



University of
Connecticut

Information Security Office

Information Security at UConn



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08.16.2012



Services for Faculty/Staff

Data Protection Tools

- Antivirus Software
- PII Remediating Software
- Encryption Software
- Enterprise File Storage

Simplified Usability & IT Support

- Active Directory
- SCCM 2012



Security Awareness

- Online Training Modules
- Awareness Workshops
- Student Focus “HuskyHunt”

Network Protection Tools

- SafeConnect
- Internet Firewalls
- Server Firewalls



Rebranding Security & Delivering a Product People Want

Precursors to “secureU”:

- New Information Security Policies
<http://policy.uconn.edu/?p=2314>
- SafeConnect (Network Access Control)
- Log Collection / Data Metrics (Splunk)

The Beginnings of “secureU”:

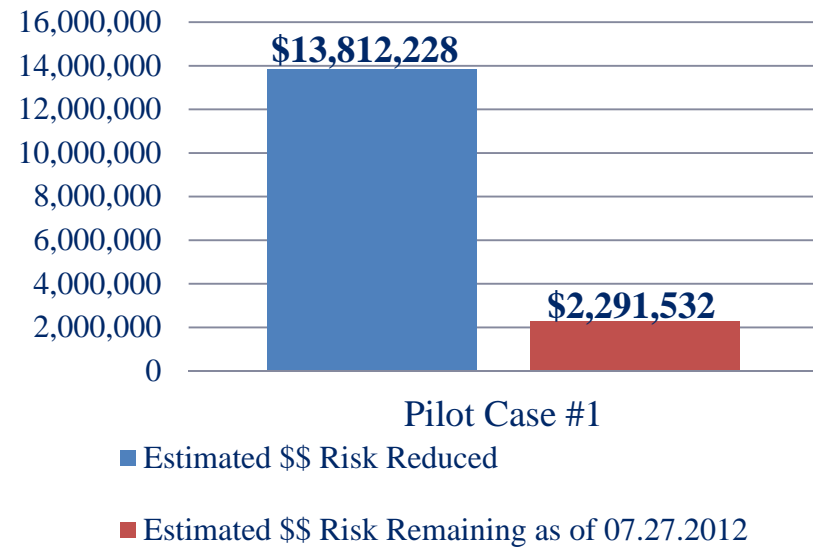
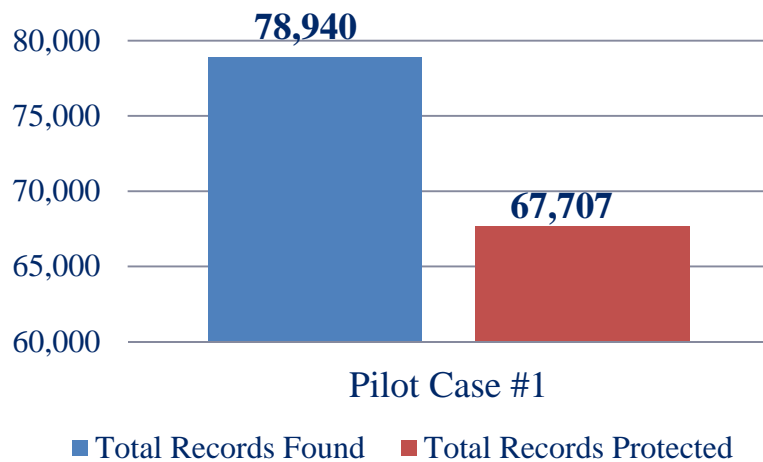
- Seized Pilot Opportunities at Regional Campuses
- Provided Services Beyond Security to Individuals
 - New OS & IT Support
- Provided Quantitative Values for PII & IT Satisfaction to Directors

The Evolution of “secureU”:

- Communications & Opportunities:
 - Newsletters
 - In Person Training for Faculty/Staff at Rollout
 - One-on-one Training During PC Updates
 - Marketing Vehicles (Posters, Website, etc)
- Branding secureU
 - Logos / Consistent Presentation / Messaging
 - Meetings & Resources
- Accomplishes Security Goals
- Includes Staff Redistribution to Accommodate Strategy, Students and Complexities
- Reduces Infrastructure Duplication
- Increases Central / Decentralize Staff Cooperation:
 - SCCM Deployment
 - Dashboards & Data Provided
 - IT Admin Rights Delegated



