances the NICE Strategic Plan objective to inspire cybersecurity career awareness with students.
- increases participation of women, minorities, veterans, persons with disabilities, and other underrepresented populations in the cybersecurity workforce.

How to get involved

FOR K-12 Audiences:

- Visit local schools or invite a speaker to your school to present lectures, hands-on activities, and demonstrations about careers in cybersecurity with students. Get started by visiting your child’s school, or ask your colleagues if they have children in local schools that you could inquire about the possibility to present or invite a speaker.
- Contact after-school programs in your community (after-school sessions at schools, Boys & Girls Clubs, Girl/Boy Scouts, Parks and Recreation, etc.) and volunteer to present.
hands-on activities or demonstrations about careers in cybersecurity to participating youth.

- If your organization is a school, consider incorporating daily cybersecurity information or cybersecurity career facts or tips on how to pursue a career in cybersecurity in your school announcements during National Cybersecurity Career Awareness Week. Or create a bulletin board display about cybersecurity professionals.
- Create a dedicated space for news articles or photographs about cybersecurity careers and display them within your workplace or in your classroom.
- Contact your local schools to determine if there will be any STEM or career fairs during this week. Volunteer your organization as a resource for students wishing to research projects on topics related to cybersecurity, or send over a speaker from your organization.
- Set up a cybersecurity practitioner display in your school library with books and reference materials. Distribute the free resources available on the website.
- If your organization is a cybersecurity facility or a business that includes cybersecurity practitioners, hold tours for local students to educate and excite them about the field and possible pathways.
- Organize or sponsor a Careers in Cybersecurity art, essay, poetry, music, or drama competition for local schoolchildren. Choose an aspect of cybersecurity or a practitioner in cybersecurity to showcase for the younger audience.
- Create traveling displays or interactive exhibits about careers in cybersecurity and present them at local schools, community centers, libraries, shopping malls, and other public spaces.
- Use one of the NICE’s resources as a classroom activity. Materials are free and available for download.
- If you are a content teacher, incorporate cybersecurity topics into your curriculum by using some of the NICE resources or assigning students a cybersecurity-related project. Have students present their projects to their classmates or to younger students in your school.
- Coordinate a shadow program. Local high school and middle students can shadow cybersecurity faculty, student, or practitioner and discover what it means to be a professional in the field of cybersecurity and why cybersecurity is important for our nation’s security and economy.
- Partner with a science museum to present exhibits, demonstrations, and hands-on activities, about the field of cybersecurity. Science museums often have extensive contacts at local schools and can help draw this audience to your events.
- Volunteer to assist or coach a cybersecurity competition team, or speak at a team meeting.
- Start a cybersecurity club or cybersecurity competition team.
• Invite a local or state representative interested in furthering STEM career opportunities to speak and participate in the planned activities.

FOR Adult Audiences:

• Set up and staff an exhibit table at a local hospital, doctors’ office, community center, or shopping mall and distribute resources about the need for growing the nation’s cybersecurity workforce.
• Coordinate a lecture or series of lectures about *Careers in Cybersecurity*. Consider choosing a theme for your lecture series and organize several talks on related topics.
• Broaden the reach of your lecture or panel discussion by streaming it live on your website, or hold a webinar instead of a “live” event to draw a larger audience outside of your geographic area.
• Organize a career fair. Invite local cybersecurity industry, government, or higher education institutions to staff exhibit booths and distribute materials.
• If your organization is a cybersecurity facility or a business that includes cybersecurity practitioners, hold tours or an open house for the public to learn about the field of cybersecurity.
• Launch a social media campaign during National Cybersecurity Career Awareness Week to spread the word about careers in cybersecurity that are of importance to your organization.
• Create traveling displays or interactive exhibits about careers in cybersecurity and present them at local schools, community centers, libraries, shopping malls, and other public spaces.
• Coordinate a lecture, speaker session, workshop, or activity for school teachers on careers in cybersecurity.
• Set up a cybersecurity practitioner display or coordinate a lecture, speaker session, workshop, or activity in your local public library.
• Organize a film festival featuring movies about cybersecurity. Begin each film with a brief lecture or follow it with a Q&A session with a cybersecurity practitioner on the subject addressed in the film.
• Invite your local media representatives to a “careers in cybersecurity briefing” highlighting how cybersecurity impacts your organization and the growing need for cybersecurity practitioners.
• Contact your local radio and television stations to incorporate a career in cybersecurity segment into their programming schedule during National Cybersecurity Career Awareness Week. Volunteer your organization as a resource for speakers, topics, and content.
• Run a series of interviews on your website, social media or in your newsletter with cybersecurity practitioners from your organization. Consider recording portions of the interviews and posting them on your website or YouTube channel.
• Partner with a science museum to present exhibits, demonstrations, and hands-on activities, about the field of cybersecurity.
• Develop your own or team up with a local cybersecurity organization or higher education institution to create opportunities for your own employees to raise awareness about cybersecurity careers and cybersecurity skill sets.
• Volunteer to assist, present, or coach a cybersecurity competition team.
• Start a cybersecurity club, meet-up, or cybersecurity competition team.

FOR Other Partners Audiences
If the idea of planning a National Cybersecurity Career Awareness Week event is too overwhelming for the current resources and staff of your organization, consider the following ways to participate in the campaign. Inform your community about how cybersecurity plays a vital role in the lives of Americans and how building a national cybersecurity workforce enhances America’s national security and economic prosperity.

• Use social media! Post a daily “what’s cool about my cybersecurity job” or “what I do in cybersecurity” on Facebook, your blog, or tweet about the National Cybersecurity Career Awareness Week. Be sure to check out the National Cybersecurity Career Awareness Week official website.
• Ask your local, state, and/or national government official(s) to issue a National Cybersecurity Career Awareness Week proclamation.
• Hang banners or promotional materials announcing National Cybersecurity Career Awareness Week.
• If you are a member of a professional society or chapter, hold your group’s annual meeting or awards’ banquet during National Cybersecurity Career Awareness Week or have a speaker discuss workforce topics at a monthly meeting.
• Write an article about how cybersecurity plays a vital role in the lives of Americans and how building a national cybersecurity workforce enhances America’s national security and economic prosperity. This can be for your employer’s media or your local newspaper. Encourage your constituents to do the same.
• Blog or write about National Cybersecurity Career Awareness Week on your website.
• Include notices about National Cybersecurity Career Awareness Week with employees’ paychecks and newsletters.
• Include an advertisement about National Cybersecurity Career Awareness Week in your newsletter.
• Include or link to a National Cybersecurity Career Awareness Week resources or NICE one-pager in your newsletter or blog, or on your website or social media.
• Become a cybersecurity career advocate and encourage your constituents to do the same.