



2016 - 2017 ANNUAL REPORT

NATIONAL CYBERSECURITY STUDENT ASSOCIATION



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STUDENT ASSOCIATION

www.cyberstudents.org

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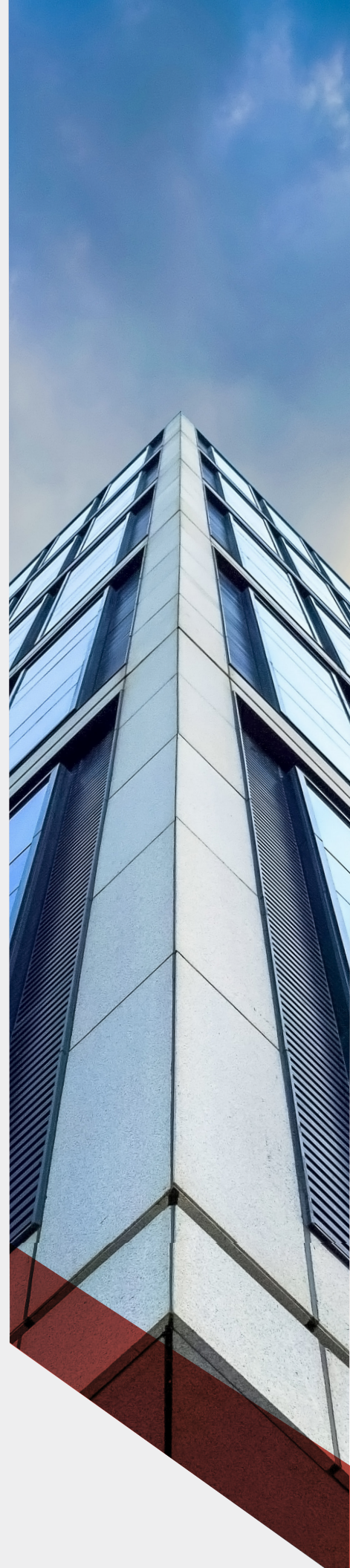
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About National Cybersecurity Student Association

The National Cybersecurity Student Association cultivates a national community that supports students in their cybersecurity endeavors through extracurricular activities, career opportunities, mentoring, and keeping them at the forefront of cybersecurity trends.

To learn more, visit www.cyberstudent.org

Hard copies can be ordered by contacting us at: info@nationalcyberwatch.org



EXECUTIVE DIRECTOR'S MESSAGE



Strengthening the nation's future cybersecurity workforce and environment is a key component in addressing former President Barack Obama's Cybersecurity National Action Plan (CNAP). According to the Center for Cyber Safety and Education (ISC)², there will be an estimated workforce shortage of 1.8 million in information security by 2022. Developing and creating a pipeline of cybersecurity professionals, along with a cyber workforce strategy, is a shared responsibility.

In March of 2016, The National CyberWatch Center, a consortium of higher education institutions, businesses, and government agencies focused on collaborative efforts to advance Information Security education and strengthen the national cybersecurity workforce, launched the National Cybersecurity Student Association.

The National Cybersecurity Student Association is the nation's largest association of cybersecurity students and competitors. Led by students for students, our vision is to cultivate a national community that supports students in their cybersecurity endeavors through extracurricular

activities, career opportunities, mentoring, and keeping them at the forefront of cybersecurity trends.

Our Mission is to enhance the educational and professional development of cybersecurity students through activities, networking and collaboration. We support the cybersecurity educational programs of academic institutions, inspire career awareness and encourage creative efforts to increase the number of graduates in the field.

Dr. Jo Portillo, founding executive director of the Student Association, led the charge by creating and fostering a national education platform for cybersecurity students. As Dr. Portillo's successor, I now lead the development of strategic alliances and relationships with academia, governmental institutions, and industry. My primary focus is to energize, expand and cultivate an ecosystem of the next generation cybersecurity professionals through education, mentoring, and professional development opportunities, while aiding in bolstering the knowledge, skills and abilities of a diverse learning community. My experience has been working with organizations such as ISSA, ISACA and the AFA's CyberPatriot Program and I hold an A.A.S in Information Systems Security from the Milwaukee Area Technical College, a B.S. in Cybersecurity Management and Policy. I further earned dual master's degrees in Cybersecurity and Business Administration from the University of Maryland University College.

Building and preparing a digital workforce of the 21st century is no easy task. It takes the support from academia, government and industry. Student leaders are equally important. We are on the front lines helping foster innovation in a world full of unexplored talent in order to build a better future for our nation and bolster the security and resilience of cyberspace.

