

2024 SUMMER SOCIAL ENGINEERING EVENT

Engage with us at the Summer Social Engineering (SE) Event!

WHY JOIN US?

Help students understand the **relevance of the human factor and the role of social engineering** in cyberattacks and cybersecurity! Engaging in 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.

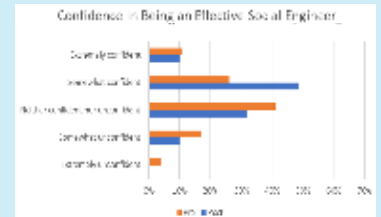
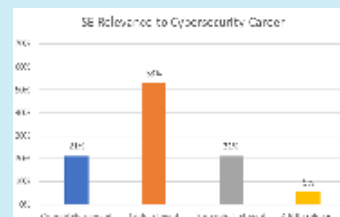
WHO IS THE AUDIENCE?

High school, undergrad and graduate students.

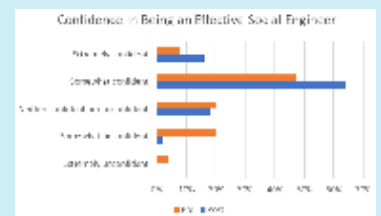
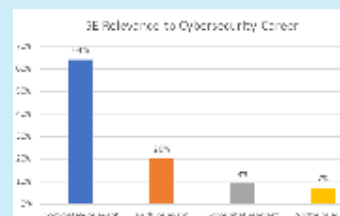
For more information about supporting about supporting the SE event, please contact care@temple.edu or visit sites.temple.edu/care

PAST YEARS' ATTENDEE STATS

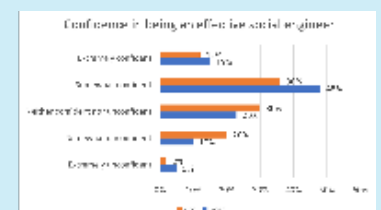
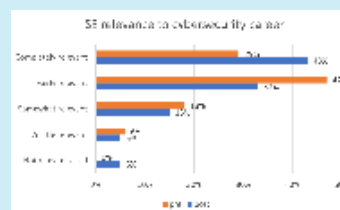
2021



2022



2023



SPONSORSHIP TIERS

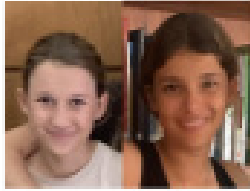
THROUGHOUT EVENT	Bronze \$5K*	Silver \$10K**	Gold \$20K***	Platinum: \$50K***
Logo on website	•	•	•	•
Social media recognition	•	•	•	•
Organization Profile on CARE Lab website		•	•	•
1-DAY ORIENTATION				
Logo on holding slide during orientation talks	•	•	•	•
Attend orientation talks	•	•	•	•
3-5 minute promotional video that plays during orientation		•	•	•
Sponsor a Q&A, an Ask-Me-Anything, or keynote			•	•
LIVE COMPETITION				
Sponsor SME can participate in the event as a "CARE Lab" employee during ONE LIVE competition day	•	•	•	•
Sponsor SME can participate in the event as a "CARE Lab" employee during TWO LIVE competition days		•	•	•
Sponsor SME can participate in the event as a "CARE Lab" employee during ALL LIVE competition days			•	•
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			•	•
Live 1 hour seminar at Temple University or Zoom			•	•
Tour & lunch-n-learn in downtown Philadelphia				•

*Bronze: 1 sponsor spot, **Silver: 3 sponsor spots, ***Gold: 5 sponsor spots, ****Platinum: unlimited sponsor spots.

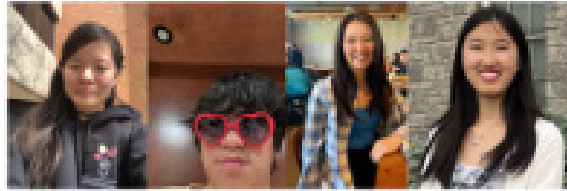
Silver, Gold, Platinum: List of student CVs for internships & entry level positions

