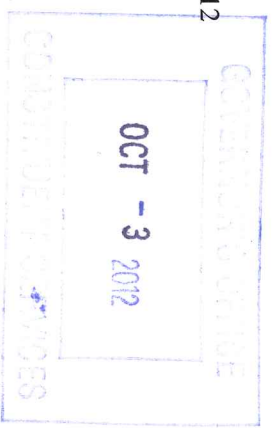




STAYSAFEONLINE.org
National Cyber Security Alliance

NAS CIO
Representing Chief Information
Officers of the States

September 2012



The Honorable Deval Patrick
Governor of Massachusetts
State House
Office of the Governor, Room 360
Boston, MA 02133

Dear Governor Patrick:

The U.S. Department of Homeland Security's National Cyber Security Division (NCSD), the Multi-State Information Sharing and Analysis Center (MS-ISAC), the National Association of State Chief Information Officers (NASCIO) and the National Cyber Security Alliance (NCSA) invite you to join in the recognition of October as National Cyber Security Awareness Month and commit your support to helping raise awareness about the importance of securing cyberspace.

We respectfully request that you join your fellow governors in adopting a resolution or proclamation declaring October as Cyber Security Awareness Month. The proclamations/resolutions could be announced during signing ceremonies, press events, or conferences in your state to further promote cybersecurity. These are just some ideas—we encourage you to be as creative as possible. A sample proclamation is enclosed for your consideration. We ask that your staff contact the MS-ISAC by e-mail at info@msisac.org to notify them when the proclamation is issued.

The ninth annual National Cyber Security Awareness Month highlights the importance of empowering citizens, businesses, government, and schools to improve their cybersecurity preparedness. The Awareness Month theme focuses on the shared responsibility we each have to address cybersecurity vulnerabilities, and this need has never been more paramount. Our global economy and inter-connected society rely on the Internet and each of us is an important part of improving our cybersecurity. Each of us must understand our role in securing our nation's cyberspace and take effective action to help protect ourselves--and all with whom we connect--from cyber-based threats. National Cyber Security Awareness Month is an important effort to help raise awareness throughout the nation. Your endorsement will help encourage all Americans to learn more about cybersecurity and how to safeguard themselves—and therefore all of us collectively—from cyber-based threats.

The risks associated with exposure to cyber dangers know no geographic, organizational, or governmental boundaries. During this past year, cybersecurity incidents included theft of intellectual property and government data, hacktivism, malware targeting mobile devices and a resurgence of the Zeus Trojan, which targets financial information. Protecting against these attacks was a key challenge for organizations of all sizes in both the public and private sectors, and serves as a constant reminder of the need to promote cybersecurity awareness across the nation. National Cyber Security Awareness Month was born from this recognition and continues to be a focal point in our shared efforts and responsibilities. NCSD works collaboratively with public, private and international entities to secure cyberspace and America's cyber assets. MS-ISAC is a state, local, territorial and tribal (SLTT) government-focused cybersecurity entity that has significantly enhanced cyber threat prevention, protection, and response and recovery throughout the SLTT governments of our nation. NASCIO's mission is to foster government excellence through quality business practices, information management, and technology policy. NCSA works to promote cybersecurity awareness for home users, small and medium size businesses, and primary and secondary education. These organizations endeavor throughout the year to educate individuals and organizations about the challenges we face in this information age. Additionally, these organizations and many other private sector, non-profits and government organizations coordinate and support the national Stop.Think.Connect campaign, the first-ever coordinated message to help all digital citizens stay safer and more secure online.

Continuing support from elected officials is critical and demonstrates the significant interest in cybersecurity as a public need. For the past three years, governors from all 50 states have signed proclamations or letters of support declaring October as National Cyber Security Awareness Month. In recent years, governors from U.S. territories and local government officials have joined us in this effort. Our goal this year is to once again obtain proclamations from each governor and as many local government officials as possible.

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Another component of National Cyber Security Awareness Month is the "Cyber Security Toolkit" that we have mailed to your state's Principal MS-ISAC Representative, who is copied on this letter. The purpose of the Toolkit is to promote a consistent cybersecurity awareness message by reinforcing core themes in practical, informative, entertaining, and usable ways. We encourage you to use these kits in working with your Chief Information Security Officers and Chief Information Officers to spread the word on the importance of sound cybersecurity practices. You may also want to consider branding these tools by placing your state's name and logo on the materials and distributing them at public events, in personal correspondence, or any other opportunity to discuss cybersecurity and reinforce the message of shared responsibility with your constituents.

