STRATEGIC PLAN

For implementing safety training within communities of Symantec employees

Executive Summary

Identifying additional ways to reach and teach consumers about online safety, security, privacy and ethics is critical to advancing 21st century skills, and promoting the great work and tools that Symantec provides consumers.

This guide suggests ways that Symantec employees can leverage internet safety content provided through collaboration with iKeepSafe to strengthen the internet safety, security and privacy and ethics within their own communities.

Background

Symantec employees are active in their communities on a variety of levels: through schools that their children attend, through clubs and organizations that either they, or their children, attend, through religious affiliations, and so on. Whatever the areas of interest, there are a number of ways that employees can help strengthen their community's understanding of successful and safe online use.

The need for providing greater understanding of how to be successful and safe online is acute as schools and communities struggle to provide quality internet safety training for teachers, students, administrators, librarians, and organizations. Research conducted by the National Cyber Security Alliance (NCSA) found that America's K-12 teachers are ill-prepared to educate students on the basics of online safety, security and ethics, and more than a third of teachers receive no training in cybersecurity issues.

- 36% of teachers said they received zero hours of training by their school districts in the last year; 40% received one to three hours of training.
- Only 24% of teachers feel well prepared to teach students how to protect their personal information.
- Only 23% of teachers feel well prepared to teach cyberbullying.
- Only 33% of teachers feel well prepared to teach students basic security skills.
- 76% of teachers want to receive training on these topics.

Recognizing these needs, iKeepSafe and Symantec collaborated to develop student and parent internet safety presentations. This material outlines ways in which you can leverage these materials within your communities.

1. Reach out to teachers and school staff

Teaching teachers brings three clear benefits: It helps teachers develop the comfort and skills they need to adopt the use of internet technologies in their own classrooms; it enables teachers to pass the information on to their students; it increases awareness of the great work and support Symantec provides to consumers of all ages.

If you already know a teacher, start with a chat or phone call asking about interest in a presentation on internet safety that targets students or parents. Once interest is confirmed, follow the steps outlined below to schedule, prepare and deliver the sessions.

If you do not already know a teacher, but want to reach out to help, call the school, introduce yourself and give them a little background about Symantec, yourself, and the training you want to provide.

The most practical way to teach teachers is during their lunch break, using a lunch-and-learn program format.

Guidelines for Symantec employees delivering lunch-and-learn session:

Each lunch-and-learn teacher training session should be 35 minutes in length. There are four lessons prepared and you can choose to present one or more throughout the school year. To help you efficiently schedule, prepare and deliver the sessions, we have developed a suggested timeline for you. Customize this to fit your own needs.

Step one:

- ❑ Contact the school principal to offer the lunch-in-a-box training sessions using the provided introductory letter template.
- ❑ If there is interest, arrange and confirm dates for training sessions
- ❑ Get a count of the number of teachers and staff that may attend – this count is needed to secure the appropriate room size, bring the correct number of handouts, and to order lunch.

Three Weeks Prior to training:

- ❑ Ask principal, or their designee to send marketing materials announcing the training sessions and what they will cover to all teachers and staff.
- ❑ Identify the room to be used for training, and request the necessary audiovisual equipment be ready and available. View the room so you know how you want the room set up.
- ❑ Obtain or order an appropriate number of handouts if there is a lead-time requirement, or begin printing materials needed (see Materials list).
- ❑ Determine the lunch to be provided and schedule the catering.

One Week Prior:

❑ Ask principal, or their designee to resend the marketing materials about the training sessions, the date and time of the training and the room location to all teachers and staff, and ask them to confirm the number of attendees.

❑ Adjust catering order, and materials needed to match attendee count.

❑ Ensure you have all handouts and materials ready for class.

❑ Review session content, including session script, PowerPoint slides, leave behind materials, and satisfaction surveys.

❑ Provide principal, or their designee, with a short personal bio and session introduction so they are prepared to introduce you and the session.

Day of the training:

❑ Arrive at training room at least 45 minutes prior to participants' arrival.

❑ Confirm proper room setup; rearrange room, if necessary.

❑ Set up your laptop/computer, the projector and screen, and run a full audiovisual test.

