



AFA CyberPatriot Volunteer Outreach Checklist

Dear AFA Volunteer,

The Air Force Association's National Youth Cyber Education Program is back for another year! As you know, CyberPatriot was created in 2009 to motivate our youth toward careers in science, technology, engineering, and mathematics (STEM) disciplines critical to our nation's future. With the support of the Northrop Grumman Foundation, corporate sponsors, and AFA chapters like yours, the program has seen tremendous growth. With your help, we are hopeful that the 2015-2016 season will be our best and biggest season yet.

In the following guide, you will find suggestions to assist you in identifying and recruiting high schools, middle schools, scouting units, home school co-ops, Boys & Girls Clubs, JROTC units, Civil Air Patrol (CAP) squadrons, U.S. Naval Sea Cadet Corps (USNSCC) units, and other youth organizations to join in the excitement of CyberPatriot.

At the core of CyberPatriot is its annual National Youth Cyber Defense Competition that challenges teams of students to resolve realistic cybersecurity situations presented in a virtual environment. The competition is divided into three divisions: Open Division, All Service Division, and Middle School Division. The Open Division is made up of teams of high school-aged students from any high school, approved high-school home schooling program, and civic or youth organization (Boys & Girls Clubs, scouting units, etc.). The All Service Division consists of teams of high school-aged students fielded by JROTC units of all services, CAP squadrons, and Naval Sea Cadet units. The Middle School Division consists of teams from all middle schools and junior high schools, and does not subcategorize teams based on JROTC, CAP, or USNCC affiliation. We solicit your support in recruiting teams for all three divisions.

Registration for CyberPatriot VIII opened April 1 and will continue through until October 9, 2015. Teams can register on the CyberPatriot website: www.uscyberpatriot.org.

Please contact AFA's CyberPatriot Program Office at any time if we can help you with your recruitment efforts. We can be reached by email at info@uscyberpatriot.org or by telephone at 703-247-5806. We appreciate your support and look forward to a great CyberPatriot VIII competition.

Sincerely,

BERNIE SKOCH
CyberPatriot National Commissioner



AFA CyberPatriot Volunteer Outreach Checklist

STEP 1. GET ORGANIZED

CyberPatriot can make a real difference in community and state perception of your AFA chapter. AFA's leading STEM program enables chapters to engage directly and in a very positive way with educators, administrators, community leaders, parents, and citizens interested in improving education in the U.S. and Canada.

Chapters that are most successful are those that adopt CyberPatriot as a key chapter activity and those which give it consistent focus throughout the year. These tips may help you in your efforts to be successful:

- Appoint someone to lead your CyberPatriot efforts. This will lead to improved continuity, communications, and consistency. This individual may be your lead for Aerospace Education efforts, or you may choose to designate someone specifically to lead CyberPatriot.
- Make CyberPatriot a regular topic in your chapter meetings. In the spring, summer, and early fall, the focus can be on reaching out and recruiting teams. Later in the fall and into winter, it can be on contacting and supporting local teams who are participating in the competition. In the spring, it may include recognizing local teams that did well and awarding State and Regional winners from your area with certificates provided by AFA's CyberPatriot Program Office.
- Tell your CyberPatriot story. Use your CyberPatriot involvement with local schools and youth organizations to tell your community and state how your chapter and AFA as a whole are inspiring students to get more involved in STEM studies! This could include reaching out to media (crafting media releases or letters to the editor, or making local media appearances) or informing your local congressional representatives about CyberPatriot's success.
- Ask for help! AFA's CyberPatriot Program Office is happy to help you in any way it can. They can be reached at info@uscyberpatriot.org or by phone at 703-247-5806.

STEP 2. IDENTIFY PROSPECTIVE TEAMS

Open and Middle School Divisions

The single most valuable contribution AFA chapters can make to the success of the CyberPatriot program is identifying prospective teams, especially in the Open and Middle School Divisions. All high schools and middle schools are eligible to participate, as well as public, private, parochial, charter, magnet, and home schools. The challenge is identifying an appropriate person within these institutions to approach. The best 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's searchable database at: <http://nces.ed.gov/ccd/schoolsearch>.

In addition to schools, there are a variety of both in-school and out-of-school programs that interact with the schools and students, from PTAs and scouting units, to other nonprofits. Another source of school contacts can be your local community college. Many have already developed relationships with schools and some offer advanced instruction to students.