2023 METRICS AND STUDENT TESTIMONIALS

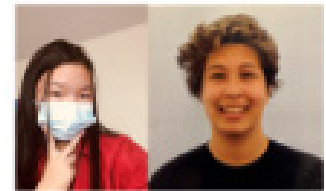
THE WINNERS



1st place
VIMISA

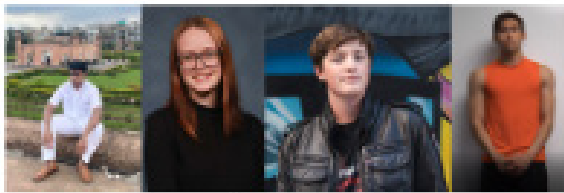


2nd place
Williamsville East High School



3rd place
Glen A Wilson High School

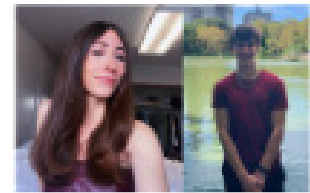
Undergraduate/Graduate Track



1st place
University of Nevada, Reno



2nd place
Western Michigan University



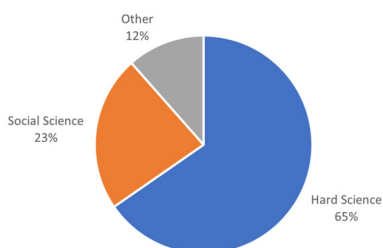
3rd place
Fordham University

THEME

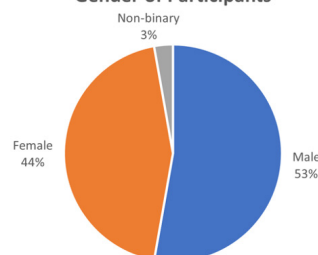
The CARE Lab is helping an elderly victim of a romance scam, and “hired” student teams to serve as “fraud fighters”. Students had to interface with the victim to understand the current situation and interact with the scammer to find scam evidence. Teams submitted a formal report of their findings, including recommendations for the victim.

Website: sites.temple.edu/socialengineering/previous-events/2023-2

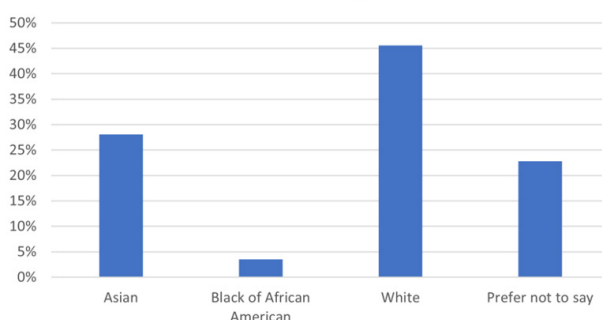
Disciplinary Background of Participants



Gender of Participants



Race of Participants



“Participating in social engineering events helped me to increase my awareness of common social engineering tactics and how to defend against them. This can include identifying and responding to phishing scams, recognizing and avoiding social engineering attacks, and understanding how to protect sensitive information from social engineering threats.”

“This event taught me the fundamentals of social engineering. My confidence and abilities were improved upon as we digested course materials and strategized as a group. After each part of the competition, we went over things we did well and what we wanted to improve upon. We really dedicated our time which seemed to pay off in overall understanding.”

-2023 participants



DIVERSITY, EQUITY AND INCLUSION

The CARE Lab's Commitment to Diversity, Equity and Inclusion

DIVERSITY

The CARE Lab has generated a list of 207 organizations that strive to make cybersecurity and STEM opportunities and experiences accessible to underrepresented groups: Women: 93; Black: 41; Indigenous/Native American: 9; Latinx/Hispanic: 10; Asian: 11; LGBTQIA+: 9; and Youth: 34

We are actively working with these groups to promote the events described in this package. We have also shared this list with the wider community via our website: sites.temple.edu/care/owl. We hope that other engage with these communities for research, education, and other outreach efforts. Since the creation of this page in March 2021, this resource has been accessed **over 10K** times.

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

EQUITY

Our events do not require special tools or labs, resulting in low entry costs. Smaller universities, colleges, and high schools often struggle financially, and may not be able to purchase equipment to develop cybersecurity course projects. Our events can be implemented in high schools, 2-year, and 4-year institutions with little to no cost and free training via the CARE Lab.

Your sponsorship will allow us to keep education and training outreach efforts free for students and educators, and make it easy to incorporate creative, safe, ethical and fun experiential learning projects.

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. 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-round next generation workforce.