



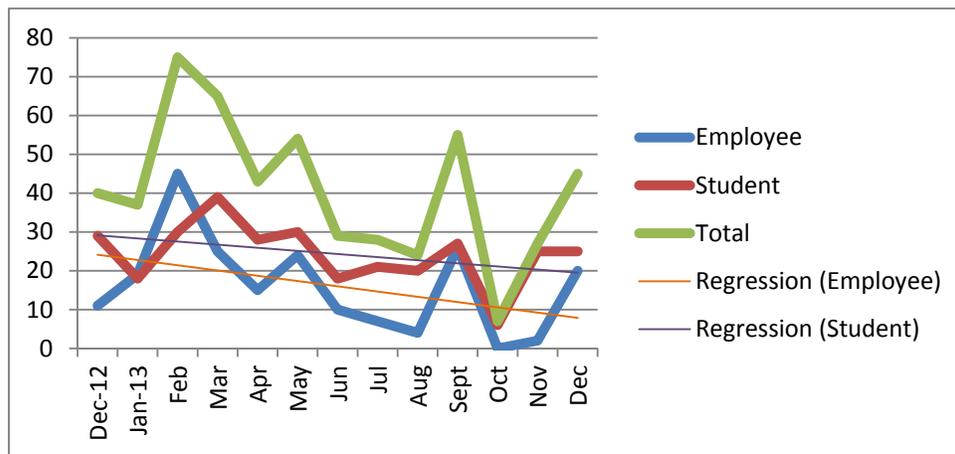
Summary Report: Cyber Security Awareness Committee 01/15/2014

The Cyber Security Awareness Committee (CyberSAC) is a collaborative initiative between the Faculty Development Center, Information Assurance Program, University Communications and Information Technology Offices to promote cyber security awareness throughout the EMU community. Working together, the team developed a comprehensive awareness campaign that was launched in October 2013 to coincide with National Cyber Security Awareness Month.

The awareness campaign focused on three common security awareness messages: *Think before you click*, *Think before you post*, and *Think before you type*. Using these messages, University Communication developed a unifying theme and graphic which was used with the “E-Safe” graphic designed by EMU student Jacob Weber. EMU Alumnus David Coverly also contributed to the effort by creating three cartoons that illustrated a key point related to each message. View the graphics, cartoons and video at: <http://www.emich.edu/esafe>

Using this theme, the October campaign included a number of activities while, at the same time, utilized a variety of message distribution channels: Cyber Security Quiz questions on EMU’s Facebook page; Student engagement tables featuring Plinko; a student produced e-Safe video; table tents, posters, t-shirts, and campus digital boards. A new security awareness web site was also launched at emich.edu/esafe.

Security awareness is one defensive strategy against the loss of University data and associated risk. And it also provides the additional benefit of helping individuals increase their own cyber security and reduce their risk of identity theft. In February 2013, EMU experienced 75 compromised accounts (passwords stolen via Phishing). The number of compromised accounts now appears to be trending downward.



Monthly Count of Known Compromised Accounts by Type

Because security awareness is an ongoing concern, the committee hopes to build on this initiative and plans to deliver awareness activities on a monthly basis. Please feel free to contact any member of the committee if you wish to contribute or have ideas about how we might expand or improve the awareness program. To obtain additional information, visit the e-safe web site at: <http://www.emich.edu/esafe>.