

MHEC SECURITY SERVICES SERIES WEBINAR:

EDUCATOR'S GUIDE TO OUTSMARTING THE PUPPET MASTER

February 15, 2022



Resources available on the MHEC website post-event.

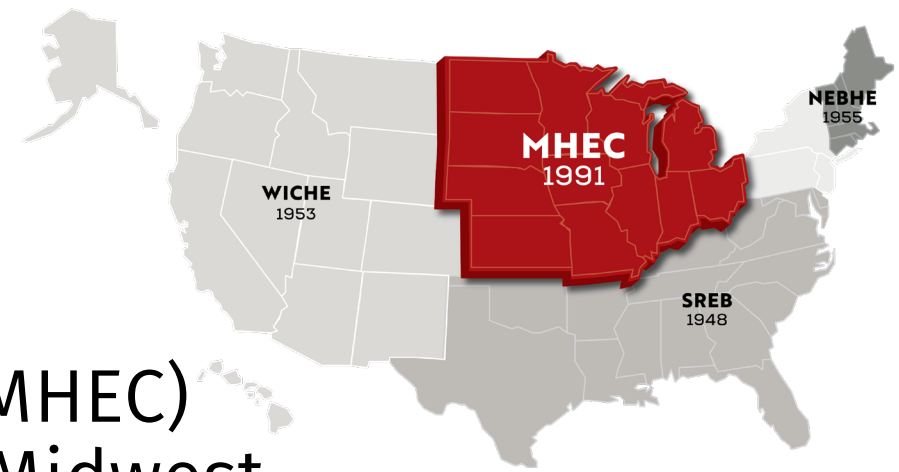


Submit questions in the Q&A.



Please complete our survey.

About MHEC



- Midwestern Higher Education Compact (MHEC) was legislatively created and serves the Midwest census region (12 states)
- One of four regional higher education compacts (MHEC, WICHE, SREB, NEBHE)
- MHEC's technologies program includes a community of institutional volunteers offering advice and guidance to MHEC, as well as a technology contracts portfolio designed to meet the community's needs

MHEC Technologies Community

Contact: Deb Kidwell
Dir of Technology Initiatives
debk@mhec.org

- The Technologies Community engages IT innovators and specialists from services areas for technology, academia, students, and administration
- The community provides strategic guidance to MHEC on technology-related topics in support of the mission of higher education institutions and states in the Midwest
- The community helps identify opportunities for contracts that will serve higher education needs
- Learn more about the MHEC Technologies Community: [MHEC.org/policy-research/technologies](https://mhec.org/policy-research/technologies)

MHEC Technology Contracts

Contact: Nathan Sorensen
Dir of Govt Contracts
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nathans@mhec.org

- Sustain and advance affordable, high-quality educational opportunities through cost-savings initiatives
- MHEC's technology contracts are known and used by higher education IT and procurement offices
- As technology's role in higher education has grown, contracts are needed that might not traditionally be considered 'technology'
- Learn more about MHEC Contracts: [MHEC.org/contracts](https://mhec.org/contracts)

MHEC SECURITY SERVICES WEBINAR SERIES:

- January 26, 11:00 a.m. CT: Improving Your Cybersecurity Posture
- February 14, 11:00 a.m. CT: Educator's Guide to Outsmarting the Puppet Master
- March 16, 11:00 a.m. CT: Ransomware Threat Briefing/ State of the Threat Landscape
- April 12, 11:00 a.m. CT: Building a Culture of Information Security
- May 3, 11:00 a.m. CT: Security Awareness Training
- *For notifications: mhec.org/subscribe, "Technologies"*

Today's webinar

- Presented in partnership with Infosec Institute
- MHEC Contract # MHEC-06172021-IS
- Competitively bid solicitation
- Security Awareness Training Services
- All higher education institutions within the MHEC region, both public and private not-for-profit, are eligible to utilize this contract

INFOSEC™

Educator's guide to outsmarting the puppet master



Meet your speakers



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Social engineering:

Exploiting people — instead of technology — to gain access to buildings, systems, information or finances.



