Summer SE Event 2023

Become a Summer Social Engineering (SE) Event Sponsor

Why sponsor?

Help students understand the **relevance of the human factor and the role of social engineering** in cyberattacks and cybersecurity! Funding this international virtual event will help develop a well-rounded next generation workforce that takes a holistic approach to cybersecurity.

Why does SE matter?

Social engineering (SE) is a technique used by cybercriminals to psychologically manipulate individuals into disclosing sensitive information (passwords) and providing unauthorized access (downloading and executing malware files). SE is used in an assortment of cybercrimes, such as ransomware, scams and frauds, disinformation, etc., and causes numerous harms such as financial loss, recovery and productivity costs, disruption to operations, and loss of reputation. Despite its relevance, SE is downplayed in cybersecurity training and education.

It can be hard to practice SE on someone or an organization as it involves ethical and legal issues. The Summer SE event allows students to experience SE in a safe and ethical way.

We’ve had past successful events with your support!

For more information about supporting the SE Event, please contact care@temple.edu sites.temple.edu/care

This event is part of the education and outreach efforts of NSF Award # 2032292.
According to the Federal Trade Commission, in the “past five years, people have reported losing a staggering $1.3 billion to romance scams... 2021 was no exception – reported losses hit a record $547 million for the year”. In 2022, nearly 70,000 people reported a romance scam, and reported losses hit a staggering $1.3 billion. Social engineering plays an important role across the entire romance scams process, from initiating contact to depleting victims of their finances, emotions, and trust.

THEME: “The CARE Lab Fights Romance Scams”

Temple University’s Cybersecurity in Application, Research & Education (CARE) Lab is challenging full-time high school and college students (aged 14+) to gain first-hand cyberattack and cybersecurity experience by participating in a creative and unique social engineering event! NO TECHNICAL EXPERIENCE IS REQUIRED. Students from all disciplinary backgrounds are welcome!

The CARE Lab has been brought in to help with the skyrocketing numbers of romance scams hitting older Americans. Your team will serve as a CARE Lab representative and engage with both victims and scammers as you work through real-time simulated romance scams.

APPLICATION

We want to see your creative side! You will create a 30 second Public Service Announcement on romance scams. Click here to see some sample PSAs.

LIVE COMPETITION

We want to see your defensive social engineering skills. Students will play the role of CARE Lab employees who are helping community members victimized by romance scams.

The competitions will be held virtually on Fridays, Saturdays, and Sundays, from 9am to 4pm ET. There are three tracks. Graduate: May 19, 20, 21 | Undergraduate: June 2, 3, 4 | High schools: June 9, 10, 11

Orientation date: Saturday, May 13 (virtual) | Closing ceremonies: Wednesday, June 14, 3pm-4pm ET (virtual)

TEAM SUBMISSION REQUIREMENTS

1. Team Name
2. Institution Name
3. Team details: size, full names, email addresses, profile photos, bios, proof of enrollment
4. Faculty advisor details: full name, email address
5. URL of team’s PSA video

PARTICIPATION REQUIREMENTS

1. Parental permission (if under age 18)
2. Code of conduct waiver (agree not to cheat)
3. Media consent waiver (generated audio/visual content can be shared publicly)
4. Pre- and post-event survey

REGISTRATION

Register your team by Saturday, April 29th, 2023 at 12pm ET. Click here for more information.

This event and evaluation are considered research and are part of the education and outreach efforts of NSF Award #2032292
# Sponsor Benefits

<table>
<thead>
<tr>
<th></th>
<th>Bronze: $5K¹</th>
<th>Silver: $10K²</th>
<th>Gold: $20K³</th>
<th>Platinum: $50K⁴</th>
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<tbody>
<tr>
<td><strong>Throughout event</strong></td>
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<tr>
<td>Logo on website</td>
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<td>Social media recognition</td>
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<td>Organization Profile on CARE Lab website</td>
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<td><strong>1-day orientation</strong></td>
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<td>Logo on holding slide during orientation talks</td>
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<td>Attend orientation talks</td>
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<td>3-5 minute promotional video that plays during orientation</td>
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<td>Moderate a panel or breakout session during orientation</td>
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<td>Sponsor a Q&amp;A, an Ask-Me-Anything, or keynote</td>
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<td><strong>Live competition</strong></td>
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<td>Sponsor SME can participate in the event as a &quot;CARE Lab&quot; employee during <strong>ONE</strong> LIVE competition day</td>
<td>X</td>
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<td>Sponsor SME can participate in the event as a &quot;CARE Lab&quot; employee during <strong>TWO</strong> LIVE competition days</td>
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<td>Sponsor SME can participate in the event as a &quot;CARE Lab&quot; employee during <strong>ALL</strong> LIVE competition days</td>
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<td>Prizes for winning teams are presented by sponsor along with sponsor-branded certificates 1st, 2nd, and 3rd place for each level: high school, undergrad, and grad</td>
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<td>Live 1 hour seminar at Temple University or Zoom</td>
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<td>Tour &amp; lunch-n-learn in downtown Philadelphia</td>
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1 Bronze: 1 sponsor spot  
2 Silver: 3 sponsor spots  
3 Gold: 5 sponsor spots  
4 Platinum: unlimited sponsor spots  
Silver, Gold, Platinum: List of student CVs for internships & entry level positions

