



## AFA CyberPatriot Volunteer Outreach Checklist

Dear AFA Volunteer,

Thank you for helping AFA recruit teams to participate in CyberPatriot IV, the nation's largest high school cyber defense competition, hosted by the Air Force Association and presented by Northrop Grumman.

The following six steps will assist you in identifying and recruiting schools, JROTC units, and Civil Air Patrol squadrons to join us in the excitement. Those steps are:

1. Identifying prospective CAP units, JROTC units, and schools
2. Approaching those units and schools
3. Giving them information on CyberPatriot, including why they should participate
4. Telling them how to register teams
5. Recruiting mentors
6. Reporting progress and follow up

Competition is divided into two divisions, the All Service Division and the Open Division. All Service teams come from Civil Air Patrol (CAP) units and from Junior ROTC units of all Services. The Open Division is made up of teams from any high school or approved home schooling program. We solicit your support in recruiting teams for both divisions.

Registration for CyberPatriot IV will begin 1 April 2011 and is accomplished on the CyberPatriot website: [www.uscyberpatriot.org](http://www.uscyberpatriot.org). Please note that the limit for teams in each division is 1,250 teams and registration ends 8 October 2011, so encourage teams to register before all the slots are taken.

Please contact AFA's CyberPatriot staff at any time if we can in any way make your recruitment efforts more successful. We can be reached by email at [info@uscyberpatriot.org](mailto:info@uscyberpatriot.org) or by telephone at 800-727-3337, ext. 5806 (or 703-247-5806). We appreciate your support and look forward to a highly successful CyberPatriot IV competition.

BERNIE SKOCH

CyberPatriot Commissioner

## AFA VOLUNTEER CYBERPATRIOT RECRUITMENT CHECKLIST

### **STEP 1. IDENTIFY PROSPECTIVE TEAMS**

#### Open Division

The single most valuable contribution AFA Chapters can make to the success of the CyberPatriot program is identifying prospective teams, especially in the Open Division. Simply “identifying” is a straightforward matter – all high schools are eligible to participate – public, private, parochial, charter, magnet, even home schools included. The challenge is identifying an appropriate person to approach in step 2, and the most likely place to start is with schools where a chapter member already has a relationship. To find basic contact information for almost any school in the country, see the Department of Education searchable database at: <http://nces.ed.gov/ccd/schoolsearch>.

But you need not restrict the scan to just the high schools. There are a variety of both in-school and out-of-school programs that interact with the schools and students from PTAs to other nonprofits. The Los Angeles Unified School District after school program “Beyond the Bell”, run by AFAer Harry Talbot, with mentoring assistance from CyberPatriot II coach Mark Lupfer, recruited and mentored 13 LA teams in CyberPatriot III – two of which made it to the Finals! Another source of high school contacts can be your local community college. Many have already developed relationships with high schools and some offer advanced instruction to high school students. CyberPatriot III had a great success story along these lines in Oklahoma City. Rose State College, teaming with AFA’s Gerrity Chapter, recruited and mentored ten Open Division teams – and two of them made it to the Finals!

#### All Service Division

Although AFA is working hard to communicate through CAP and JROTC command channels, we need our volunteers – you – to approach eligible units to inquire whether they have received communications from higher headquarters regarding CyberPatriot and to solicit their participation.

#### Junior ROTC Units:

Army JROTC: A complete list of schools with Army JROTC units can be found on the Internet here: <https://www.usarmyjrotc.com/> (Note: Use the drop-down menu at the top right of the page to see all Army JROTC schools in your state.) If you do not have Internet access, contact the CyberPatriot staff at 800-727-3337, ext. 5806 (or 703-247-5806) and we will assist you in locating nearby Army JROTC units you may approach.

Navy JROTC: A complete list of schools with Navy JROTC units can be found on the Internet here: [https://www.njrotc.navy.mil/host\\_schools.asp](https://www.njrotc.navy.mil/host_schools.asp) If you do not have Internet access, contact the CyberPatriot staff at 800-727-3337, ext. 5806 (or 703-247-5806) and we will assist you in locating nearby Navy JROTC units you may approach.

Marine Corps JROTC: A complete list of schools with Marine Corps JROTC units can be found on the Internet here: <http://www.mcjrotc.org/units/MCJROTC%20Units.aspx>. If you do not have Internet access, contact the CyberPatriot staff at 800-727-3337, ext. 5806 (or 703-247-5806) and we will assist you in locating nearby Marine Corps JROTC units you may approach.

Air Force JROTC: A complete list of schools with Air Force JROTC units can be found on the Internet here: <http://www.au.af.mil/au/holmcenter/AFJROTC/AFJROTCunits.asp> If you do not have Internet access, contact the CyberPatriot staff at 800-727-3337, ext. 5806 (or 703-247-5806) and we will assist you in locating nearby Air Force JROTC units you may approach.

Civil Air Patrol Units: CAP is organized into wings at the state level, and squadrons at the local level. Squadrons are categorized as either senior (adult members only), composite (adults and cadets), or cadet squadrons (cadets only).

Many AFA chapters have CAP liaison individuals; if your chapter has one, that person would be an excellent entry point into local CAP units. However, if your chapter does not have a functioning CAP liaison, and if you have Internet access, you can identify CAP squadrons in your area by visiting CAP's website at <http://cap.findlocation.com/>. By entering your postal ZIP code, you will be given a list of CAP units nearest your location, including a point of contact, when their meetings are held, and other relevant information.

If you do not have Internet access, contact the CyberPatriot staff at 800-727-3337, ext. 5806 (or 703-247-5806) and we will assist you in locating nearby CAP units you should approach.