Gustavo Hinojosa
Executive Director
National Cybersecurity Student Association

MEMBERSHIP

NETWORKING

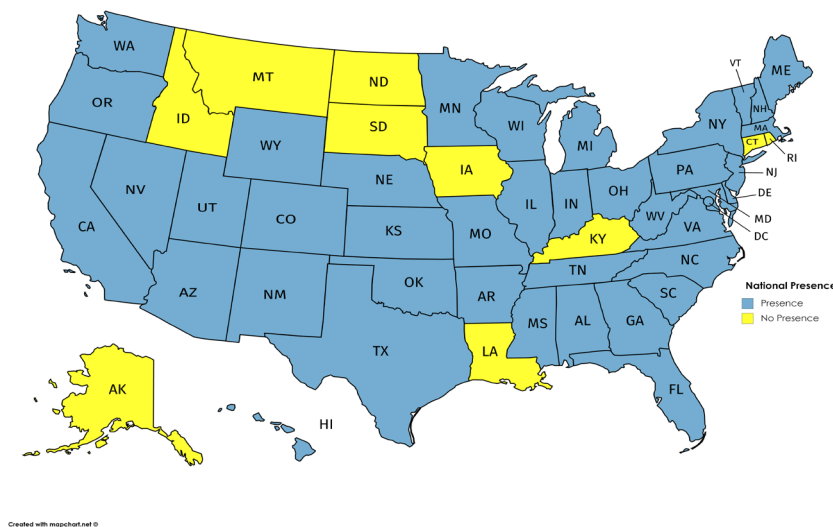
National Cybersecurity Student Association is dedicated to expanding its membership's professional network and cybersecurity industry connections. This commitment positions student members for greater success in the cybersecurity sector.

BENEFITS OF MEMBERSHIP (\$25 ANNUAL MEMBERSHIP FEE)

- Network with other like-minded individuals.
- Learn about scholarships, internships and mentoring opportunities.
- Gain access to research and publications.
- Participate in conferences, training and events.
- Connect with sponsors who are actively seeking their next cybersecurity employee.

MEMBERSHIP PACKAGE

Contents include certificate of membership, welcome document, flyer, email logos, and LinkedIn banner.



“An organized student cyber-community is an effective instrument for sharing state-of-the-art cybersecurity concepts, learning first-hand, and advancing technical knowledge. The National Cybersecurity Student Association actively pursues the goal of becoming such a community through resource sharing, mentorship programs, scholarship opportunities, access to professional certification training, and more!”

Vitaly Ford
Director of Chapter Development

STUDENT CHAPTERS

Student chapters provide support within the student community and seek to cultivate partnerships in local communities in order to (1) enhance common sense cybersecurity practices for the general public, (2) foster relationships with local cybersecurity professional chapters and (3) build a pathway for cyber workforce opportunities across the nation. Student chapters also provide an outlet to cultivate an ecosystem of cybersecurity professionals on a local level and in areas across the nation to expand and foster the culture.

The Chapter Development team has had over 30 chapter requests within the new year and has created a student chapter package ready for deployment. The team is working with academic advisors to build chapters with new and existing members. One foundational chapter was created in Wisconsin.



**National Cybersecurity Student Association
Foundational Student Chapter at the
Waukesha County Technical College (WCTC)
in Wisconsin.**

“Some of the reasons our students are able to build confidence, skills, and succeed are due to their involvement in the activities promoted by our cybersecurity club, which is a local chapter of the National Cybersecurity Student Association. The student members are able to learn and practice their skills in more competitions, network with their peers and mentors, and gain the confidence they need to succeed.”

Mark Krzyszkowski
Information Security Instructor
Waukesha County Technical College

WEBSITE

The website serves as a central informational hub to promote the association and its activities, which includes membership and chapter information, blogs, news, events, webinars, social media platforms, newsletters, partners, sponsors, and contact information. The National Cybersecurity Student Association is currently working on implementing a secure member only portal where students can login to the website and access resources, build their digital portfolio, upload resumes, and more. All this information can be used to attract sponsors for sustainability. A wealth of information is waiting to be built. Once deployed, the association will be able to house a vast amount of resources only available to its members, which makes the students feel that they have received a great value for what they paid for.

MARKETING & COMMUNICATIONS

In April 2016, the National Cybersecurity Student Association launched a robust marketing and management strategy using a multi-channel approach with Constant Contact, PRWeb, Rignite/Hootsuite, and Social Media Scoreboard. This degree of mature, data-driven, and integrated marketing efforts assist with brand awareness, audience engagement, increased website traffic, and conversions from non-members to members of the association.