Pilot Case Results





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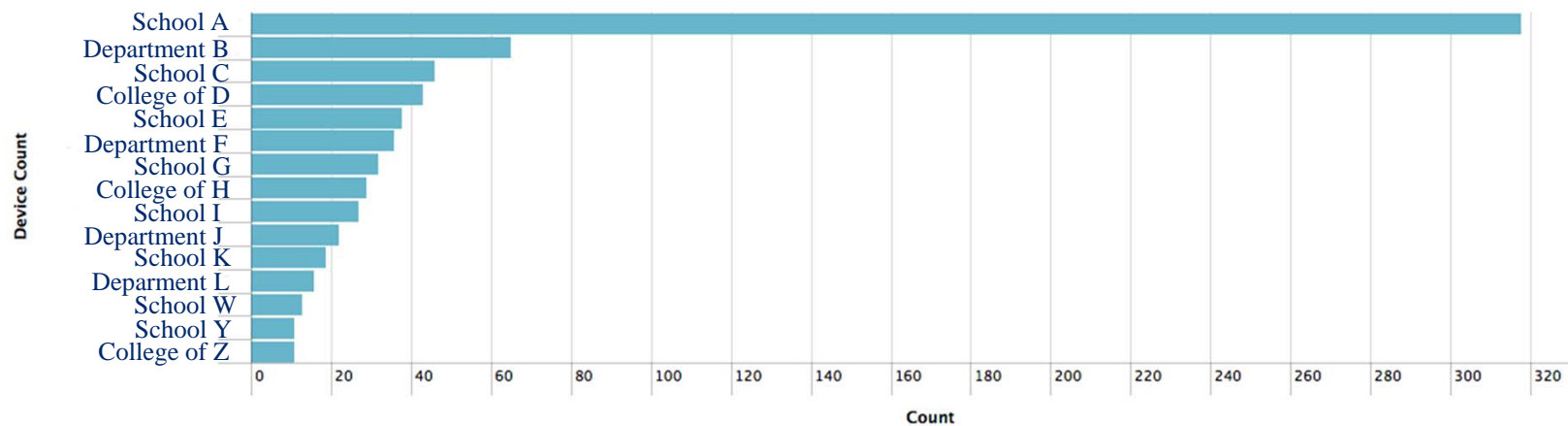