## **STEP 2. APPROACH ELIGIBLE SCHOOLS, UNITS, AND OTHER ENTITIES THAT MIGHT SPONSOR TEAMS**

### Open Division

AFA volunteer members' relationships with local schools vary greatly. If a member of your chapter has a standing relationship with a high school superintendent, principal or vice principal, that may be the best avenue in approaching the school. In those cases where no relationship exists between your membership and the school, a call to the school administration office (principal's office, superintendent's office, school secretary, etc.) should help identify who on the faculty or staff could best address interest in a high school cybersecurity competition. (In some cases, it may be better to use the term "computer security" when trying to find out whom to speak with.) Best points of contact are often science teachers, technology teachers, computer club faculty advisors, or math teachers. Once contact is established, using the Talking Points paper you have been provided, briefly explain the value of CyberPatriot to the school's students and the school as a whole. Ask for a convenient time to visit with him or her to present the fact sheet and, if possible, PowerPoint presentation which provides more background and detail.

## All Service Division

JROTC Units: Using the list of schools you developed in Step 1, call the school administration office (principal's office, superintendent's office, school secretary, etc.) and ask for the contact information for the Junior ROTC unit. If you have internet access, you can often locate a point of contact by searching the school's name and "JROTC". Using the Talking Points paper you have been provided, briefly explain the value of CyberPatriot to JROTC cadets and JROTC as a whole. Ask for a convenient time to visit with him or her to present the fact sheet and, if possible, PowerPoint presentation which provides more background and detail. As JROTC unit leaders are part of high school faculty, you may need to schedule a visit at some time other than during class time.

CAP Squadrons: Using the list of CAP units you identified in Step 1, call the unit contact point and ask to speak to the unit commander or individual responsible for cadet aerospace education. Using the Talking Points paper you have been provided, briefly explain the value of CyberPatriot to CAP cadets and CAP as a whole. You can reference the long-standing relationship between CyberPatriot and CAP, and cite that CAP has played an instrumental role in the early stages of the program (something to that effect). Ask for a convenient time to visit with him or her to present the fact sheet and, if possible, PowerPoint presentation which provides more background and detail. Most CAP squadrons function year-round.

### **STEP 3. PROVIDE INFORMATION ON CYBERPATRIOT**

We strongly encourage you to familiarize yourself at a basic level with cybersecurity, using the enclosed *How Does Cybersecurity Matter to Me* and with CyberPatriot, using the one-page CyberPatriot fact sheet. You have also been provided a PowerPoint presentation titled "CyberPatriot Orientation." It has notes included to serve as talking points in your providing information to the CAP and JROTC units and high schools you contact. Feel free to contact the CyberPatriot staff at any time for clarification on any aspect of the program. We can be reached at 800-727-3337, ext. 5806 (or 703-247-5806), or by email at [info@uscyberpatriot.org](mailto:info@uscyberpatriot.org).

### **STEP 4. FACILITATE TEAM REGISTRATION**

Registration for CyberPatriot is done in three steps:

First, a prospective "coach" (an adult member of the school or unit staff or faculty who will lead the team) visits the CyberPatriot website at [www.uscyberpatriot.org](http://www.uscyberpatriot.org) to register. The coach then enters requested information (Name, Address, Organization Name, Organization Type (Public School, Home School, JROTC Unit, CAP Squadron, etc.), and a verifying official for the organization).

Second, the CyberPatriot staff contacts the sponsoring organization's verifying official by email to confirm the prospective coach's role in the organization.

Third (once the coach is verified), the team may be organized, and the coach is requested by email to enter the team members' names and email address.

#### **STEP 5. RECRUITING MENTORS/TECHNICAL ADVISORS**

CyberPatriot maintains a database of mentors who have volunteered to provide their cybersecurity expertise to the teams, and personal assistance in arranging contact with these individuals and teams that need the assistance will create a better relationship with both parties. Chapters who are able to assist should contact the CyberPatriot staff for mentors in their area.

But there are not mentors identified for every location where we will have CyberPatriot teams. Chapters already have contacts who can contribute positively to the competition, and this is a great opportunity to develop even more. Some of your members not active in traditional AFA activities will find CyberPatriot exciting. Your Community Partners may be in the cybersecurity business themselves or have individuals in their companies interested in the program. Soliciting CyberPatriot mentors can be the lead article in your next chapter newsletter, and personal phone calls to "likely suspects" can help. This can also be an opportunity to involve new non-AFA members in your communities in an exciting, important program, and at the same time build public awareness of what you can contribute to the community. Potential sources of technically qualified people are nearly endless: local businesses, colleges, military units (including National Guard and Reserve), community organizations, to name a few.

#### **STEP 6. AFTER THEY'RE IN THE DOOR**

The CyberPatriot staff will maintain a database of schools and JROTC/CAP units that have been contacted by AFA chapters. Please email the following information to [info@uscyberpatriot.org](mailto:info@uscyberpatriot.org) regarding your recruitment efforts: 1) the name of the schools/units with whom you've spoken, along with the point(s) of contact; 2) date of contact; 3) outcome of contact; 4) any necessary follow up actions.

The CyberPatriot team (or mentor) you recruit is not the end of the story. They are now the "Chapter's team", and you can continue to support their quest for glory in any number of ways: giving them publicity and recognition, attending practice or competition sessions, coordinating facilities or meeting places, offering grants or financial assistance for entrance fees or enhanced equipment.

Questions? The CyberPatriot staff can be reached at 800-727-3337, ext. 5806 (or 703-247-5806), or by email at [info@uscyberpatriot.org](mailto:info@uscyberpatriot.org).

Thank you for supporting CyberPatriot.