

Oregon Cybersecurity Advisory Council



Meeting Date: November 20, 2018
Meeting Location: Oregon Tech in Wilsonville, OR

Mission: To build tangible solutions to protect the digital lives of all Oregonians.

Vision: We believe cybersecurity is a shared responsibility and must be accessible to all.

Voting Members Present.

Kerri Fry	Charlie Kawasaki	Dennis Tomlin	Tom Quillin
Michael Gutsche			

Non-Voting Members.

Megan McKenzie, Secretary	Stefan Richards		
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Guests.

Dr. Margaret Banyan	Jess Daly	Emily Vilorio	Isaac Butman
Carla Axtman			

Call to Order

A meeting of the Oregon Cybersecurity Advisory Council was held on Tuesday, November 20, 2018. The meeting began at 9:00 a.m. and was presided over by Chair Kerri Fry and Vice Chair Charlie Kawasaki with Megan McKenzie acting as secretary.

Agenda Summary

- 1) **Announcements.** Announcements from committee chairs, vice chairs, and council members.
- 2) **Approval of Minutes.** Approval of the minutes from the previous OCAC monthly meeting.
- 3) **Review Political Landscape.**
- 4) **Old Business.** Review of Summits.
- 5) **2019 Schedule of Events and Cyber Oregon Marketing and PR Plan for 2019.**
- 6) **PSU Presentation.** Overview of the CCoE Establishment Plan, First Draft.
- 7) **Process Approval.** Review, update, and approve process for adding non-voting members.
- 8) **Workgroup Updates.** All Workgroups provided updates. Review workgroup new assignments.

Agenda Items

1) Announcements

Discussion. Stefan introduced Carla Axtman as the new Communications Specialist in his office.

2) Approval of Minutes

Discussion. Dennis moved to approve the minutes from the October 17, 2018 meeting, Charlie seconded the motion, and the minutes were approved by the Council members in attendance.

3) Review of Political Landscape

Discussion: Charlie believes that the governor's top priority next year is to bolster the education system. The CCoE is in position to support that initiative by focusing more on education and workforce development. The majority of the program budget (approximately \$5M of the \$8M budget) is directly or indirectly related to education. Kerri noted that we're also looking at K-12 from a service perspective. Kerri also notes that while education is a top priority, the governor has also made it clear that cybersecurity is a priority as well.

Stefan outlined that the next legislative session starts in February but the governor's budget will be released next week and is due to the legislature by December 1. Charlie would like to see the budget when it comes out. Kerri notes that we are not publicizing the POP until we have a bill number and can begin educating legislators. Kerri is also gathering the names of attendees from the summit in Bend to see who is interested in helping to testify next year. It is assumed that a bill number will be available sometime in January.

Action(s).

- Share the budget with the group when it comes out (Jess).

4) Old Business

Discussion: At the Eugene Cyber Resilience Summit on October 29, 2018, Stefan was on a panel facilitated by TAO. There were a number of speakers from the federal government. The event went well and was well attended – they actually had to turn people away. There was a great mix of attendees, not just U of O students and employees. There was a heavy push for free resources available from the Department of Homeland Security but Stefan made sure to mention the CCoE when possible.

Dr. Banyan mentioned that PSU had a free booth where they talked to about 50 people about the CCoE and had double exposure between the Eugene and Bend summits. Stefan commented that the Bend summit was well attended and he had an opportunity to speak about Oregon's vision from the government's perspective. Kerri said there was a lot of new interest in helping develop the policy center. She also recommends that we get the K-12 group more involved as they are not aware of the services that will be available to them.

Stefan mentioned attending the quarterly meeting of the Oregon Association's Education Services Districts and he told them all about the CCoE. There is an opportunity to attend events with people from the districts through them.

Charlie mentioned a panel for the Oregon Technology Conference on October 18. It was put together by the Department of Commerce and was very effective.

There was discussion about the fact that Ken Kestner has lost his seat in his district. Kerri says she'll talk to Stefan about whether we need to replace the position.

Action(s).

- Talk with Stefan about Ken Kestner's position on the Council (Kerri).

5) 2019 Cyber Oregon Marketing and PR Plan for 2019

Discussion: Megan led the discussion with a PowerPoint presentation about Cyber Oregon Marketing & PR Plan for 2019. The need for greater awareness and education about cybersecurity throughout the state is clear. We need more trained cybersecurity talent. We need to continue to enhance and strengthen the website and resources. We need stories that drive action. Goals include expanding and enhancing the careers and jobs section – some sponsors have provided job listings, which has brought good visibility. Splunk provided free training on the training pages. Another goal is to expand the blogging program and have more content from various areas and to continue the weekly news roundup, which has been really popular. We also want more content from sponsors and experts from around the state and to do a big annual summit this year.

Megan said the team is planning several summits in 2019 including summits focused on public policy, education, and big annual summit. She suggests getting people from the east coast, D.C., maybe doing an evening event, or a tradeshow in conjunction with the annual summit.

Discussion settles on early October for the big annual summit as a kickoff for Cybersecurity Awareness month. Since it will be Cyber Oregon's flagship event, the preference is to lead the event, instead of partnering with one of the other summits. Megan listed a number of possibilities to drive action through content marketing: case studies

on videos, shareable info graphics, website promotion at events, a news calendar with one announcement per quarter, a top stories, program, etc.

Discussion regarding speaking events. Dennis and Charlie feel they could commit to speaking 6 times per year. Charlie also offers 40 people on the Technical Working Group mailing list that can be called on as experts and speakers though Megan would suggest a training to make sure everyone is on the same page regarding Cyber Oregon talking points and the CCoE.