Social engineer's toolbox

\$2.73m

Average ransomware
attack cost for edu
institutions in 2020

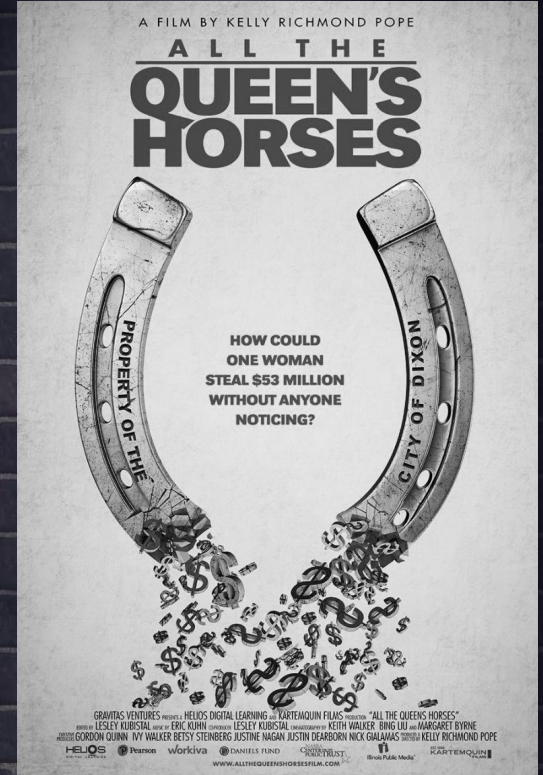
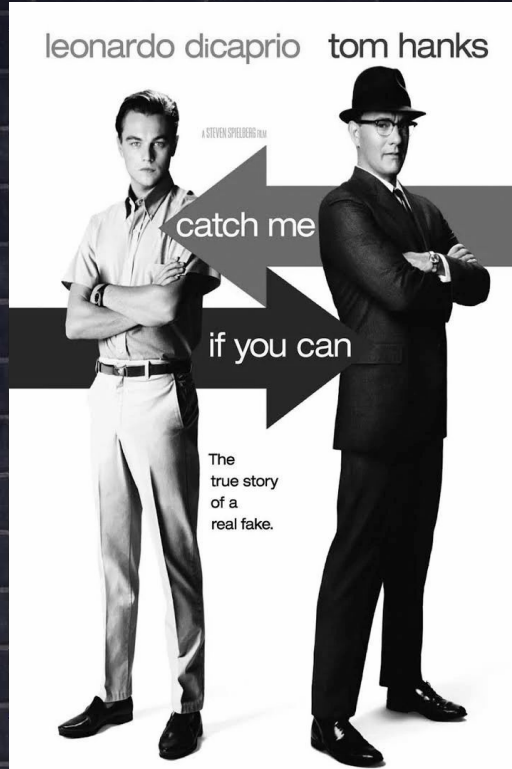
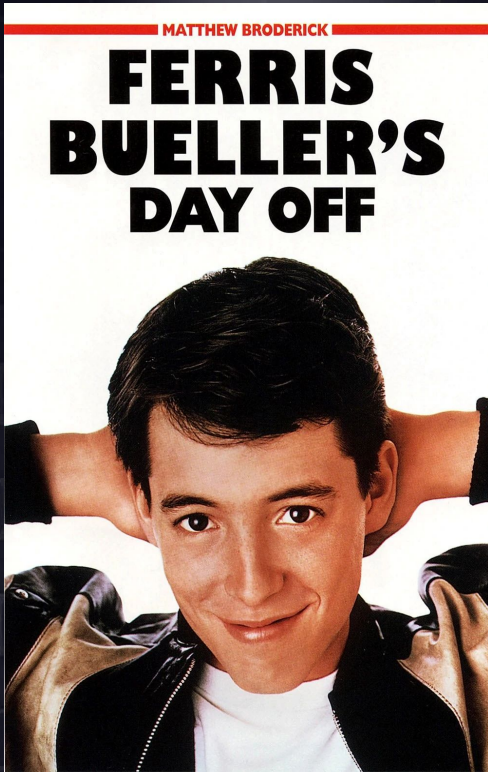
[EdScoop.com](https://www.edscope.com)

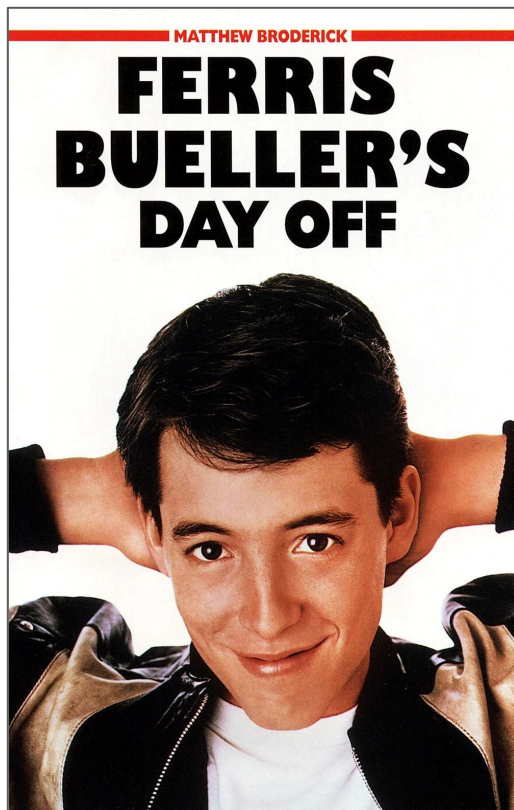




“Although many of us think of ourselves as thinking creatures that feel, biologically we are feeling creatures that think.”

