NICE Community Coordinating Council Meeting Agenda

Date: June 23, 2021    Time:  3:30-5:00 p.m. ET

To dial in by phone, dial one of the following numbers, enter the participant PIN followed by # to confirm:+1 (415) 466-7000,  PIN 1675270 # | +1 (760) 699-0393,  PIN 7500851098 #
I. Introduction and Ground Rules - 
Susi Barraza, NICE Program Manager

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II. Opening Remarks

a. Industry Co-Chair - Jon Brickey, Senior Vice President, Mastercard

b. Academic Co-Chair - Marni Baker-Stein, Chief Academic Officer and Provost, Western Governors University

c. Government Co-Chair – Rodney Petersen, Director of NICE

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III. Standing Items

a. Strategy Stories - New Developments that Align to NICE Strategic Plan

*GenCyber Camp*
Presented by: Ashley Greeley
URL: [https://www.gen-cyber.com/](https://www.gen-cyber.com/)

b. Report Roundup - Learning from Good Ideas

*Economic Impact Study*
Presented by: Pat Sullivan, Founding Board Member, Cyber Center of Excellence
URL: [https://dccoe.org](https://dccoe.org) and [https://cyber.sandiegoAI.org](https://cyber.sandiegoAI.org)

c. Framework Feature - Applications and Uses of Workforce Framework for Cybersecurity

*Virtual Career Pathway*
Presented by: John Sands, Ph.D., Moraine Valley Community College
GenCyber Camps

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CYBERSECURITY IN THE SAN DIEGO REGION

Researched by:

SAN DIEGO REGIONAL EDC
Cybersecurity at a Glance

24,350 total jobs

11,950 indirect + induced jobs
The effects of local, inter-industry, or business-to-business employment

12,400 direct jobs
The initial employment supported by the cyber industry

870 total cyber firms

$3.5B total economic impact

23 San Diego Comic Con
9 Super Bowl

8,674 direct private sector jobs
18% increase from 2019

3,733 direct Navwar jobs
6% increase from 2019

12,400 total direct jobs
7% increase from 2019

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AI and San Diego’s Cyber Cluster

AI in Cyber

66%
SHARE OF SAN DIEGO CYBER FIRMS ENGAGED WITH AI

50%
ENGAGED WITH AI FOR AT LEAST 3 YEARS

3x
PRODUCTIVITY WAS TRIPLE THE REGIONAL AVERAGE (2018-2021)

61%
% OF CYBER FIRMS HIRING IN THE NEXT 12 MONTHS

Unparalleled productivity gains

Sources: BLS, BEA, California EDD, San Diego Regional EDC

©2021 Cyber Center of Excellence
AI is creating jobs, not destroying them...

Cyber-specific employment growth has outpaced that in other San Diego industries


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Interested in Learning More?

Check out the study @ sdccoe.org
or cyber.sandiegoAI.org

And join us for the virtual release event on June 24 from 10:00 – 11:30 a.m. PST
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III. Standing Items

d. Research Review

*Digital Citizenship and Media Literacy*
Presented by: Cassidy Francies, Policy Researcher, Education Commission of the States
URL: [https://www.ecs.org/media-literacy-and-digital-citizenship/](https://www.ecs.org/media-literacy-and-digital-citizenship/)
Media Literacy and Digital Citizenship
67% students were unable to tell the difference between news stories and ads.
91% of teachers believe digital citizenship is at least moderately effective in helping students make smart, safe and ethical decisions online.
Defining Media Literacy and Digital Citizenship

• Definitions vary.
• Media literacy addresses the ability to analyze, evaluate, access and create media.
• Digital citizenship places more emphasis on online safety and responsibility.
HB19-1110 (2019): created a media literacy advisory committee responsible for creating a report regarding recommendations for implementing media literacy education.
HB21-1103 (2021): requires the department of education to implement recommendations from the media literacy advisory committee.
Thank you!

We look forward to serving you again soon.
Questions?