All Service Division

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

JROTC Units:

Army JROTC: A complete list of schools with Army JROTC units can be found at:

<http://www.usarmyjrotc.com/jrotc-program/search-jrotc-schools>

Navy JROTC: A complete list of schools with Navy JROTC units can be found at:

http://www.njrotc.navy.mil/host_schools.asp

Marine Corps JROTC: A complete list of schools with Marine Corps JROTC units can be found at:

<https://www.mcjrotc.usmc.mil/MCJROTC%20pages/Links.aspx>.

Air Force JROTC: A complete list of schools with Air Force JROTC units can be found at:

<http://www.au.af.mil/au/holmcenter/AFJROTC/AFJROTCunits.asp>

Civil Air Patrol (CAP) 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, you can identify CAP squadrons in your area by visiting CAP's website at <http://www.gocivilairpatrol.com/index.cfm>. By entering your postal 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. This information can also be found in the Field Resources section of AFA's website at http://secure.afa.org/contact_link_search.asp.

U.S. Naval Sea Cadet Corps Units: USNSCC units can be designated as Divisions, Squadrons, Ships, and Battalions. A complete list of units may be found here: http://dolphin.seacadets.org/US_units/index_public.asp.

STEP 3. APPROACH ELIGIBLE SCHOOLS, UNITS, AND OTHER ENTITIES THAT MIGHT SPONSOR TEAMS

Open and Middle School Divisions

AFA members' relationships with local schools vary greatly. If a member of your chapter has a standing relationship with a local school district superintendent, principal, or vice principal, that may be the best avenue to approaching the school. In those cases where no relationship exists between your membership and the school, a call to the school administration office (principal, superintendent, school secretary, etc.) should help identify who on the faculty or staff could best address interest in a cybersecurity competition. Best points of contact are often science teachers, technology teachers, computer club faculty advisors, or math teachers. Once a point of contact is established, use the *Talking Points* fact sheet to briefly explain the value of CyberPatriot. Ask for a convenient time to visit with him or her to present the fact sheet and, if possible, an outreach PowerPoint presentation that provides a more detailed overview of the program. Fact sheets and the outreach PowerPoint presentation are available on the *Media/ Recruitment & Outreach Materials* page of the CyberPatriot website: <http://uscyberpatriot.org/media/recruit-and-promote>.



All Service Division

JROTC Units: Using the list of schools you developed in Step 1, call the school administration office (principal, superintendent, school secretary, etc.) and ask for the contact information for the JROTC unit. Using the *Talking Points* fact sheet from the *Media/ Recruitment & Outreach Materials* section of the CyberPatriot website, briefly explain the value of participating in CyberPatriot. Ask for a convenient time to visit with the JROTC unit leader to present the fact sheet and, if possible, the outreach PowerPoint presentation, which provides a more detailed overview of the program. Fact sheets and the outreach PowerPoint presentation are available on the *Media/ Recruitment & Outreach Materials* page of the CyberPatriot website: <http://uscyberpatriot.org/media/recruit-and-promote>.

As JROTC unit leaders are part of school faculty, you may need to schedule a visit at some time other than during class hours. Please note, while the vast majority of JROTC programs are restricted to high school students, military boarding schools do sometimes allow middle school students to participate in JROTC. If this is the case at the school you are visiting, please explain to the prospective coach that his or her middle school and high school teams must compete on separate teams. That is, the high school students would compete together in the All Service Division and the middle school students would compete together in the Middle School Division.

CAP Squadrons: Using the list of CAP units you identified in Step 1, call the unit point of contact and ask to speak to the unit commander or individual responsible for cadet education programs. Using the *Talking Points* sheet 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. Ask for a convenient time to visit with him or her to present the fact sheet and, if possible, the outreach PowerPoint presentation that provides a more detailed overview of the program. Fact sheets and the outreach PowerPoint presentation are available on the *Media/ Recruitment & Outreach Materials* page of the CyberPatriot website: <http://uscyberpatriot.org/media/recruit-and-promote>.

Most CAP squadrons function year-round. Please note, CAP squadrons typically invite both middle school and high school students to participate. If the squadron with which you are meeting would like cadets of both age groups to participate, please explain to the prospective coach that his or her middle school and high school teams must compete on separate teams. That is, the high school students would compete together in the All Service Division and the middle school students would compete together in the Middle School Division.