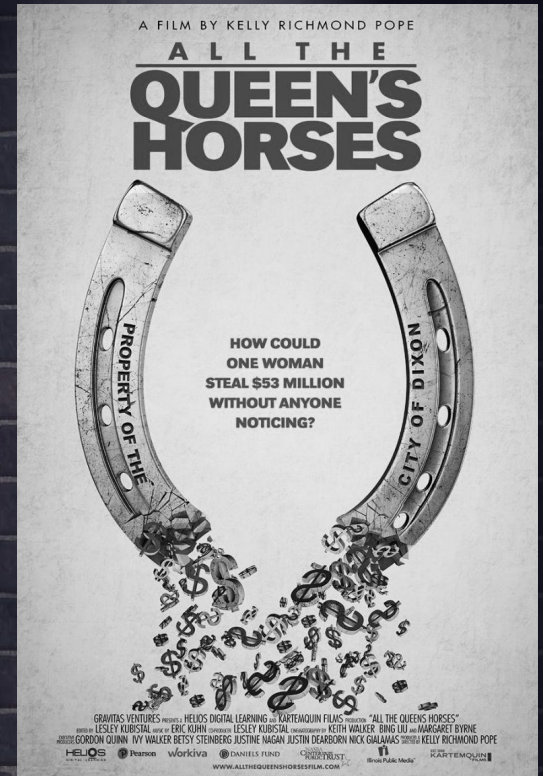
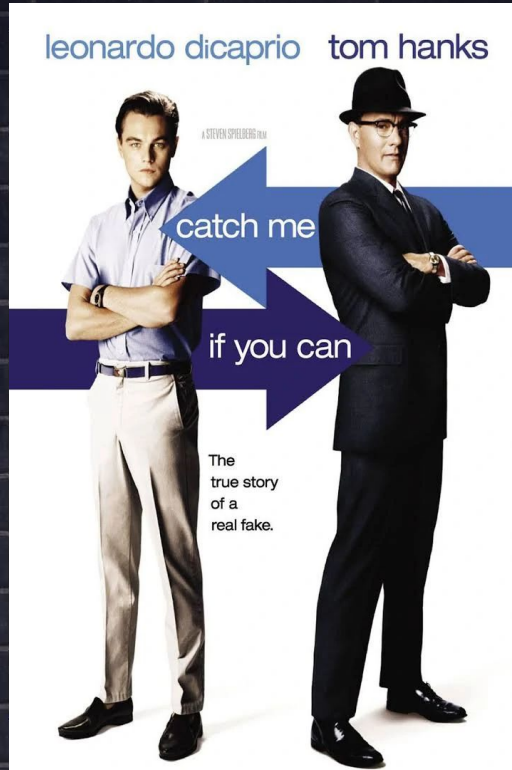
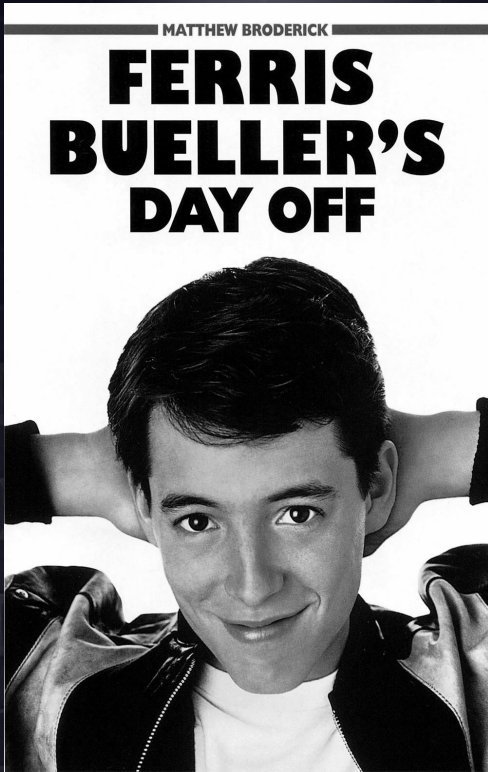
— Jill Bolte Taylor





Outsmarting the adversary

- Verify first, then trust
- Then verify again (MFA)
- Design security controls and processes around the strengths and weaknesses of your people, processes and technology



Fraud by the numbers

Source: [FTC](#)

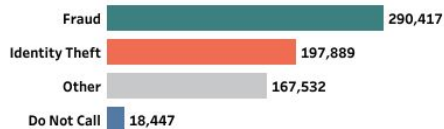


FTC COVID-19 and Stimulus Reports

Consumer Sentinel Network Reports

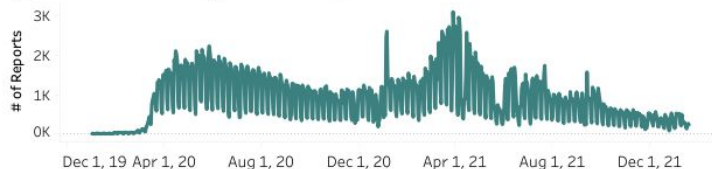
*Data from January 1, 2020 to January 19, 2022

