

National Initiative for Cybersecurity Education (NICE)
Community Coordinating Council
Career Discovery Working Group

Project Charter:
National Cybersecurity Ambassador Program

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1. Project Team Description

The National Initiative for Cybersecurity Education (NICE) is part of the National Institute of Standards and Technology (NIST) in the U.S. Department of Commerce, and is a partnership between government, academia, and the private sector focused on cybersecurity education, training, and workforce development.

This project, led by the NICE Promote Career Discovery Working Group, aligns with the NICE Strategic Plan's Implementation Plan Goal 1 to Promote the Discovery of Cybersecurity Careers and Multiple Pathways. The project team will focus on the NICE Implementation Plan Goal 1, Objective 1, Strategy 1.1.4 *Create a Cybersecurity Careers Ambassadors program to promote cybersecurity career awareness, exploration, and development.*

2. Project Team Purpose

Summary (the Elevator Pitch)

“Many do not understand the multiple careers or learning pathways to enter the cybersecurity workforce. This project’s purpose is to promote cybersecurity career awareness, exploration, and development by creating a network of volunteers to serve as champions for expanding and diversifying the nation’s cybersecurity workforce.”

Statement of Purpose

The National Cybersecurity Ambassador Program seeks to create a national network of employers, industry representatives, labor and workforce development organizations, program sponsors, faith-based communities, educators, government agencies such as state, local, tribal, and territorial entities, non-profit and community-based organizations, and other stakeholders to serve as champions for expanding and diversifying the cybersecurity workforce.

There are multiple career pathway options in the cybersecurity workforce and there are multiple learning pathways to gain the knowledge, skills or competency areas needed for cybersecurity careers identified in the NICE Framework. Some may obtain an industry-recognized credential such as certification, academic degree, or certificate of completion. Others might take some classes offered in high schools, colleges, and universities, or through training providers. Some educational credentials come from the community, technical, or vocational programs, while others are gained through four-year programs; some continue to complete graduate or professional degrees. Industry-recognized certifications, on-the-job learning, workplace experiences, self-paced learning, competitions, apprenticeship, internship, and externship programs are additional learning pathway options. The National Cybersecurity Ambassador Program will *promote cybersecurity career awareness, exploration, and development.*

Scope

The scope of this project will address NICE Strategic Plan's Goal 1 to Promote the Discovery of Cybersecurity Careers and Multiple Pathways, namely Objective 1.1. *Identify and share effective practices for promoting cybersecurity career awareness and discovery to diverse stakeholders.* Within Objective 1.1, there are five strategies that support meeting this objective:

- 1.1.1 Identify and share effective practices in career awareness, discovery, and development to include successful strategies for diversity, equity, inclusion, and accessibility (DEIA) initiatives
- 1.1.2 Establish and maintain a program and activity directory of projects, initiatives, and resources related to cybersecurity career awareness, exploration, preparation, placement, maintenance, and mentoring
- 1.1.3 Promote relevant conferences and convenings, foster and advance advocacy campaigns such as Cybersecurity Career Awareness Week and promote community champions for building cybersecurity career ecosystems
- 1.1.4 Create a Cybersecurity Careers Ambassadors program to promote cybersecurity career awareness, exploration, and development
- 1.1.5 Coordinate, implement, and continue to evaluate effective cybersecurity career awareness communication touch points with multiple stakeholders

This project will focus on Strategy 1.1.4. *Create a Cybersecurity Careers Ambassadors program to promote cybersecurity career awareness, exploration, and development.*

3. Project Team Objectives

- Review resources and existing approaches to existing examples of Ambassador programs
- Determine short-term, mid-term, and long-term target audiences and stakeholders
- Identify criteria for articulating the value of becoming an ambassador
- Identify or establish resources for ambassador use
- Identify or establish a reward structure for ambassador use
- Identify the mechanism for ambassador selection
- Determine activities or requirements for ambassadors to engage with stakeholders
- Identify criteria for measuring the impact of the *Cybersecurity Careers Ambassadors program*

4. Project Team Deliverables

The team's final deliverables are dependent on the knowledge the project team develops through its iterative process. The earliest deliverables will include an environmental scan to understand the landscape of existing successful ambassador programs. The team will leverage input from the larger Career Discovery Working group and Competitions and K12 COI.

5. Timeline for Project Development (see separate workstream doc for details)

<p>WORKSTREAM 1 April-June 2022 July-September 2022 Sept 2022- Feb. 2023</p>	<p>Sprint 1 complete (examining existing programs) notes Sprint 2 complete (stakeholders, target audience/s, value) docs K12 first target audience Sprint 3 (first round of existing resources inventory)</p>
<p>WORKSTREAM 2 March – Sept. 2023</p>	<p>Sprint 1 Selection Pilot Soft Launch to determine resources and training specs (selection criteria, activities, resources, PR leading up to formal launch) Sprint 2 Recruit Pilot Ambassadors (Round 1) Sprint 3 Intro training for Ambassadors Sprint 4 Formal Announcement about the Ambassador program</p>
<p>WORKSTREAM 3 Starting in 2024</p>	<p>Sprint 1 Brainstorm possible selection criteria, activities, resources, vetting process for 2024 cohort—is this possible or do we need to pass off to another group If application process (DOL apprenticeship program) PRA needed—tap/leverage existing apprenticeship Sprint 2 Metrics of Success (from our cohort 1/pilot program) Adjustments Formal Recruitment (Round 2) Ambassadorship at Full Scale</p>

References

1. **The National Initiative for Cybersecurity Education** Strategic Plan
<https://www.nist.gov/itl/applied-cybersecurity/nice/about/strategic-plan>
2. NICE Implementation Plan
https://www.nist.gov/system/files/documents/2021/09/23/Implementation%20Plan_22Sep2021.pdf
3. Careers Working Group Implementation Plan strategies and indicators of success evergreen document [Objectives strategies actions indicators 121521.docx - Google Docs](#)