❑ Layout all participant materials, including the leave behind materials and the satisfaction surveys. You may choose to place these on each seat, or have packets assembled on a table for participants to pick up as they enter.

❑ Usher in the caterers, and organize the food placement.

❑ Check to see that the person introducing you has your bio and session introduction. If not, help them prepare.

❑ Welcome participants and after introduction, begin training session.

❑ After training session, ask participants to fill out the satisfaction surveys and collect these.

❑ Send survey feedback to iKeepSafe; they will collate the feedback and provide Symantec with evaluation data.

❑ Note down any questions that you were unable to answer and assure the participants that you will provide the information shortly. Submit the questions to iKeepSafe by emailing info@ikeepsafe.org and they will turn around an expert answer for you within 2 business days.

2. Reach out to parents and guardians

Education begins in the home, yet the task of providing online safety, security, privacy and ethics training is daunting to parents who do not have strong technology or internet skills. With your help, and the materials

created by iKeepSafe to teach parents, you can arm parents with the knowledge they need to build a framework of online safety for their children.

Groups to consider when reaching out parents include:

- PTA organizations
- Schools, for parent night meetings
- Religious groups
- Book clubs
- Community associations
- Libraries
- Organizations within your community where parents are involved like 4H, Girl Scouts, Boy Scouts, Boys and Girls Clubs, Camp Fire, YMCA, organizations for adults like the Rotary club, Kiwanis, Lions club, organizations for various sports like soccer, baseball, and basketball associations, and so on.

If you already know someone in one or more of these organizations, start with a chat or phone call asking about interest in a presentation on internet safety that targets parents. Once interest is confirmed, follow the steps outlined below to schedule, prepare and deliver the sessions.

If you do not already know someone in an organization, but want to reach out to help, call their office, introduce yourself and give them a little background about Symantec, yourself, and the training you want to provide.

Parent Presentation Overview: Digital Media has many benefits and can be a great asset to children. Parents are successful when they help their children to be "healthy" digital citizens who are ethical, responsible, and resilient. To better assist their children, parents should go online and join in the digital space, become role models, and have meaningful discussions with their children about online relationships, reputation, and resiliency.

Guidelines for Symantec employees delivering a parent training session:

Each parent training session is approximately 1 ½ hours in length. Add ½ hour for questions and wrap up for a total of a 2 hour presentation. To help you schedule the work stream, we have developed a suggested timeline for you. Customize this to fit your own needs.

Step one:

❑ Chat with your contact within one of the organizations and offer a parent training session.

❑ If there is interest, arrange and confirm date, time, and location for the training.

❑ Try to get an estimate of the number of attendees the organization expects will attend – this count will help you know to bring the correct number of handouts.

Step two (about 3 weeks prior to the presentation):

- ❑ Ask the organization's leader to publicize the training, and provide a short description of what will be covered in the presentation.

- ❑ Request any audiovisual equipment that you don't have to be ready and available. View the room so you can recommend how you want the room set up.

- ❑ Obtain or order an appropriate number of handouts if there is a lead-time requirement, or begin printing materials needed (see Materials list).

Step three: (about one week prior to the presentation):

- ❑ Ask the organization's leader to resend the information about the presentation to their members reminding them of the date, time, and location of the presentation.

- ❑ Check to see that you have the materials needed for your presentation.

- ❑ Review presentation content, including session script, PowerPoint slides, leave behind materials, and satisfaction surveys.

- ❑ Provide the organization's leader, or their designee, with a short personal bio and session introduction so they are prepared to introduce you and the session.

Day of the presentation:

- ❑ Arrive at training room at least 45 minutes prior to participants' arrival.

- ❑ Confirm proper room setup; rearrange room, if necessary.

- ❑ Set up your laptop/computer, the projector and screen, and run a full audiovisual test.

- ❑ Layout all participant materials, including the leave behind materials and the satisfaction surveys. You may choose to place these on each seat, or have packets assembled on a table for participants to pick up as they enter.

- ❑ Check to see that the person introducing you has your bio and session introduction. If not, help them prepare.

- ❑ Welcome participants and after introduction, begin training session.