Reports by type: *(Select Report Type)*

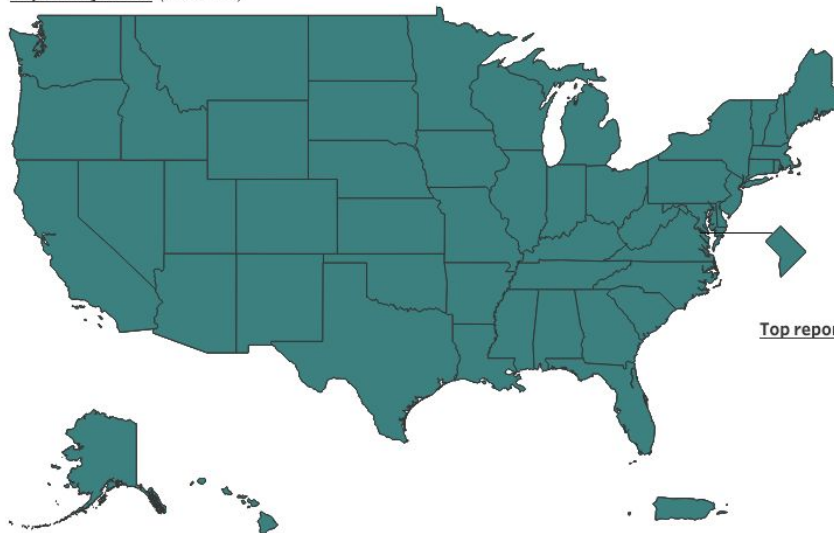


Report trends over time: *(Select Time Period)*

By Day



Reports by state: *(Select State)*



671,868

Overall Reports

\$669.67M

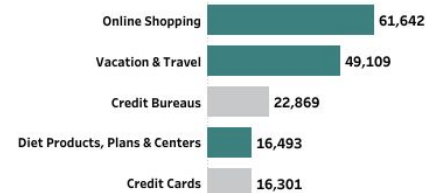
Total Fraud Loss

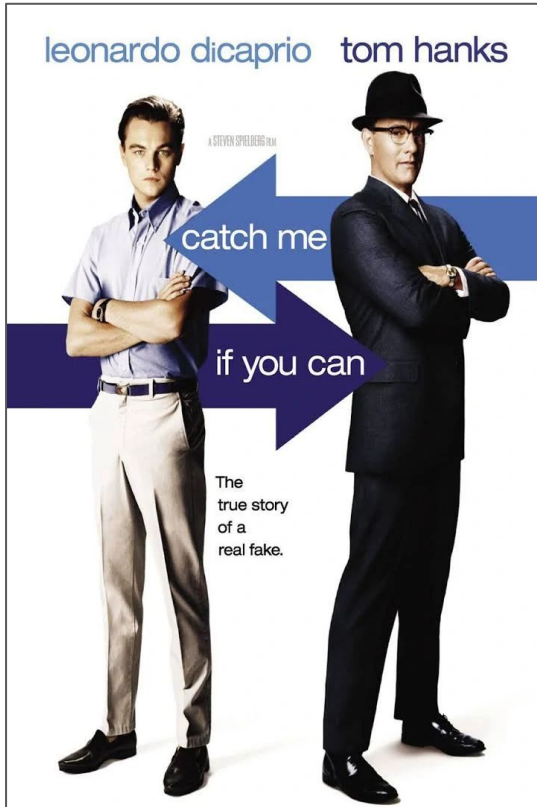
*44.9% of Fraud reports indicate a loss

\$400

Median Fraud Loss