Metrics Provided

Department Postures

Print Schedule PDF delivery Edit: On Off

Noncompliant AV - Top 15 Departments



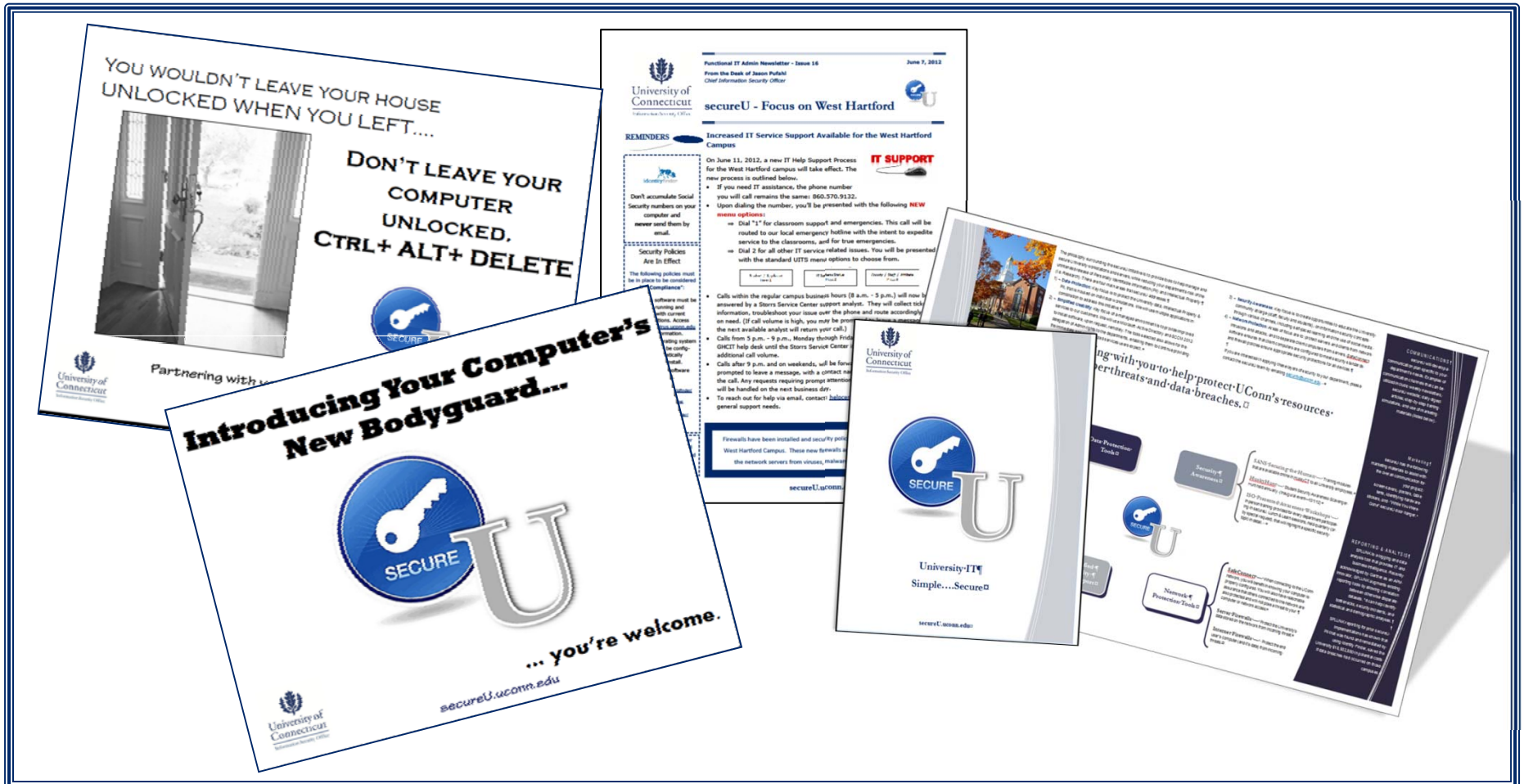
[View results](#)