- ❑ After training session, ask participants to fill out the satisfaction surveys and collect these.

- ❑ Send survey feedback to iKeepSafe; they will collate the feedback and provide Symantec with evaluation data.

- ❑ Note down any questions that you were unable to answer and assure the participants that you will provide the information shortly. Submit the questions to iKeepSafe by emailing info@ikeepsafe.org and they will turn around an expert answer for you within 2 business days.

3. Reach out to seniors

Many seniors have become quite tech savvy, but the vast majority struggle with protecting themselves online. Frequently seniors turn to their adult children for advice, yet these parents are struggling know what to teach their kids, let alone their parents. With your help, and materials created by iKeepSafe, you can arm seniors with the knowledge they need to build a framework of online safety for themselves and for any grandchildren that visit and use their computers.

Groups to consider when reaching out to seniors include:

- Local AARP, or other senior organizations, chapters
- Retirement communities
- Religious groups
- Senior centers
- Community associations
- Libraries
- Organizations within your community where parents are involved like 4H, Girl Scouts, Boy Scouts, Boys and Girls Clubs, Camp Fire, YMCA, organizations for adults like the Rotary club, Kiwanis, Lions club, organizations for various sports like soccer, baseball, and basketball associations, and so on.

If you already know someone in one or more of these organizations, start with a chat or phone call asking about interest in a presentation on internet safety that targets seniors. Once interest is confirmed, follow the steps outlined below to schedule, prepare and deliver the sessions.

If you do not already know someone in an organization, but want to reach out to help, call their office, introduce yourself and give them a little background about Symantec, yourself, and the training you want to provide.

Senior Presentation Overview: The internet provides many benefits and can be a great asset to seniors, whether they are interested in travel, entertainment, price comparing, connecting with family, understanding government benefits, and more. This presentation covers how online risks occur, how to use technology to stay safer, what it takes to browse, search and email safely, creating strong passwords that are easy to remember, identifying information in pictures, how information is spread and collected, protecting your computer, protecting your grandchildren online, and more.

Guidelines for Symantec employees delivering a senior presentation:

Each senior presentation is approximately 1 ½ hours in length. Add ½ hour for questions and wrap up for a total of a 2 hour presentation. To help you schedule the work stream, we have developed a suggested timeline for you. Customize this to fit your own needs.

Step one:

- ❑ Chat with your contact within one of the organizations to offer a parent training session.
- ❑ If there is interest, arrange and confirm date, time, and location for the training.

❑ Try to get an estimate of the number of attendees the organization expects will attend – this count will help you know to bring the correct number of handouts.

Step two (about 3 weeks prior to the presentation):

❑ Ask the organization's leader to publicize the training, and provide a short description of what will be covered in the presentation.

❑ Request any audiovisual equipment that you don't have to be ready and available. View the room so you can recommend how you want the room set up.

❑ Obtain or order an appropriate number of handouts if there is a lead-time requirement, or begin printing materials needed (see Materials list).

Step three: (about one week prior to the presentation):

❑ Ask the organization's leader to resend the information about the presentation to their members reminding them of the date, time, and location of the presentation.

❑ Check to see that you have the materials needed for your presentation.

❑ Review presentation content, including session script, PowerPoint slides, leave behind materials, and satisfaction surveys.

❑ Provide the organization's leader, or their designee, with a short personal bio and session introduction so they are prepared to introduce you and the session.

Day of the presentation:

❑ Arrive at training room at least 45 minutes prior to participants' arrival.

❑ Confirm proper room setup; rearrange room, if necessary.

❑ Set up your laptop/computer, the projector and screen, and run a full audiovisual test.

❑ Layout all participant materials, including the leave behind materials and the satisfaction surveys. You may choose to place these on each seat, or have packets assembled on a table for participants to pick up as they enter.

❑ Check to see that the person introducing you has your bio and session introduction. If not, help them prepare.

❑ Welcome participants and after introduction, begin training session.

❑ After training session, ask participants to fill out the satisfaction surveys and collect these.

❑ Send survey feedback to iKeepSafe; they will collate the feedback and provide Symantec with evaluation data.