Megan would like everyone to promote Twitter and Facebook and re-tweet each other when appropriate. Everything is primed and ready. The goal for the smaller summits next year is at least 75 attendees. For the big annual summit we need a luminary speaker to pull people in. Discussion about the tradeshow component suggested by Megan and potentially an awards program. Kerri cautions that we need to be mindful of where the award money is coming from. If it is state money we need to be wary of perceived favoritism or preferential treatment. Kerri suggests tabling the idea until after the legislative sessions.

Megan discussed that she and Skip will be updating the Cyber Oregon sponsorship package so we can secure new sponsors for 2019. She proposed potentially offering a 15-20% discount to the "first mover" sponsors who sponsored in 2018 but any new sponsors will pay the full amount. Charlie would like to know what value they got from it, in case there is an opportunity to ask for more. Kerri suggests that there is more momentum now than before and maybe the discount could be offered later, if there is difficulty securing sponsors.

Action(s).

- Media training for experts and speakers at events/meetings for continuity of messaging regarding Cyber Oregon and the CCoE (Megan)
- Discuss an overall sponsorship leveling approach and updated sponsorship package for Cyber Oregon (Skip/Tom/Megan)
- Present a budget proposal item (\$108K)? for January – September, 2019, to be voted on at the next OCAC meeting. (Megan)

6) PSU Presentation

Discussion: PSU has prepared the first draft of the Cybersecurity Center of Excellence Establishment Plan for review. After receiving edits on the first draft, PSU will develop a second draft, for review during the conference call on December 5. Notes and edits will be incorporated for final review at the OCAC meeting on December 19, before final submission by January 1, 2019.

For the letter of support for sponsors, the one page description of the CCoE will be included. The State of Oregon and Cyber Oregon logos will also be included. OCAC needs to be ambassadors for the letter of support. The engagement package (the letter of support, LC-550, and one page description of the CCoE) would be sent to around 200 people as a courtesy, including the people spoken to at the summits, the different sectors that have been targeted like small farms, etc. PSU is tasked with stakeholder and beneficiary engagement and this would satisfy some of that requirement.

Discussion on the differences between SB-90 and LC550 & POP, and the approval process for the POP.

Action(s).

- Resend request for program review to the workgroups. (PSU Team)
- Finalize letter of support to be signed with logos following OCAC review. Include the one-page description of the CCoE. (PSU Team)
- Reach out to the attorney that worked on the bill so the LC-550 can be attached to the letter of support. (Stefan)
- Ask the attorney whether or not OCAC can endorse legislation. (Stefan)
- Add a link to the Cyber Oregon website, where there will be a 5 question survey, for the engagement package. (Megan)
- Create a Qualtrics link for the Cyber Oregon website to receive feedback on Final Report. (PSU Team)

(11AM Dennis excused himself)

7) Process Approval

Discussion: The group reviewed the approval process document Kerri sent with the agenda for adding non-voting members to OCAC. Discussion on the number of total members preferred. Stefan says that according to SB-90 there are specifically 9 voting members and no cap on non-voting members. Charlie suggests a limit of 10 with knowledge that the number could be changed later if necessary. Kerri agrees, as does Mike. Charlie and Kerri would like to formalize the process, as they have nominees to put forth.

Suggestion to also limit the term length for non-voting members to 2 years, as is the limit for voting members. Additionally, instead of a delayed vote for 1 month (as indicated in the document presented by Kerri), change it to say “until the next meeting.” Tom moves to approve as modified and Charlie seconds but there is no quorum, as Dennis had to excuse himself. Megan and Kerri concur on doing an electronic vote.

Action(s).

- Create an electronic vote to approve the modified process and terms for adding non-voting members. (Kerri)

8) Workgroup Updates

Discussion:

Services/Technology Services Workgroup: Met briefly last week and meeting via phone this afternoon. Dave Neven, who is running the Oregon SOC, will try to unify the prospective proposals which are almost completely complementary to OSU’s teaching SOC. Will report back after this afternoon’s meeting.

Education Workgroup: Rakesh is out but Charlie shared that OSU is investing and they’ve approved Rakesh to build out something similar to a center of excellence. NW Cybercamp 2019 is moving forward.

ISAO Workgroup: There was an information sharing tool demo.

Finance/Policy/Legal Workgroup: None

Public Outreach: Working on finalizing the sponsorship package.

Action(s).

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Adjournment

The meeting was adjourned by Kerri Fry at 12:00 pm.

Next Steps and Actions

Action	Person Responsible	Date Due
Draft meeting minutes and distribute to OCAC members for review and approval.	Megan McKenzie	
Share the governor’s budget when it is released	Jess Daly	
Follow up with Splunk to see how much their training was utilized.	Megan McKenzie	
Media training for experts and speakers at events/meetings for continuity of messaging regarding Cyber Oregon and the CCoE	Megan McKenzie	
Discuss an over all sponsorship leveling approach.	Skip Newberry, Tom Quillin, and Megan McKenzie	
Present a budget item (\$108K) to be voted on at the next meeting.	Megan McKenzie	
Follow up with Splunk to see how much it was utilized.	Megan McKenzie	
Resend request for deliverables to the workgroups.	PSU Team	
Finalize letter of support to be signed with logos following OCAC review. Include the one-page description of the CCoE.	PSU Team	

Reach out to the attorney that worked on the bill so the LC-550 can be attached to the letter of support.	Stefan Richards	
Ask the attorney whether or not OCAC can endorse legislation.	Stefan Richards	
Add a link to the Cyber Oregon website, where there will be a 5 question survey, for the engagement package.	Megan McKenzie	
Create a Qualtrics link for the Cyber Oregon website.	PSU Team	
Create an electronic vote to approve the modified process and terms for adding non-voting members.	Kerri Fry	

Announcements

- None pending.

Minutes Approved By

Chair
Signature.

Date.

Vice Chair
Signature.

Date.
