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
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EXECUTIVE DIRECTORS
MESSAGE

Educating and training the American cybersecurity workforce of the future is a key component in President Trump’s Executive Order on Strengthening the Cybersecurity of Federal Networks and Critical Infrastructure. Building and preparing a digital workforce of the 21st century is no easy task. It takes the support from academia, industry and government. Developing and creating a pipeline of cybersecurity professionals, along with a cyber workforce strategy, is a shared responsibility. Student leaders are equally important. We are on the front lines helping to foster innovation in a world full of unexplored talent to build a better future for our nation and bolster the security and resilience of cyberspace.

As Executive Director of the National Cybersecurity Student Association, 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. I started my cybersecurity journey in the fall of 2012, and I recently completed my Master’s in Cybersecurity at the University of Maryland University College (UMUC). In this digital age, cyber-attacks are on the rise and as defenders of cyberspace, we seek the technical skills to aid in thwarting threats; but understanding the business side of the house is also a crucial component. Therefore, I have continued onto an MBA to strengthen my organizational and leadership skills. The paradigm shift in cybersecurity is constantly evolving and as lifelong students of the trade, we must always stay ahead of the curb.

Our Mission at the National Cybersecurity Student Association 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.

We are the nation’s largest association of cybersecurity students. 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 through our online, centralized resource hub.

The Student Association is a project of 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.
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)

• Gain access to our student member portal
• Network with other like-minded individuals
• Learn about scholarships, internships and mentoring opportunities
• Participate in conferences, training and events on our calendar
• Attend our monthly Webinar Series
• Browse through a variety of resources, research and publications
• Gain insight about your club and activities
• Share your knowledge through our blog posts
• Learn about cyber competitions around the world
• Submit resume and connect with sponsors who are actively seeking their next cybersecurity employee
• Chance to win swag and much more

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

The public website houses key information about the National Cybersecurity Student Association. The Join Us page displays information on how to join the student association, student chapters, and a map of our students and chapters across the nation. There is a Resource page for student blogs, upcoming news, webinars and presentation archives. We also have a partner’s page, contact form and the member portal login.

MEMBER PORTAL

The member portal serves as an online, centralized information hub where students can login to the website and build their digital portfolio, upload resumes, access a variety of resources and activities which include:

• Scholarships
• Cyber Competitions
• Students Chapter Portal
• Job & Internship Portal
• Blog & Research Submissions
• Events Calendar
• News Feed
• Bug Bounty Programs
• Free Security Tools, Training & Programs
• Membership Directory (coming soon)
• Mentors (coming soon)
• Library (coming soon)
• Academia Portal
• Employer Job Portal

All this information can be used to attract sponsors for sustainability. A wealth of information is being built.
STUDENT CHAPTERS

The National Cybersecurity Student Association aims to develop and strengthen student’s leadership and teambuilding skills as we form local and state chapters across the nation.

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. To date we have over 16 student chapters across the nation. For more information contact chapters@cyberstudents.org.

“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
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, Hootsuite, and Scoreboard Social. This degree of mature, data-driven and integrated marketing efforts offers brand awareness, audience engagement, increased website traffic, and conversions from nonmembers to members of the association.

The student association hit a record high boost in members after a hardy cross-promoted marketing campaign dropped in December. The association heavily promoted its newly introduced member portal on Facebook, Twitter, LinkedIn, contact database marketing emails, and also was repackaged for partners to disseminate to their contact databases.

MARKETING EMAILS
As the National Cybersecurity Student Association continues to grow, so does the contact database. Marketing emails are sent to promote webinars, Facebook Lives, member portal, chapter development offers, contests, and more. The business outcome of the overall marketing strategy is to grow the database, a.k.a. list build. Consumers are three times more likely to convert through marketing emails. The integrity of the database is a top priority as good database hygiene increases open rates and the delivery of emails into the subscriber’s inbox.