❑ Note down any questions that you were unable to answer and assure the participants that you will provide the information shortly. Submit the questions to iKeepSafe by emailing info@ikeepsafe.org and they will turn around an expert answer for you within 2 business days.

4. Reach out to law enforcement

Some law enforcement groups have had excellent in-depth training on internet safety, cybercrime, and digital forensics, but most have only received a high level overview that leaves them unprepared to help teach students and community members when they are asked to do so. By training law enforcement officers, particularly school resource officers, you are essentially training future trainers.

If you already know someone on the police or other law enforcement force, start with a chat or phone call asking about interest in a presentation on internet safety that targets adults and parents. Once interest is confirmed, follow the steps outlined below to schedule, prepare and deliver the sessions.

Guidelines for Symantec employees delivering a law enforcement presentation:

Each presentation is approximately 1 ½ hours in length. Add ½ hour for questions and wrap up for a total of a 2 hour presentation. To help you schedule the work stream, we have developed a suggested timeline for you. Customize this to fit your own needs.

Step one:

❑ Chat with your contact within one of the law enforcement agencies to offer a parent training session, or reach out to an agency, introduce yourself, Symantec, and the presentation you want to share.

❑ If there is interest, arrange and confirm date, time, and location for the training.

❑ Try to get an estimate of the number of attendees expected to attend – this count will help you know to bring the correct number of handouts.

Step two (about 3 weeks prior to the presentation):

❑ Ask the law enforcement organizer to publicize the training, and provide a short description of what will be covered in the presentation.

❑ Request any audiovisual equipment that you don't have to be ready and available. View the room so you can recommend how you want the room set up.

❑ Obtain or order an appropriate number of handouts if there is a lead-time requirement, or begin printing materials needed (see Materials list).

Step three: (about one week prior to the presentation):

❑ Ask the law enforcement organizer to resend the information about the presentation to their members reminding them of the date, time, and location of the presentation.

❑ Check to see that you have the materials needed for your presentation.

❑ Review presentation content, including session script, PowerPoint slides, leave behind materials, and satisfaction surveys.

❑ Provide the law enforcement organizer, or their designee, with a short personal bio and session introduction so they are prepared to introduce you and the session.

Day of the presentation:

❑ Arrive at training room at least 45 minutes prior to participants' arrival.

❑ Confirm proper room setup; rearrange room, if necessary.

❑ Set up your laptop/computer, the projector and screen, and run a full audiovisual test.

❑ Layout all participant materials, including the leave behind materials and the satisfaction surveys. You may choose to place these on each seat, or have packets assembled on a table for participants to pick up as they enter.

❑ Check to see that the person introducing you has your bio and session introduction. If not, help them prepare.

❑ Welcome participants and after introduction, begin training session.

❑ After training session, ask participants to fill out the satisfaction surveys and collect these.

❑ Send survey feedback to iKeepSafe; they will collate the feedback and provide Symantec with evaluation data.

❑ Note down any questions that you were unable to answer and assure the participants that you will provide the information shortly. Submit the questions to iKeepSafe by emailing info@ikeepsafe.org and they will turn around an expert answer for you within 2 business days.

5. Reach out to students in schools or organizations (by grade levels)

Teaching students is really rewarding if you are comfortable with the learning styles and interests of the students you teach. It may be that you have a child in the grade or school, or youth program. Or, it may be that you have a commitment to helping youth stay safer; either way youth are in clear need of online safety, security, privacy and ethics training.

You've probably heard the phrase that kids are 'digital natives' while adults are 'digital immigrants' but this is nonsense. Kids may know how to do a few things online really well – like use their social network account, but this doesn't mean that they can use other tools or services, it doesn't mean they understand the ramifications of their actions, it doesn't mean they understand the ethical pitfalls, and it doesn't mean

they know how to identify and avoid the spammers, scammers, bullies, poor sources of information, or malware.

The internet didn't come baked into kids bloodstream any more than it came baked into yours. Understand that you know far more about security, safety and ethics than these students, and that they need the knowledge you can share to be successful and safe online.

The needs and understanding of students varies of course by age – and so does the training materials put together by iKeepSafe for you to use. Leverage the correct materials for the grade(s) you are teaching to create great lessons for your audience.

