Dan Grooms discusses the Veterinary Diagnostic Laboratory with Emma Schulte of Legislative Services Agency

Ray Schmidt, founder of Farm Story Meats, talks with Rep. Dave Williams

Rep. Eddie Andrews visits with Taimoor Islam and Joshua Boateng of the Agriculture and Rural Communities (ARA) Wireless Living Lab

Sarah Canova hands out ice cream from the ISU Creamery
#16 in the Nation for Research

- Out of 496 universities without human medical schools
- FY21 Record External Funding: $559.1 million
  - Grants and Contracts: $231.1 million
    - $30.2 million from NSF
    - $30.1 million from USDA
    - $47.2 million from DOE
    - $23.1 million from industry

Source: National Science Foundation Higher Education Research and Development
Distinguished Honors

National Academy of Engineering

Sarah Rajala
Former Dean of the College of Engineering, Professor Emeritus of Electrical and Computer Engineering

Al Myers
Founder and President, Ag Leader Technology, Inc., Iowa State University Honorary Doctorate of Science
Distinguished Honors

National Science Foundation CAREER Awards

Tichakorn (Nok) Wongpiromsarn
Assistant Professor of Computer Science

Thomas Iadecola
Assistant Professor of Physics
Wilhelm’s Way: The Inspiring Story of the ISU Chemist Who Saved the Manhattan Project

March 7, 6 PM
Sun Room, Memorial Union
THOMAS L. HILL
ISCORE
IOWA STATE CONFERENCE ON RACE AND ETHNICITY

Virtual Preconference | March 2
In-Person Conference | March 4

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Where We Fit

CIO
Kristen Constant

Information Security
Rich Tener
Services we provide

- Forensic investigations (VPR, UHR)
- Electronic discovery and public records requests (for Univ Counsel)
- PCI, GLBA, and HIPAA Compliance
- Research information security plans
- Vendor (software and cloud service) security reviews
- Vulnerability assessments (systems and apps)
- Firewall change and public IP request reviews
- General security consulting
- Security education for students and employees
- DMCA complaint handling (students sharing copyrighted content)
Behind the scenes – Incident Response

• Network intrusion detection
• Phishing response
• Malware detection and analysis
• Blocking malicious sites (here-be-dragons warning page)
• Vulnerability scanning (external + internal)
• Monitoring dark web for reused and leaked Net-ID passwords
• Monitoring Okta for someone other than you trying to use your password
How to contact us

To report phishing, please use the button in Outlook to do this
• Outlook Web: Junk (button) -> Report phishing
• Outlook App: Report Message (button) -> Phishing

security@iastate.edu
• Report a security incident
• Request services
• Ask a security-related question or ask for security advice
Newsworthy security topics
Ransomware

• 14 of 16 U.S. critical infrastructure sectors were hit
• Colonial Pipeline shut down for 6 days causing fuel shortages
• JBS (processes 20% of US meat)
• Kaseya – 1500 businesses hacked and ransomed
• DMACC cancelled classes for 2 weeks in June 2021
• Numerous others...
Ransomware tactics

• Compromise the victim company (phishing, malware, exploits)
• Identify important data
• Identify backups of that data
• Delete the backups
• Encrypt the data
• Extort the victim for money to decrypt it
• Bonus: exfiltrate a copy of the data and threaten to release it publicly
What we are seeing

...and tips on how to keep yourself secure
Impersonation attacks

• We receive an average of 1 impersonation attempt per day

• Inspect the sender email address

----Original Message-----
From: Wendy Wintersteen <officep31@gmail.com> Public email domain
Sent: Friday, July 19, 2019 1:20 PM
To: [Redacted]
Subject: Availability Request

I’ll need you to complete a task for me discreetly, let me know if you are available.

Regards,
Wendy

• Don’t buy gift cards without calling the requestor first
Phishing attacks

• We block 9500 phishing and spam emails each day
• We respond to an average of 4 phishing attempts each day (that don’t get auto-blocked)
• Click links, but be mindful of what happens next
• If you end up somewhere unexpected or are asked to do something unexpected, let us know
• Don’t enter your password into a non-iastate.edu site
Examples of phishing sites

Sign In
Because you're accessing a sensitive file, you need to verify your identity.