Each state will receive the following items in its Toolkit:

- **2013 Cyber Security Calendars**, featuring artwork from the MS-ISAC Poster Contest;
- **Cyber Security Awareness Bookmarks**;
- **Cyber Security Posters**; and
- **Cyber Pledge** – we encourage all citizens to endorse the pledge.

Additional information and resources for educating citizens on cyber issues and implementing sound cybersecurity practices are available at the following websites:

- U.S. Department of Homeland Security – www.dhs.gov/cyber
- Multi-State Information Sharing and Analysis Center – www.msisac.org
- National Association of State Chief Information Officers – www.nascio.org
- National Cyber Security Alliance – www.staysafeonline.org
- Stop.Think.Connect National Campaign – www.stophinkconnect.org

We look forward to partnering with you in this collaborative effort to educate as many citizens as possible in your state about staying safe online. By working together, we can make significant progress in raising cybersecurity awareness and promoting security practices. Your active involvement will help to facilitate a safe Internet experience for all Americans.

If there are any questions, you may feel free to have your staff contact William F. Pelgrin, Chair of the MS-ISAC at (518) 266-3460.

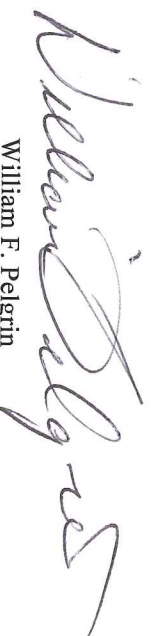
Thank you.



Michael Locatis
Assistant Secretary

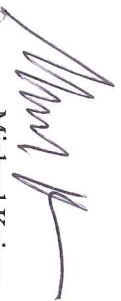
Office of Cybersecurity and Communications
National Protection and Programs Directorate
U.S. Department of Homeland Security

Sincerely,



William F. Pelgrin
Chair

Multi-State Information
Sharing and Analysis Center



Michael Kaiser
Executive Director

National Cyber Security Alliance



Dugan Petty
President

National Association of State Chief Information Officers

Enclosure

cc: Timothy Guerriero, MS-ISAC Principal Member for State of Massachusetts

STATE/Territory of _____
Office of the Governor
State Capitol

WHEREAS, we recognize the vital role that technology has in our daily lives and in the future of our Nation, whereby today many citizens, schools, libraries, businesses and other organizations use the Internet for a variety of tasks, including keeping in contact with family and friends, managing personal finances, performing research, enhancing education and conducting business; and

WHEREAS, critical sectors are increasingly reliant on information systems to support financial services, energy, telecommunications, transportation, utilities, health care, and emergency response systems; and

WHEREAS, the use of the Internet at the primary and secondary school levels in this State enhances the education of youth by providing them access to online educational and research materials; and at institutions of higher education, the use of information technology is integral to teaching and learning, research, and outreach and service; and

WHEREAS, Internet users and our information infrastructure face an increasing threat of malicious cyber attack, loss of privacy from spyware and adware and significant financial and personal privacy losses due to identity theft and fraud; and

WHEREAS, the Stop.Think.Connect. Campaign (www.stophinkconnect.org) is a national effort coordinated by a coalition of private companies, nonprofits and government organizations to help all digital citizens stay safer and more secure online; and

WHEREAS, the Multi-State Information Sharing and Analysis Center provides a collaborative mechanism to help state, local, territorial and tribal governments enhance cyber security; and INSERT YOUR STATE/TERRITORY CYBER PROGRAM/OFFICE NAME provides a comprehensive approach to help enhance the security of this State/Territory; and

WHEREAS, maintaining the security of cyberspace is a shared responsibility in which each of us has a critical role, and awareness of computer security essentials will improve the security of NAME OF STATE/TERRITORY information infrastructure and economy; and

WHEREAS, the U.S. Department of Homeland Security (www.dhs.gov/cyber), the Multi-State Information Sharing and Analysis Center (www.msisac.org), the National Association of State Chief Information Officers, (www.nascio.org), and the National Cyber Security Alliance (www.staysafeonline.org) have declared October as National Cyber Security Awareness Month; and all citizens are encouraged to visit these sites, along with YOUR STATE/TERRITORY CYBER SECURITY AGENCY URL and Stop.Think.Connect (www.stophinkconnect.org) to learn about cyber security; and put that knowledge into practice in their homes, schools, workplaces, and businesses.

Now, therefore, I, _____, Governor of the State/Territory of _____, do hereby proclaim the month of October 2012 as:

Cyber Security Awareness Month

in the State/Territory of _____.