USNSCC Units: Using the list of USNSCC units you identified in Step 1, call the unit point of contact and ask to speak to the unit commander or individual responsible for cadet education programs. Using the *Talking Points* fact sheet provided, briefly explain the value of participating CyberPatriot. You can reference the positive relationship between CyberPatriot and USNSCC. Ask for a convenient time to visit with him or her to present the fact sheet and, if possible, the outreach PowerPoint presentation that provides detailed overview of the program. Fact sheets and the outreach PowerPoint presentation are available on the *Media/ Recruitment & Outreach Materials* page of the CyberPatriot website: <http://uscyberpatriot.org/media/recruit-and-promote>.

Most USNSCC units function year-round. Please note, USNSCC units typically invite both middle school and high school students to participate. If the unit with which you are meeting would like cadets of both age groups to participate, please explain to the prospective coach that his or her middle school and high school teams must compete on separate teams (All Service Division and Middle School Division).



STEP 4. PROVIDE INFORMATION ON CYBERPATRIOT

We strongly encourage you to familiarize yourself at a basic level with the CyberPatriot cybersecurity competition, using the enclosed *CyberPatriot: How it Works* fact sheet. Feel free to contact the CyberPatriot staff at any time for clarification on any aspect of the program. We can be reached at 703-247-5806, or info@uscyberpatriot.org.

STEP 5. FACILITATE TEAM REGISTRATION

Registration for CyberPatriot consists of several stages:

First, a prospective “Coach” (an adult member or employee of the school, unit, or other educational organization who will lead the team) visits the CyberPatriot website at www.uscyberpatriot.org to create a CyberPatriot Volunteer account. After receiving a confirmation email, the Coach will be able register up to five teams by logging into the CyberPatriot website.

The team registration application will require the prospective Coach to submit the participating organization’s name, the organization’s principal or administrative leader’s contact information, as well as the contact information for an official at the organization who can verify the prospective Coach’s good standing with the organization and permission to field a team.

Once a team application has been submitted, CyberPatriot staff will contact the Coach’s verifying official by email to confirm the prospective coach’s role in the organization. If the verification official approves the Coach’s application, the Coach will receive an email with a link through which he or she can sign up the team’s competitors. Each team may have two to six students on the roster. The Coach should be prepared to provide a name, email address and t-shirt size for each of the team’s competitors on the form. After the Coach has signed up his or her students, the CyberPatriot Program Office will use the email addresses provided to send the students links with which they can complete their own competitor registration applications.

STEP 6. RECRUITING MENTORS/TECHNICAL ADVISORS

CyberPatriot maintains a database of Technical Mentors who have volunteered to provide their cybersecurity expertise to CyberPatriot teams. Personal assistance in arranging contact with these individuals and teams that need 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.

CyberPatriot is always looking to expand its pool of Technical Mentors. 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 that are 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.

Ideas for recruiting mentors:

- Soliciting CyberPatriot Mentors can be the lead article in your next chapter newsletter.
- Personal phone calls to “likely volunteers” can also help.
- Contact community businesses that specialized in information technology or cybersecurity. Many businesses carry out volunteer service initiatives throughout the year, aiming to be active members of their community.



This is an opportunity to involve non-AFA members in your community 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), and community organizations, to name a few.

Note that all CyberPatriot Mentors must register on the CyberPatriot website and undergo a basic criminal background check, regardless of any security clearances or non-CyberPatriot-initiated background checks. As with registering as a Coach, the first step to registering as a Mentor is creating a CyberPatriot Volunteer account on the CyberPatriot website. After the prospective Mentor creates his or her account, he or she will receive a confirmation email with a link through which to submit a Technical Mentor application. Within 1-3 business days of submitting the application, the prospective Mentor will receive an email from the background check company we employ for the checks.

STEP 7. AFTER THEY'RE IN THE DOOR

The recruitment of a CyberPatriot team or Mentor 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: publicizing or recognizing the team, attending practice or competition sessions, coordinating facilities or meeting places, or offering grants or financial assistance for entrance fees or enhanced equipment.

Questions? The CyberPatriot staff can be reached at 703-247-5806 or by email at info@uscyberpatriot.org.

Thank you for supporting CyberPatriot.