



Meeting Minutes
Subcommittee on Public Affairs and Outreach
February 11, 2021
11:00 am – 12:00 pm
Virtual Meeting

Attendance (4/5)

Subcommittee members participating: Sue Rogan (Chair), Dr. Anton Dahbura, Dr. Jayfus Doswell, and Larry Letow.

Staff participating: Howard Barr (Assistant Attorney General & Principal Counsel Office of the Attorney General, Department of Information Technology) and Dr. Greg von Lehmen (University of Maryland Global Campus, staff to the Council)

Meeting Summary

1. The chair confirmed that the subcommittee had a quorum in attendance, welcomed the members, and asked everyone to re-introduce themselves.
2. The minutes for the 06 April 2020 meeting of the subcommittee were unanimously approved after motions duly made.
3. The subcommittee then turned to old business and new business on the agenda.

Old Business.

Ms. Rogan asked if there was any follow-up to the subcommittee's recommendation to involve students from other universities in contributing to the repository, particularly those serving under-represented groups. Dr. von Lehmen mentioned that he had contacted several schools but that no students had been recommended. Dr. Doswell stated that he had strong connections with Morgan State University, Bowie State University, and Coppin University and that he would be willing to leverage his contacts to recruit students to help.

Outcome: Dr. von Lehmen was asked to provide a statement of requirements to Dr. Doswell that he could use in his discussions with the POCs at the three universities.

New Business

Ms. Rogan opened the discussion of subcommittee recommendations or goals for the next two years by recapping the subcommittee's activities over the last two years, highlighting its role in launching the repository and sponsoring the recent webinars with the AG's office on cybersecurity. With respect to the 2021 – 2023 period, the subcommittee made three recommendations to help inform activities under its charter.

Outcome

- I) **Benchmarking:** to consult existing studies on perceptions and awareness of cybersecurity and benchmark the data from year to year.

This goal was suggested by Dr. Dahbura who observed that there are national surveys that could be consulted, including those focusing on small business as well as the general public.

- II) **State Surveys:** to conduct a Maryland specific survey that could validate national studies for Maryland constituencies.

Mr. Letow observed that beyond reviewing and benchmarking national studies there could be a variety of channels for gathering data on Maryland constituencies. These might include piggybacking on field hearings held by US senators and congressman or partnering with organizations formed around particular constituencies. Ms. Rogan stated that MD CASH might be willing to participate and noted the Maryland Consumer Rights Coalition as another possibility. Mr. Letow suggested the chambers of commerce. Dr. Doswell indicated that he would be willing to advise on format, emphasizing the importance of brevity to response rates and the use of the Likert-scaled questions.

- III) **Communication:** to target outreach informed by the findings that emerge from national and Maryland-specific surveys.

Ms. Rogan indicated that MD CASH would be pleased to continue sponsoring webinars. Dr. Dahbura suggested that a speaker's bureau could support the webinars and stated that he could identify individuals to participate. Dr. Doswell asked if the Maryland-specific surveys could include questions about preferred format. He noted that the trend generally is toward shorter, specific, easily consumable information delivered on platforms that are part of people's everyday lives, like Instagram, Twitter, and Tiktok.

Dr. Doswell observed that the concept of citizen cybersecurity could be extended to include the idea of a citizen reserve of qualified individuals to participate in responses to hacks affecting the State. Dr. von Lehmen provided background on the efforts of Senator Lee's subcommittee over the years in this connection and offered to connect Dr. Doswell with her office after the current session.

Dr. Dahbura suggested that each of the goals of the subcommittee should have one or more members responsible for them. Ms. Rogan asked who might be interested in which goals.

Outcome: Dr. Dahbura and Mr. Letow agreed to be responsible for benchmarking and the State survey with Dr. Doswell willing to support. Ms. Rogan volunteered to assume responsibility for communication. Dr. von Lehmen would support these efforts in concert with the members.

To track progress on the three goals, Ms. Rogan suggested that the subcommittee should meet more often. With the members in general agreement, she asked if quarterly meetings were appropriate for this purpose.

Outcome: The subcommittee agreed to try quarterly meetings. The schedule can be adjusted as need be. Ms. Rogan would work with Dr. von Lehmen to propose a set of dates.

There being no further business the meeting was adjourned at 12:00 pm.

[Note: These minutes were approved by the subcommittee at its meeting on April 26, 2021.]