Cassidy Francis

cfrancies@ecs.org
IV. Working Group Updates

a. Promote Career Discovery
   James “Jimmy” Baker, Cybersecurity Evangelist and Author; or Roland Varriale II, Cybersecurity Analyst, Argonne National Laboratory; or Monica Gomez, Cisco

b. Transform Learning Process
   Dr. Aurelia T. Williams, Interim Vice Provost for Academic Administration, Norfolk State University: or Richard Spires, Instructor, Learning Tree

c. Modernize Talent Management
   Karen Jensen, Saaby Consulting; or Kevin Perry, Chief Cyber Training, DoD Cyber Crime Center/Cyber Training Academy; or Melissa Woo, Executive Vice President for Administration, Michigan State University

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V. Community of Interest Updates

a. Apprenticeships in Cybersecurity
   Tony Bryan, Executive Director, CyberUp; or Jennifer Oddo, Executive Director, Strategic Workforce Education and Innovation, Youngstown State University

b. Cybersecurity Skills Competitions
   Amelia Phillips, Highline College; or Brad Wolfenden, EmberSec

c. K12 Cybersecurity Educators
   Terrance Campbell, CCTE Cybersecurity Teacher, Shelby County Schools; or Laurin Buchanan, Secure Decisions

d. NICE Framework Users
   Karen Wetzel, Manager of the NICE Framework

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VI. Project Progress Reports

a. Cybersecurity Career Awareness Week – October 18-23, 2021
   Presented by: Davina Pruitt-Mentle, NICE
   URL: https://www.nist.gov/itl/applied-cybersecurity/nice/events/cybersecurity-career-awareness-week

b. NICE K12 Cybersecurity Education Conference – December 6-7, 2021
   Presented by: Felicia Rateliff, Director of Operations & Programs, iKeepSafe
   URL: https://www.k12cybersecurityconference.org/

c. NICE Conference and Expo – June 6-8, 2022
   Presented by: Randy Pestana, Florida International University
   URL: https://niceconference.org/
KEYNOTE ANNOUNCEMENT

KEYNOTE
Jennifer “Jen” Buckner
Senior Vice President,
Technology Risk Management,
Risk Governance and Operations
at MasterCard

KEYNOTE
Sarah Kaleel
Senior Program Manager
at Comcast

STUDENT KEYNOTE
Efren Zamaro
Associate Security Analyst
at Crowdstrike
Recruiting 6 High School Students or 2021 grads

- Student must be participating in an internship, apprenticeship or training before May 2022

- Recruitment until Sept 30, 2021 or until 6 candidates are found
• Call for Proposals ended June 18
  • Planning Committee to select speaker proposals by Mid-July
• Full agenda & registration to launch early August
CALL FOR SPONSORS & EXHIBITORS

• MANY SPONSOR LEVELS TO FIT YOUR ORG’S ADVERTISING NEEDS

• VIRTUAL EXHIBITOR BOOTH
  FOR-PROFIT $750 / NON-PROFIT $500

“We have been a sponsor for the last four years at the NICE K12 Conference and have found it to be a great opportunity to engage with cybersecurity educators from around the country. The Conference is extremely well run and enabled Start Engineering to effectively interact with attendees at many different places throughout the event.”

- Bob Black, CEO - Start Engineering
QUESTIONS/IDEAS

FOR QUESTIONS, COMMENTS, IDEAS..

CONTACT FELICIA RATELIFF

conference@ikeepsafe.org
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DEMYSTIFYING CYBERSECURITY

INTEGRATED APPROACHES TO DEVELOPING CAREER PATHWAYS

www.niceconference.org
RICET
REGIONAL INITIATIVE FOR CYBERSECURITY EDUCATION AND TRAINING
A collaborative effort to build and strengthen a foundation in cybersecurity education, training and workforce for the Americas

Tuesday, September 14th, 2021

Bogota 11:00
Washington D.C 12:00
Buenos Aires 13:00
Sao Paulo 13:00
GMT 16:00

Save the Date!

Register at https://niceconference.org/events
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VI. Project Progress Reports

d. Centers of Academic Excellence (CAE) in Cybersecurity Community
   Presented by: Tony Coulson or Amy Hysell, Cybersecurity Center, California State University, San Bernardino
   URL: https://www.caecommunity.org/

e. US Cyber Games
   Presented by: Jessica Gulick, CEO, Katzcy
   URL: https://www.uscybergames.com/
VII. Closing Remarks and Next Meeting Reminder

The next NICE Community Meeting will be July 28, 2021, at 3:30 p.m. ET

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