



Suggested Activities for Cybersecurity Career Awareness Week

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You can help make this year's Cybersecurity Career Awareness Week campaign a success. The following are tools you can use to help promote the week-long focus on cybersecurity careers:

What Is Cybersecurity Career Awareness Week?

The Cybersecurity Career Awareness Week (CCAW) focuses local, regional, national, and international interest to inspire, educate, and engage children through adults to pursue careers in cybersecurity. Cybersecurity Career Awareness Week takes place during October's Cybersecurity Awareness Month and each day of the week provides for learning about the contributions and innovations, as well as the plethora of job opportunities that can be found by exploring cybersecurity as a field of study or career choice.

During the week, learners of all ages, educators, parents, employers, and the community will participate in recognition of how cybersecurity plays a vital role in the lives of all citizens and how building a skilled cybersecurity workforce enhances each nation's national security and promotes economic prosperity.

Key Messages

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

- 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. The Department of Labor 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 and the cybersecurity workforce makes a difference in our world.
- Building a national cybersecurity workforce enhances national security and promotes economic prosperity.

Suggested Activities For Cybersecurity Career Awareness Week

Interested in planning a CCAW event but not sure what you can do? Below are some ideas on how to get your organization and community involved in the campaign, including suggestions for collaborating with other organizations.

Once you determine what kind of event or activity you will do, don't forget to add it to the [CCAW Event Portal](#).

For your convenience, the activity ideas listed below are split into ideas for youth and adults.

For Youth in Grades K-12:

- Visit local schools or invite a speaker to your school to present lectures, hands-on activities, and demonstrations to students about careers in cybersecurity. [Get started by visiting your child's school](#) or ask your colleagues if their child's school would like to have you speak about careers in cybersecurity. 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 (for example, Boys & Girls Clubs, Girl Scouts or Scouts, Parks and Recreation, 4-H, 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 Cybersecurity Career Awareness Week. Or create a bulletin board display about cybersecurity work or practitioners.
- 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.
- 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 school children. 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. NICE's resources are free and available for download.
- 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 or school counselors 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 "careers 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.

Other Ways to Support CCAW:

If the idea of planning a 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 citizens and how building a national cybersecurity workforce enhances 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 Cybersecurity Career Awareness Week. Be sure to check out the Cybersecurity Career Awareness Week official website.
- Hang banners or promotional materials announcing 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 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 your community and how building a skilled cybersecurity workforce enhances 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 Cybersecurity Career Awareness Week on your website.
- Include notices about Cybersecurity Career Awareness Week with employees’ paychecks and newsletters.
- Include an advertisement about Cybersecurity Career Awareness Week in your newsletter.
- Include or link to a Cybersecurity Career Awareness Week resources or one of the [NICE one-pagers](#) in your newsletter or blog, or on your website, or social media.