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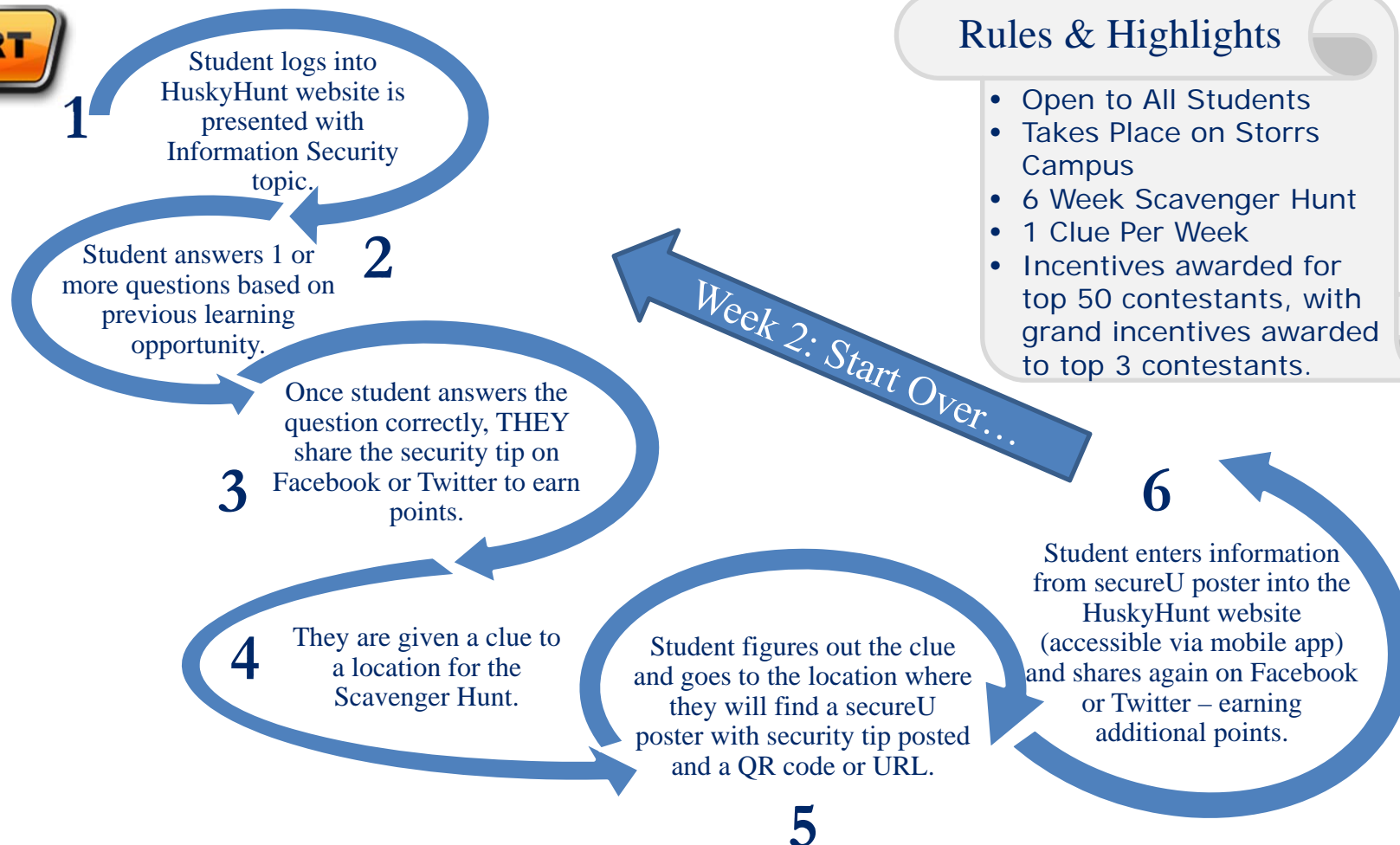


Sample Marketing





START



Rules & Highlights

- Open to All Students
- Takes Place on Storrs Campus
- 6 Week Scavenger Hunt
- 1 Clue Per Week
- Incentives awarded for top 50 contestants, with grand incentives awarded to top 3 contestants.



HuskyHunt

Behind the Game..

START

1

When students signs up to be part of the game, we collect data to help measure participation.

Net ID / Year in College / Major

2

Information Security Learning Opportunity

3

Students must accurately answer questions based on prior learning and then earn points. They then share on social media and earn additional points.

4

The clue for the scavenger hunt is based on Uconn history & will lead them somewhere on the Storrs campus – meant to be fun.

5

When student gets to the location the clue led them to, the security tip will be there once again giving them an additional learning opportunity.

6

Student enters information from secureU poster into the HuskyHunt website (accessible via mobile app) & shares again on Facebook or Twitter – earning additional points.

Week 2: Start Over...

Prize Strategy

- Points awarded for each successfully completed portion of the Hunt.
- Grand winner will be pulled at random from those participants who earned points above pre-determined & announced threshold.
- Winners also awarded for:
 - Most points
 - Second most points
 - Top 25
 - Top 50



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HuskyHunt

Sample Marketing

WOW! You look fantastic!... But what about your computer?

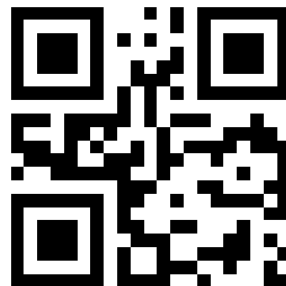


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win free textbooks!

**New Student
Orientation
Package Insert**



**Cafeteria
Table Tents and
Dining Tray
Placemats**



**Residence Hall
Meetings and
Campus Media
Channels**

*<http://goqr.me/>