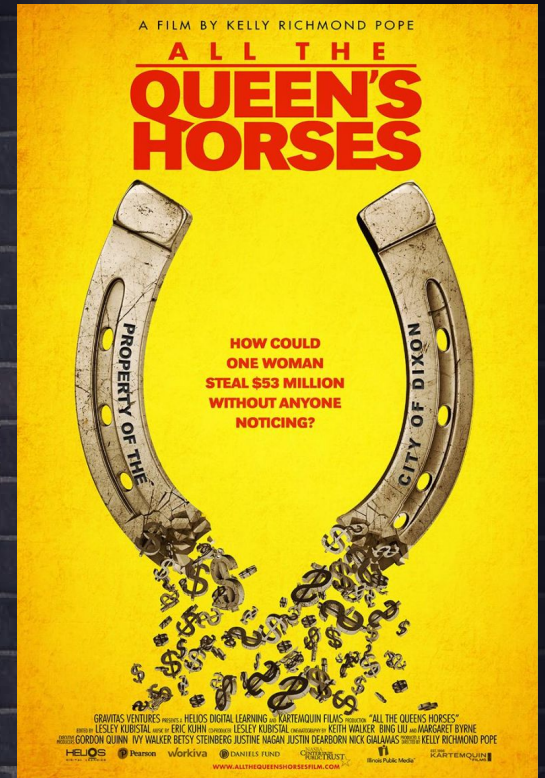
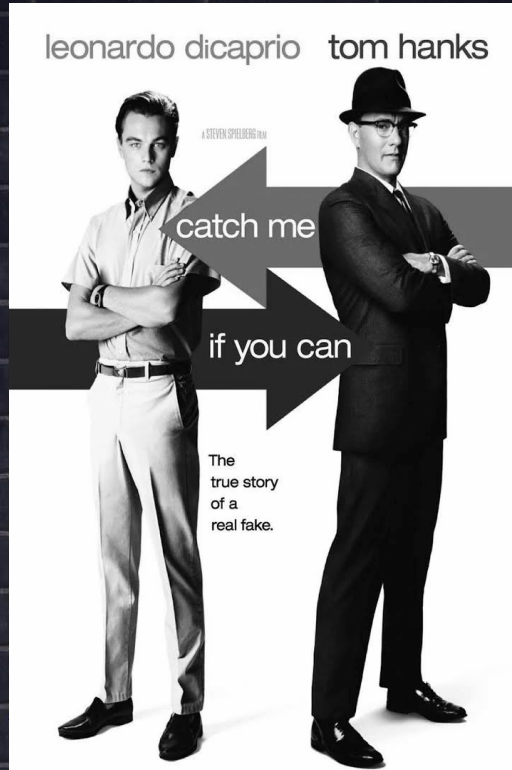
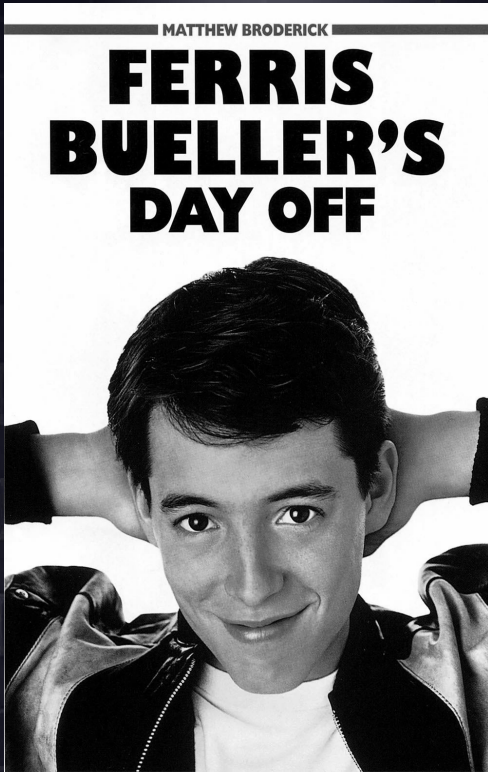
Top reports were about:





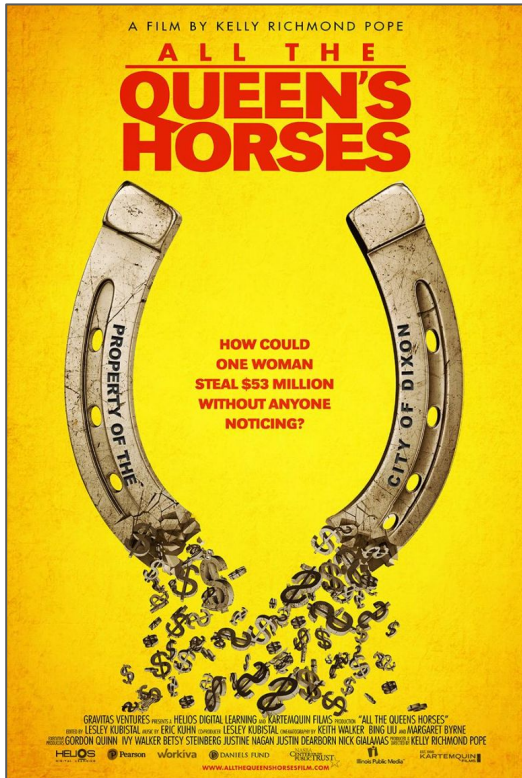
Outsmarting the adversary

- Email, document, and link scanning
- Endpoint protection
- Firewalls/software defined networking
- Zero-trust business processes
- Security awareness training