MARKETING EMAILS

As National Cybersecurity Student Association continues to grow, so does the contact database. Marketing emails are sent to promote webinars, Facebook LIVE events, the monthly newsletter, and continues to drive traffic to the website for blog posts, events and newsworthy items. The business outcome of the overall marketing strategy is to list build (grow the database). Consumers are three times more likely to convert through marketing emails. The integrity of the database is top priority as good database hygiene increases the open rates and the delivery of emails into the subscriber's inbox.

Constant Contact: 1028 contacts (December 2016)

Industry Average Open Rates for Higher Education: 19.52%

Industry Average Open Rates for Technology: 13%

National Cybersecurity Student Association Average Open Rates: 39.35%

NEWS RELEASES

To gain traction across the nation, the National Cybersecurity Student Association utilized PRWeb to distribute a news release to promote sponsorship. The industry average news release distributed through PRWeb is expected to receive 100 media pick-ups. The association's news release exceeded that benchmark.

National Cybersecurity Student Association Announces Sponsorship Opportunities for Businesses to Connect to Cybersecurity Professionals.

Headline impressions: 327,570

Full release reads: 3,470

Total media pick-ups: 226

Release interactions: 14

SOCIAL MEDIA

Being the first year on social media, the National Cybersecurity Student Association focused on building the initial fan base. In the latter half of the year, best social media practices were implemented and more posts were made. The audience received this boost in posts favorably and the association saw an increase in growth and more consistent engagement.

FACEBOOK

The first year on Facebook showed good growth, especially during the last few months of 2016. The National Cybersecurity Student Association has a nice balance of followers with 44 percent women and 55 percent men. The organic reach (the number of people viewing non-boosted posts) averaged 191 people per post each day, and we closed 2016 with a total of 466 page likes.

Total Page Likes as of Today: 466



TWITTER

It took awhile for Twitter to take off but with the help of having “power tweeters” at the Community College Cyber Summit and utilizing the #cyberstudents hashtag, traction was made, and the year ended with 100 followers. The National Cybersecurity Student Association saw an additional boost in growth in October once industry standard best practices were implemented. Throughout the year, an average of 96 people saw each tweet.

YOUTUBE

For the first year, the National Cybersecurity Student Association received 19 followers on YouTube. As the association continues to add valuable webinars and Facebook LIVE broadcasts to the channel, this will continue to grow as it will be integrated into other marketing efforts.

LINKEDIN

The National Cybersecurity Student Association’s LinkedIn Group started in February 2016. This was organized to build thought leadership to connect with the cybersecurity student community and drive traffic to the association’s website. The group grew to 154 members by the end of December.

BLOGS

In May, the National Cybersecurity Student Association started blog posts on the website. Engaging its audience via social media and marketing emails, the blogs share stories of the challenges of being a career changer, benefits of having a mentor, the future of cybersecurity, developing a personal brand, student spotlights, and much more.

WEBINARS

The webinar campaign was created to keep students up to date with industry trends and standards while addressing student’s needs, hurdles and pathways. Webinars are held every third Thursday of the month from 2 to 3 p.m. (ET) via WebEx. The National Cybersecurity Student Association promotes its series by email, newsletter, website, and social media platforms. Industry average webinar attendance is 20 - 30%. The association meets that benchmark.

<p>Threat Intelligence Webinar May 5th, 2016 No data recorded</p> <p>Cybersecurity Chapter Development November 17th, 2016 167 registered / 46 attended = 27.5%</p> <p>Navigate a Career in Cybersecurity December 15, 2016 177 registered / 36 attended = 20%</p>	<p>FREE</p> <p>CHAPTER DEVELOPMENT WEBINAR</p> <p>NOVEMBER 17TH AT 2P.M. ET</p> <p></p>
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"The National Cybersecurity Student Organization provides Cybersecurity students with the necessary support, resources, and peer interaction that allows for maximum success in the field."

Nikita Golubets
Student
Information Assurance & Cyber Defense
Eastern Michigan University



"The cybersecurity industry is dynamic, as a modern organization looking to leave their footprint we must continue to offer events, workshops, opportunities and networking to prepare, support and encourage the future generation of cyber warriors."

Monique Jeffery
Director of Events

OUR TEAM

Gustavo Hinojosa

Executive Director of NCSA

M.S. in Cybersecurity

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