

- REMINDER -

The National Cyber Security Alliance's Cyber Security, Safety, and Ethics Education Roundtable Series

PART II: March 14, 2006 Developing Strategies for the Cyber Security, Safety, and Ethics Awareness Campaign

The National Cyber Security Alliance (NCSA) and its supporting partners, including the Cyber Security Industry Alliance (CSIA) and the Department of Homeland Security (DHS), are hosting a roundtable series focused on developing a "National Cyber Security, Safety, and Ethics Awareness Campaign," to decrease and eventually eradicate cyber crimes against children and teenagers, and increase national awareness about proper Cyber Security, Safety and Ethical Uses of technology and the Internet in today's setting.

The second roundtable on March 14, 2006 will focus on reviewing a draft strategy for implementing the national awareness campaign, which was developed using ideas generated from the previous roundtable held in December. We seek your input on ways to implement this draft strategy and the awareness campaign, so that messages will resonate with educators, administrators, parents and children. More specifically, we will focus on the following discussion points during the roundtable:

- Review a National Radio Public Service Announcement on the current issue of MySpace.com, chat rooms and blogs
 - o Drafting Key Safety and Security Tips Educators and Parents Can Teach Their Children
 - o Ways To Distribute Safety and Security Tips To Your Constituencies
- 2006 National Cyber Security Awareness Month Education Campaign in October
 - o K-12 activities to implement during October will include:
 - Radio and Newspaper Child Safety and Security Public Service Announcements
 - Grassroots Cyber Security, Safety and Ethics Events
 - Cyber Security and Safety Contests for Children
 - School assemblies – Work with partners
- Insights into how to expand the National Cyber Security, Safety and Ethics Awareness Campaign in 2007
- Website
 - o Create a central location for cyber education material and criteria required for posting
- Share information on upcoming cyber security, safety and ethics events

This series will examine various strategies and tactics that will be used to implement a national campaign that will teach our children and young adults how to become good "cyber citizens,"

especially as we prepare them for the 21st Century Workforce. Integrating the appropriate use of technology and the Internet in K-12 classrooms and at home, plus increased awareness of cyber security, safety, and ethics will position students to succeed in the workplace.

Please join us on March 14, 2006

Where: The University Club of Washington, DC
1135 16th Street
Washington, DC 20036
When: 8:00 am-1:00pm

**RSVP by NOON on Monday, March 13 to
NCSA Executive Director Ron Teixeira: ncsaron@aol.com**

Working together, we can lay the foundation in developing a national cyber security, safety, and ethics awareness campaign to bring the necessary tools and messages to all key stakeholders.