EMAIL

PASSWORD

SIGN IN

Enter password

Forgot my password

Sign In
Don’t let your MFA get phished

• We require MFA for all employees
• MFA mitigates the risk of a password being stolen
• If you get an Okta push message and you didn’t log in to anything, say "No, It’s Not Me"
• If you are sharing access to a Net-ID, I’ll help you setup a better way to share MFA.
Unsolicited Microsoft Word docs

- Often uses the pretext of an unpaid invoice
- Embedded macros will hack you
- Don’t enable content or editing
- You can safely preview these in Outlook Web
- You can also copy to OneDrive and safely open there
- We block 130 malicious attachments each day
- We block an additional 10 pieces of malware on endpoints each day
Install software updates

• MacOS System Preferences, App Store, and Windows Update will tell you when you need to install updates
• Install them quickly!
• Some apps may also use native MacOS and Windows notifications to inform you about updates
Watch out for fake software updates

• They’ll lure you to install malware
• They always appear in a browser window
Questions?
Strategic Relations and Communications supports Iowa State University’s mission by sharing the university’s story of innovative research, teaching and extension. We provide communication and branding guidance and produce content to advance the priorities of the university and demonstrate how Iowa State is making Iowa and the world a better place.
Strategic Relations and Communications Today

- University Marketing
- News Service and Media Relations
- Internal Communications: *Inside Iowa State*
- Central Website and Social Media Channels
- University Photographer
- Strategic Communications
Planning and Approach

Approach

• **Integrated approach**: branding, marketing & communications
• Strengthening **alignment** and **collaboration**
• Serving as a **central hub** for university communications/marketing

Focus

• Support **strategic communications** needs
• Strengthen the university’s **reputation**
• Enhance and **differentiate** the **ISU brand**

Strategic Resource Planning

• New position filled — **Strategic marketing and branding manager**
• Key **collaborations**, strengthened **networks**, **resource sharing**
Key Project Updates

• ISU Day at the Capitol
• Innovate at Iowa State
• Start Something
• University Website
• Strategic Communications Project Collaborations
• Innovation Video Series
ISU Day at the Capitol 2022 – Innovation for Iowa
Innovate at Iowa State

2020-2021

• Launched pre-COVID: student focus – strong on-campus presence
• Integrated with COVID response – commercial; news stories
• Inside Higher Ed/Chronicle of Higher Ed media campaign
• Completed business leader research
Innovate at Iowa State

2022

• New commercial highlighting collaborative spirit of innovation through the lens of the Student Innovation Center – in development
  o Targeting higher ed leaders nationwide
  o Targeting business leaders in-state
  o Airing March – May 2022
• Digital/social media, geo-fencing, connected TV, billboards, banners, signage
• Integrated content
"The Start Something network will be an important means of positioning the university as a go-to place in higher education for experiential learning, collaboration and instilling an entrepreneurial mindset focused on problem-solving."

- President Wintersteen, Inside Iowa State October 21, 2021
University Website

Project charge:

…reimagine a web presence that serves as a critical component of our recruitment strategy focused primarily on new student admissions…

Convey student experiences that differentiate ISU:

• A welcoming community that feels like home
• Taking pride in the opportunity to address practical challenges
• The excitement of seemingly limitless opportunities for innovation, research and hands-on learning

Additional goals:

• Ensure mobile-first design and accessible design
• Provide resources/support for a cohesive look across units
• Providing other audiences pathways to explore and engage
University Website

Process

- Partnership between SRC, Admissions and ITS
- Full time project manager – Erin Rosacker; managing our partner, idfive

Phase I: Primary target audience – Research and design concepts completed
- Interviewed students, sr. leaders, deans, admissions, communication leaders
- Examined current website analytics
- Developed initial proposed design concepts
- Conducted usability testing via ISU Digital Accessibility Lab

Phase 2: New web presence and pathways for other audiences – stakeholder interviews in process

Internal outreach with various groups is underway

Target launch date for central website: July 2022
Strategic Communications Projects and Collaborations

Serving as a **project contributor**
- Partnering with **Admissions** to develop new **student recruitment** campaign
- Serving on the **Big XII Brand Committee**

Serving as a **project leader**
- Reputation-building effort with campus communication leaders – Spring 2022
  - **Innovation and entrepreneurship**
  - **Research** powerhouse
  - **Serving Iowans**
    - Addressing current and future **workforce needs**
- Exploring **new flagship publication** for ISU: President, Alumni Association, ISU Foundation
- News Service **Innovation at Work** feature stories series to launch this spring
- The President’s **Innovators of Iowa State** video series launch
Innovators of Iowa State
Thank you for your continued partnership and support.
President’s Council

March 1, 2022