Outsmarting the adversary

- Policies
- Procedures
- Practices



**So what does
this actually
look like?**



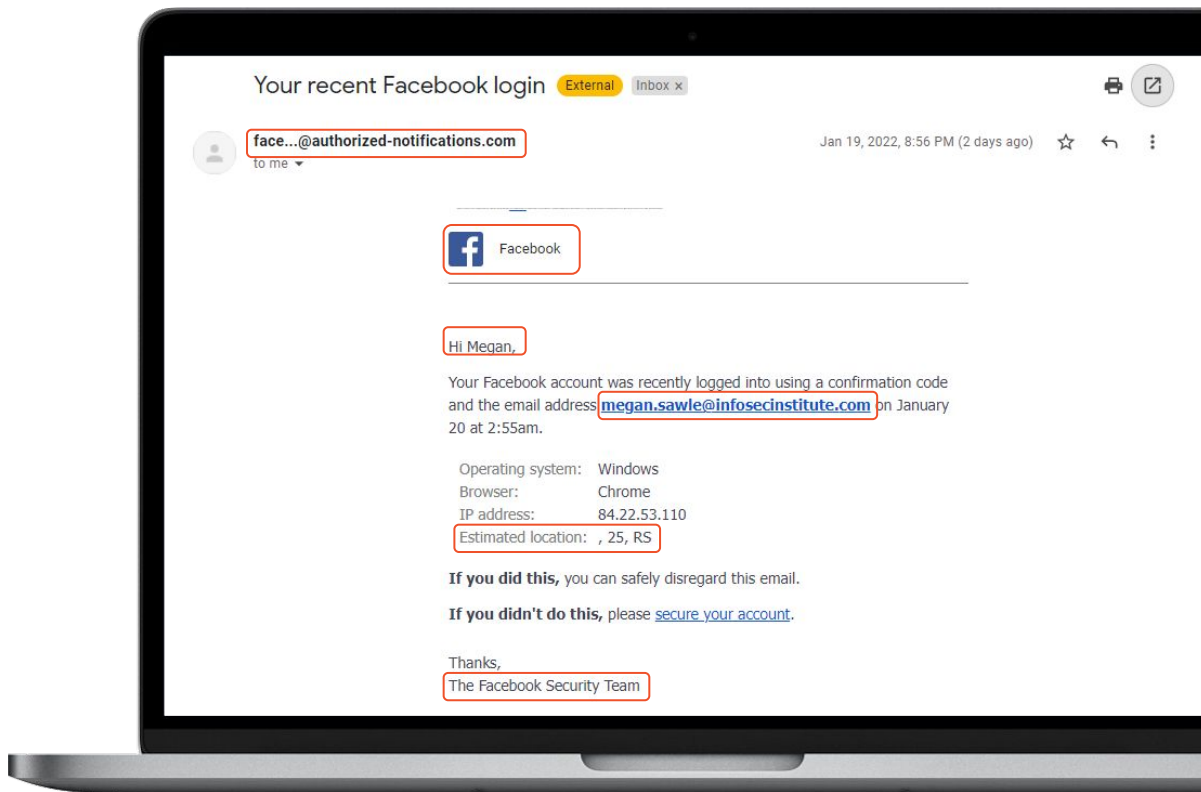
Brand impersonation

Familiarity cloaks what should be red flags:

1. "Authorized" ... seems legit?
2. Official logo
3. They know me!
4. "Security Team" (must be serious!)

Stats:

- 61% open rate
- 41% phish rate



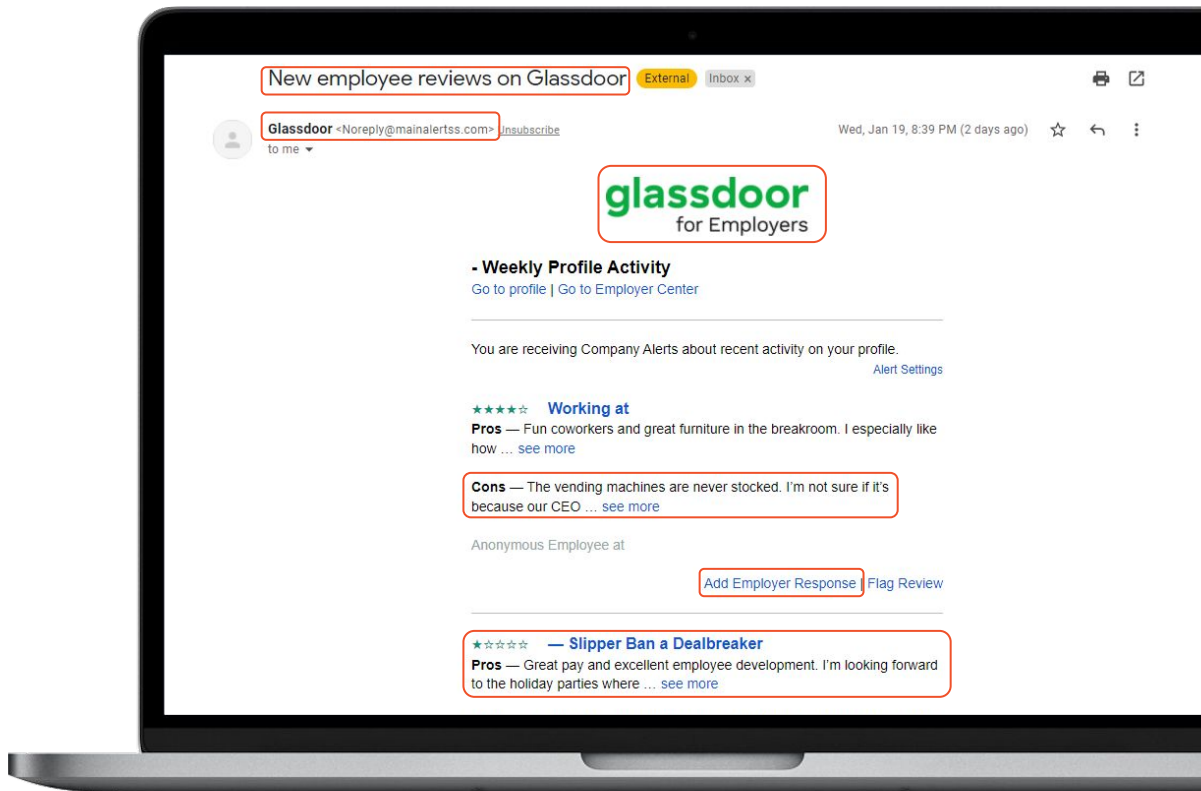
Irresistible clickbait

Social hooks exploit human curiosity:

1. Anonymous hot gossip
2. What about the CEO!?
3. “Add employer response” ... do they know I can do that!?
4. I must learn about this slipper ban and party ...

Stats:

- 44% open rate
- 14% phish rate



Would you click?

2022 ANNUAL Benefits Enrollment

September 27, 2021 – October 22, 2021



Notice! There was a problem with your benefits enrollment for 2022. You must correct this by October 22, 2021.

The Annual Benefits Enrollment (ABE) period is your annual opportunity to enroll in or make changes to most of your benefits for 2022. ABE runs September 27-October 22, 2021. Changes made during ABE are effective January 1, 2022.

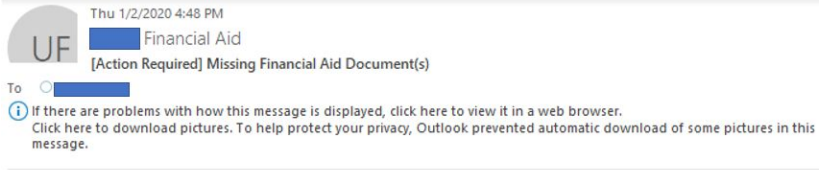
Act

- Correct the errors in your enrollment in the MyUW portal
 1. Log into the MyUW portal for [UW System institutions](#) or for [UW-Madison](#).
 2. Go to the **Benefit Information** module.
 3. Correct the highlighted information.
- All corrections **must be submitted by 4:30 p.m., Friday, October 22, 2021.**

Learn

- Visit the [DRF web page](#) for the 2022 benefit plan changes and DRF resources.

Would you enter your password?



January 01, 2020

This is a final request. Additional information is needed for your 2019-2020 financial aid application.

Kindly log in here and navigate to the Financial aid section for the required items. [Financial Aid Application 2019-2020](#) (Please save this link to monitor your Financial Aid Status.)

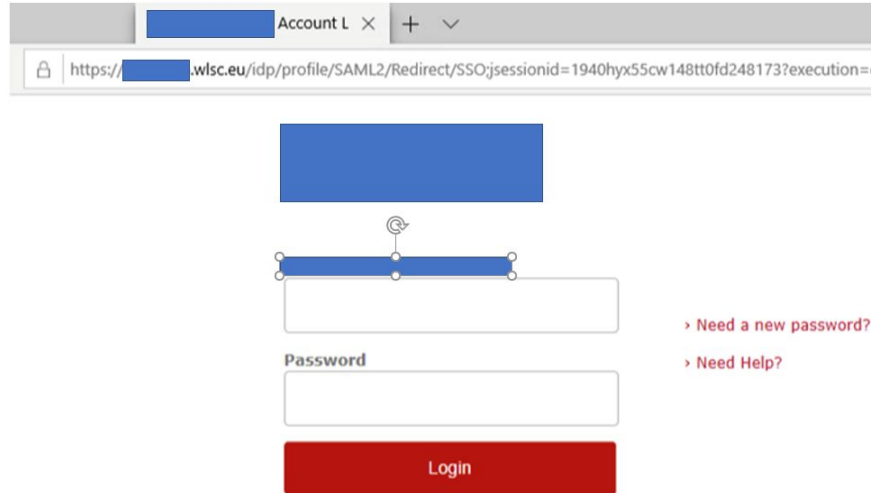
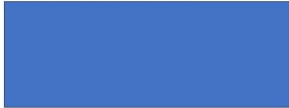
Incomplete documents will cause financial aid to be delayed or withheld

Note: If your status says "completed" kindly ignore this email.