NOTE: Some schools do not allow volunteers to work with students, so reaching out to students through external organizations may be the only option for you.

Groups to consider when reaching out to students include:

- Schools – public, private, and homeschool groups
- Religious groups
- Youth centers
- Libraries
- Youth organizations within your community like 4H, Girl Scouts, Boy Scouts, Boys and Girls Clubs, Camp Fire, YMCA, and organizations for various sports like soccer, baseball, and basketball associations, and so on.

Programs available for teaching youth are divided into age groupings and include:

For K-4th grades

Faux Paw_Through the storybook adventures of Internet safety icon, Faux Paw the Techno Cat, elementary school children learn about: (1) Internet safety basics; (2) How to handle cyber-bullying; (3) Balancing real life with screen time; (4) The risks and dangers of downloading.

For 6-12th grades

Google digital literacy presentation (http://www.ikeepsafe.org/youtube/): These clever videos and resources teach parents, younger students and teens how to log on together and develop habits and skills that promote online safety and security. There are three workshops to consider:
- Playing and Staying Safe Online
- Steering Clear of Cyber Tricks
- Detecting Lies and Staying True

Each includes a video, instructor's guidebook, student handouts, and a presentation to accompany the lesson.

iKeepSafeAnywhere Resources (http://www.ikeepsafeanywhere.org/): These *Don't Let Bad Links Happen to You* PSAs are accompanied with discussion topics, lesson plans and exercises to keep the important people in your life safe—anywhere.

- Recognizing and Protecting Yourself from Spam and Scams
- Bigger

http://ilookbothways.com/media/: On this site are educational video and podcast interviews created by Linda Criddle of iLookBothways.
- Exposing Private information
- Protecting kids on Social Networks
- Careful where you click
- Talking to kids about online safety.

Guidelines for Symantec employees delivering a student presentation:

Each presentation should last no longer than 35 minutes if it is a one-class-hour presentation + 10 minutes for questions, and no more than 70 minutes for a two-class-hour presentation + 15 minutes for questions, but check with the organizer to finalize available presentation time. To help you schedule the work stream, we have developed a suggested timeline for you. Customize this to fit your own needs.

Step one:

- ❑ Chat with your contact within the school or youth organization to offer a parent training session, or reach out to the school or organization, introduce yourself, Symantec, and the presentation you want to share.

- ❑ If there is interest, arrange and confirm date, time, and location for the training.

- ❑ Try to get an estimate of the number of attendees expected to attend – this count will help you know to bring the correct number of handouts.

Step two (about 3 weeks prior to the presentation):

- ❑ Ask the host to publicize the training, and provide a short description of what will be covered in the presentation.

- ❑ Request any audiovisual equipment that you don't have to be ready and available. View the room so you can recommend how you want the room set up.

- ❑ Obtain or order an appropriate number of handouts if there is a lead-time requirement, or begin printing materials needed (see Materials list).

Step three: (about one week prior to the presentation):

- ❑ Ask the host to resend the information about the presentation to their members reminding them of the date, time, and location of the presentation.

- ❑ Check to see that you have the materials needed for your presentation.

- ❑ Review presentation content, including session script, PowerPoint slides, leave behind materials, and satisfaction surveys.

❑ Provide the host, or their designee, with a short personal bio and session introduction so they are prepared to introduce you and the session.

Day of the presentation:

❑ Arrive at training room at least 45 minutes prior to participants' arrival.

❑ Confirm proper room setup; rearrange room, if necessary.

❑ Set up your laptop/computer, the projector and screen, and run a full audiovisual test.

❑ Layout all participant materials, including the leave behind materials and the satisfaction surveys. You may choose to place these on each seat, or have packets assembled on a table for participants to pick up as they enter.

❑ Check to see that the person introducing you has your bio and session introduction. If not, help them prepare.

❑ Welcome participants and after introduction, begin training session.

❑ Note down any questions that you were unable to answer and assure the participants that you will provide the information shortly. Submit the questions to iKeepSafe by emailing info@ikeepsafe.org and they will turn around an expert answer for you within 2 business days.