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sites.temple.edu/care

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Diversity and Inclusion
The CARE Lab’s Commitment to Diversity and Inclusion

Diversity: The CARE Lab has generated a list of 294 organizations that strive to make cybersecurity and STEM opportunities and experiences accessible to underrepresented groups: Women: 103; Black: 54; Indigenous/Native American: 11; Latinx/Hispanic: 16; Asian: 11; LGBTQIA+: 14; Youth: 57; and Disability: 3. The entire list is available here. Since the creation of this page in March 2021, this resource has been accessed over 18K times. We actively work with these groups to promote the events described in this package. Our success for previous events is shown below.

Your sponsorship will allow us to reach diverse and underrepresented groups to better serve their needs.

Inclusion: Conventional CTFs require specific skills that limit participation to students possessing technical skills, such as coding, reverse engineering, hacking, cryptography, and exploitation. However, students across ALL disciplines can engage in our events; no specialized skills are required to participate. Our success engaging various disciplines is shown below.

Our motto is “Cybersecurity is for everyone, and anyone can participate in our events!”

Your sponsorship will allow for a more inclusive approach to cybersecurity education, resulting in training that is easy-to-follow and open to all fields, thus contributing to a well-rounded next generation workforce.

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2021 Metrics and Student Testimonials

Theme: The CARE Lab “hired” student teams to conduct a SE penetration test on the CARE Lab and its employees. The pentest included the areas of OSINT, phishing, and vishing. Teams also submitted a formal report of their findings, including security recommendations.

Website: https://sites.temple.edu/socialengineering/previous-events/se_2021/

“Partaking in this competition was a great experience for me and my team. For the most part we were exposed to another aspect of cybersecurity that is not normally covered in the classes or in most workplaces. So it was quite a learning curve. But overall great experience.”

“Very solid experience, would definitely recommend for cybersecurity professionals to go through competitions like this one.”

2021 SOCIAL ENGINEERING PEN TESTING COMPETITION WINNERS

<table>
<thead>
<tr>
<th>High School: 1st place!</th>
<th>Undergraduate: 1st place!</th>
<th>Graduate: 1st place!</th>
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<tbody>
<tr>
<td>VIMSIA Volts</td>
<td>RCC Cyber Hawks (SUNY Rockland)</td>
<td>Trust Us (NYU Tandon School Eng.)</td>
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<table>
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<tr>
<th>Undergraduate: 2nd place!</th>
<th>Graduate: 2nd place!</th>
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<tr>
<td>Iridescent (University of Virginia)</td>
<td>Team Tay (Abertay University)</td>
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<table>
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<tr>
<th>Undergraduate: 3rd place!</th>
<th>Graduate: 3rd place!</th>
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<tr>
<td>Night Owls (Temple University)</td>
<td>Tell Me Lies (Excelsior College)</td>
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FUNDERS AND SPONSORS

Google
NSF
DUO

CONGRATULATIONS TO ALL THE WINNING TEAMS!

SE Relevance to Cybersecurity Career

Confidence in Being an Effective Social Engineer

Disciplinary Backgrounds of Participants

Race of Participants

Gender of Participants

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Theme: The CARE Lab was hit with ransomware and “hired” student teams to serve as negotiators. Students had to interface with the client and relay their needs when negotiating with the ransomware group. Teams also submitted a formal report of their findings, including security recommendations.

Website: https://sites.temple.edu/socialengineering/previous-events/se_2022/

“This event allowed me to realize that along with the technical components to social engineering, the ‘soft skills’ (persuasion techniques, use of psychology) are also just as important, if not more important. This has also helped give me a boost to my confidence, as I now feel like I do have some of the skills required to be an effective social engineer and have the abilities to further develop my social engineering skills.”

“This event was awesome at showing me how it would be like if I was a social engineer and gave me an excellent opportunity to really see what it’s like. I feel that this event was a great first competition for me and provided me a solid introduction into the world of social engineering.”

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