Financial Aid counselors are available Monday through Friday 7:45 a.m. until 4:30 p.m.

We are here to help YOU!

Financial Aid Office

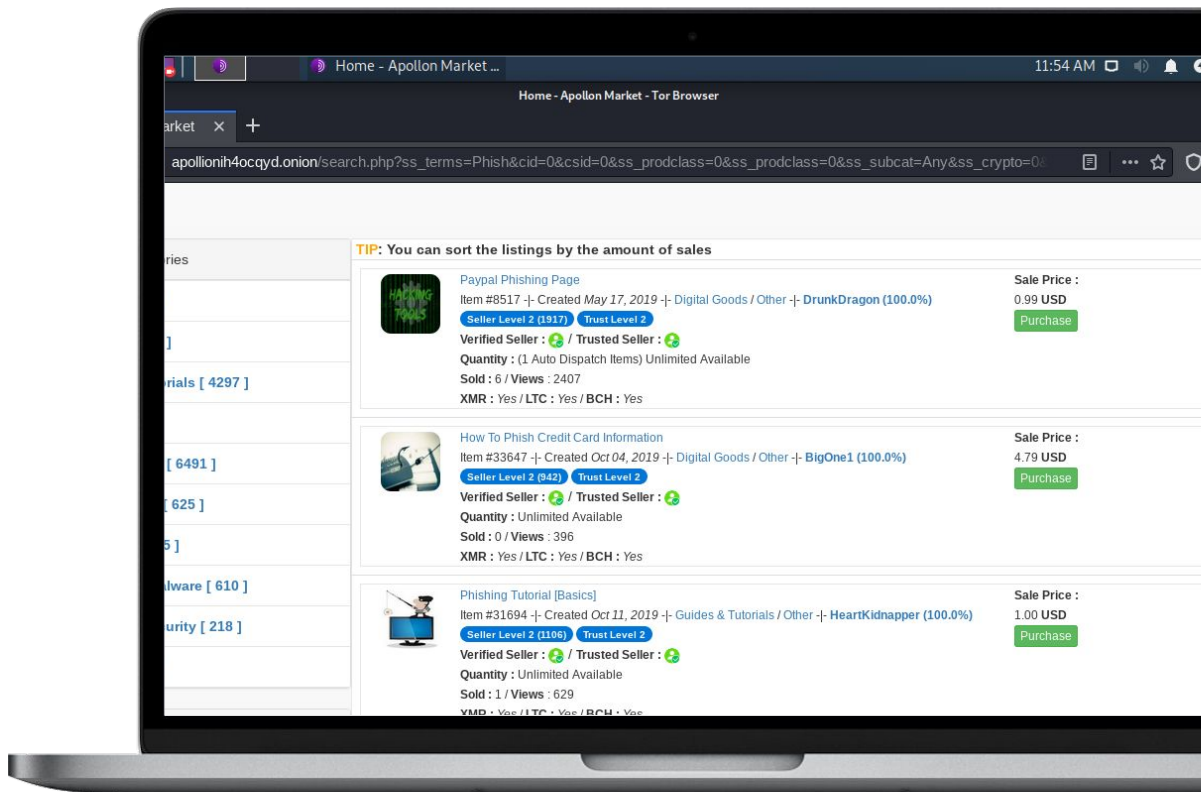


And it's all too easy.

The dark web is like Amazon, but for cybercriminals. Several options available for under \$10:

- Phishing pages
- Phishing emails
- Email lists
- Tutorials
- 5-star support (seriously)

This is a \$10 billion industry!

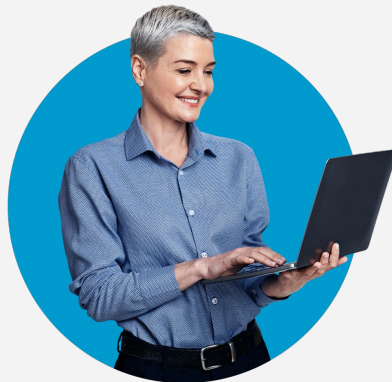


**Team lift
your way to a
more secure
culture**



Security education for every role

Reduce business risk with role-relevant cyber education for your entire organization.



INFOSEC Skills

Upskill and get certified with:

- Live, instructor-led boot camps
- Role-guided training mapped to the NICE Framework
- Hands-on cyber ranges with dozens of labs aligned to the MITRE ATT&CK Matrix for Enterprise



INFOSEC IQ

Educate and empower staff with:

- Engaging, bite-sized content and in-the-moment training
- Realistic phishing simulations
- Actionable, automated reporting

INFOSEC[™]

About us

Infosec believes knowledge is power when fighting cybercrime. We help IT and security professionals advance their careers with skills development and certifications while empowering all employees with security awareness and privacy training to stay cyber-safe at work and home.

infosecinstitute.com



Questions?