

**UC Tech Awards 2023 Candidate**

**Category:** IT SECURITY  
**Name:** UC Merced Cyber Security Awareness Month 2022 Team (6)  
**Number of people:** 6  
**Location:** UC Merced

1. **Person submitting the application/nomination**
   1. Christy Snyder, Assistant Vice Chancellor and Deputy Chief Information Officer, UC Merced Office of Information Technology (staff)
   2. [csnyder4@ucmerced.edu](mailto:csnyder4@ucmerced.edu)
   3. UC Merced
2. **Award category**  IT Security
3. **Name of person, name of the team, or name of the project to receive the award**   
   UC Merced Cyber Security Awareness Month 2022 Team
4. **All project team members - if applicable** 
   1. Christy Snyder, Assistant Vice Chancellor and Deputy Chief Information Officer, Office of Information Technology
   2. Christian Ortiz, User Experience Specialist, Office of Information Technology
   3. Jackson Muhirwe, Chief Information Security Officer, Office of Information Technology
   4. Antonio Garcia, Security Analyst, Office of Information Technology
   5. Phil Herechski, Security Analyst, Office of Information Technology
   6. James McKinzie, Security Analyst, Office of Information Technology
5. **Which location was affected by the work?** UC Merced
6. **Summary** (1-3 sentences synthesizing the longer “Narrative - see below)
7. **Narrative**

In October 2022, UC Merced organized a comprehensive and collaborative cybersecurity awareness campaign led by the Information Security Office under the guidance of the Chief Information Security Officer (CISO). The Cyber Security Awareness Month (CSAM) 2022 campaign team was formed to create and disseminate content through both online and in-person settings, with the goal of increasing awareness among the campus community.

The CSAM 2022 team consisted of representatives from the Information Security Office, Communication team, the Service Desk, and student representatives. To ensure maximum engagement with students, the team utilized the award-winning Campus Connect app to push content and increase engagement with campus students, faculty, and staff. The campus app module we created included content that was themed and changed out weekly to promote multi-factor authentication awareness, increase recognition for phishing attempts, encourage auto updates, and increase awareness of good password habits. Our content consisted of in-app polls, longer quizzes, infographics, best practices, and short videos to promote these four themes.

The team also organized weekly tabling sessions in high-traffic areas of the campus, which provided an opportunity for students, staff, and faculty to ask questions and participate in weekly and grand prize drawings. To incentivize participants to engage with CSAM content we held weekly prize draws for gift cards to our campus store, and a grand prize drawing for an Apple Watch.

In addition, the CSAM 2022 campaign team organized a live event with speakers from the FBI, which provided an opportunity for faculty, staff, and university leadership to come together and learn about the latest cyber threats and solutions to mitigate the risks.  
  
Throughout the month, the team supported our efforts with a multi-faceted communications campaign that utilized campus-wide email newsletters, digital signage, campus app messaging, and more. (See an in-depth presentation of our team plan and engagement analytics at this link:

Overall, UC Merced's CSAM 2022 campaign was a resounding success, with the campus community showing a heightened awareness of cybersecurity risks and an increased willingness to take action to mitigate them. This campaign serves as a model for other educational institutions looking to raise awareness of cybersecurity risks among their communities.

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