Talk Nerdy to Me - Iowa

Presented By
Kevin Hall – Communications Director
Dylan Lynch – Elections Cybersecurity Specialist
Communicating with the Techies
Cybernavigator Communications
Cybernavigator Program in Iowa

• New iteration of the role
• Directly communicate with County Auditors
  • 99 counties
• Role focus
  • Relationship building
  • Compliance with SOS cybersecurity administrative rules
  • Communicating cybersecurity information, alerts, etc
  • Education on cybersecurity
Cybernavigator Role Overview

• Relationship building
  • Locals
  • State
  • Federal

• Compliance with SOS cybersecurity administrative rules
  • Metaphorical herding cats
  • Building a baseline
Cybernavigator Role Overview

• Communicating cybersecurity information, alerts, etc
  • Relevance
  • Actionable

• Education on cybersecurity
  • Relevance
  • Actionable
Guide to Acronyms in Our Weekly Comms Meeting

- CISA – Cybersecurity and Infrastructure Security Agency (DHS)
- DHS – Dep't of Homeland Security (feds)
- EIS-GCC – Election Infrastructure Subsector – Gov't Coordinating Council
- FC – Fusion Center (Public Safety)
- FinCEN – U.S. Treasury’s Financial Crimes Enforcement Network
- FN – Fiscal Note
- FYSA – For your situational awareness
- HSEMD – Homeland Security and Emergency Mgt (state)
- HSIN – Homeland Security Information Network
- IC – U.S. Intelligence Community
- JFHQ – Joint Forces Headquarters (Nat’l Guard)
- OCIO – Office of Chief Information Officer
- SEOC – State Emergency Ops Ctr (HSEMD)
- SOC – Security Operations Center (OCIO)
Kevin’s Favorite Acronym

• **KISS:**

• *Keep it Simple, Stupid*
Secretary of State Paul Pate: The state of Iowa is committed to protecting your vote

Election cybersecurity remains a race without a finish line, and my team is dedicated to staying ahead in this race.

Paul D. Pate Guest columnist
Lessons Learned

• Build your comms team.
• Don’t talk nerdy!
• Rely on your experts.
• Repeat things, often.
• Build documents and resources from the start.