Constant Contact: 1,684 (+656 from 2016)
Industry Average Open Rates for Higher Education: 20.35%
Industry Average Open Rates for Technology: 12.28%
National Cybersecurity Student Association Average Open Rates in 2017: 40.56% (+1.21% from 2016)

FACEBOOK
To remain steady with changes in social media marketing, the student association’s Facebook page follows best practices that include hosting Facebook Live and posting to benefit student’s lives with items such as characteristics of success, scholarship/internship opportunities and top tips for building a brand, interviewing and business communications. The page is balanced in its information that reaches 48% of women and 52% of men. We focus the success of the page on engagement rates (the number of times people interact with the post via like, comment, click on, share, etc.). Above 1% engagement rate is good. Below .5% means that we have to realign the message. The student association’s Facebook page has consistently remained above by averaging 6.24% in engagement rates for 2017.

TWITTER
The National Cybersecurity Student Association’s Twitter page has grown from 100 followers in 2016 to 429 in 2017. Using the #cyberstudents hashtag and having “power tweeters” such as Jessa Gramenz and NCSA director, Gustavo Hinojosa, has been extremely helpful. Again, the engagement rate is the most important metric to monitor as it directly tells us if the information we are sharing is relevant to the audience. On a monthly basis, we seek an engagement rate above 1%. The student association’s Twitter page has consistently remained above that number by ending the year with an average 9.54% engagement rate.
YOUTUBE
The YouTube channel grew by 23 subscribers in 2017. The information sharing of videos is primarily done through Facebook Live and repeat videos done via direct uploads on Facebook and Twitter.

LINKEDIN
The National Cybersecurity Student Association's LinkedIn Group was organized to build thought leadership to connect with the cybersecurity student community and drive traffic to the association's website. The group obtained 202 new members in 2017 bringing the total membership to 356.

BLOGS
The blogs were founded to enhance cybersecurity students’ lives by sharing stories such as the challenges associated with being a career changer, benefits of having a mentor, the future of cybersecurity, conference experiences, networking advice, and more. The blogs are shared via marketing emails, during Facebook Lives and on social media.

WEBCASTS
The webinar campaign aims to help keep students up-to-date with industry trends and standards while addressing students' needs, hurdles and pathways. Webinars are held every third Thursday of the month from 2 to 3 p.m. (ET) via Zoom. The National Cybersecurity Student Association promotes its series by email, website and social media platforms. Industry average webinar attendance is 20 to 30%. The association exceeds that benchmark with a yearly average of 35.5%.

March 16, 2017
Best Practices and Lessons Learned from Cal Poly Pomona Cyber Clubs
42 registered / 24 attended = 57%

June 22, 2017
Exploitation over Time: Stacks, ASLR, DEP, and ROP
112 registered / 29 attended = 25%

May 25, 2017
IT Futures: Telling Your Story and Getting the Job
61 registered / 22 attended = 36%

August 17, 2017
The Three Faces of Insider Threat
27 registered / 13 attended = 48%

June 1, 2017
ISC2: What Got You Here, Won't Get You There
148 registered / 38 attended = 25%

September 18, 2017
Resume Robots: How to Get Your Resume Past the System into Human Hands
89 registered / 32 attended = 35%

October 19th, 2017
National Cyber League (NCL)
39 registered / 12 attended = 30%
OUR TEAM

Gustavo Hinojosa  
Executive Director of NCSA  
MBA at University of Maryland  
University College  
Arizona

Vitaly Ford  
Director of Chapter Development & Student Advisory Board  
Instructor, Arcadia University  
Philadelphia

Jessa Gramenz  
Director of Communications & Student Advisory Board  
B.A. Computing Technology  
University of North Texas  
Texas

Lynn Dohm  
Director of Marketing  
Nelly Group, LLC  
Illinois

ADVISORY BOARD

Carl Willis-Ford  
CSRA, Inc.  
Virginia

Mark Krzyszkowski  
Waukesha County Technical College  
Wisconsin

Faisal Kaleem  
Metropolitan State University  
Minneapolis

William Butler  
Capitol Technology University  
Maryland

Marc Fruchtbaum  
Capitol Technology University  
KEYW Corporation  
Maryland

Rodrigo Lopez  
Student Alumni  
Florida

Gustavo Pina  
New Mexico State  
University Dona Ana  
New Mexico

Daniel Manson  
California State  
Polytechnic University  
California
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