

Integrated Marketing and Community Engagement Plan

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Marketing and Community Engagement

IDSL 870

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Internal Marketing and Engagement Plan

The purpose of this paper is to present my final project for this course; namely, to define a marketing or community engagement challenge, in my case, facing my division of the institution. As Vice President and Chief Information Officer, I lead the Information Technology Division of Schoolcraft College, in Livonia, Michigan. The Information Technology (IT) department provides students, faculty, and staff, with IT services and systems. These systems are underutilized due to insufficient communication with consumers which inhibits awareness and availability. In response, I propose to create an integrated marketing program aimed at educating faculty, staff, and students about the availability and benefits of the services and systems Information Technology offers.

To that end, my responsibility includes providing a solid technical infrastructure while assuring that all user stakeholders can access and understand how to use all available systems and services. Providing customers with information about the experience and reputation qualities of services and systems relates to brand equity--the value that the customer ascribes to the brand (Mourad, Ennew,& Kortam, 2010, p. 403). The Schoolcraft IT brand is embedded within the department mission statement, "We enable work." To assess Schoolcraft IT's brand equity, I enlisted Schoolcraft's Research and Analytics Group to perform an Information Technology Satisfaction Scorecard Survey (Schoolcraft Research and Analytics, 2019).

Background/Situation Analysis – The Information Technology Satisfaction Survey

The Information Technology Satisfaction Scorecard Survey was created and distributed amongst College administrators, including the President, all Directors, Deans, Associate Deans, and Administrators who are familiar with IT systems and services, and could rate successful use by members of their organizations to inform the results of the survey. The survey results comprise the basis for the project background, situation analysis, and problem statement.

Twelve categories of service were evaluated from various perspectives related to three attributes: needs, execution, and communication. For the purposes of this marketing and engagement project, I will focus on the communication attribute. In the final report, the results of the 2019 survey were compared to the results of a similar survey from 2017. Additionally, an NPS (Net Promoter Score) was collected revealing a drop from -33% in 2017 to -5% in 2019. The Communication rating increased from 56% in 2017 to 66% in 2019. The communication score reflects the percentage of respondents who believe that IT communicates with them effectively, provides updates on data requests, and keeps them and their departments well informed. The score of 66% is unsatisfactory and should reflect, at a minimum, a score in the high seventy percent range.

Secondary Research –Current Avenues of IT Communication to Stakeholders

Although the scope of this project does not lend itself to the use of the broad population demographic scans referenced in earlier assignments, several demographic facts are relevant. In general, members of staff, and particularly faculty, are less technologically astute than the students they serve. This lack of familiarity and adeptness with modern technology causes a certain degree of angst amongst the faculty as they struggle to use the technology students have come to expect in the classroom and in their daily lives. Examples include, opting not to use the Blackboard LMS, or electronic gradebook in favor of more familiar resources such as PowerPoints and hardcopy record keeping books. Given the exponential growth of online and distance learning (Falk, 2010, pp. 19-20, Turner, 2019-2, Schoolcraft College Research and Analytics, 2018-Sept. 2019) it is imperative that faculty and staff become knowledgeable and comfortable with modern technology and its uses in the classrooms. The program proposed in this paper can assist in improvement of this endeavor.

Demographics role is minor but still informs us on the makeup of our faculty and staff. Schoolcraft serves Livonia and draws from south eastern Michigan with an aging population dominated by white 55-64 year old and a declining traditional age bracket of 18-24, with a median income of \$75K to \$99.9K, where homes are predominantly owner occupied, and education level is predominantly high school with some college/university degrees (Gale Cengage Learning, 2018 and Turner-1, 2019). The Schoolcraft Research and Analytics (SCRA) group's research shows that, Schoolcraft's marketing efforts should focus on 3 psychographic profiles; namely, Aging of Aquarius, Suburban Attainment, and Urban Survivors profiles (Turner-1, 2019 & SCRA, 2019). Schoolcraft's has a good community relationship with recent millage support of 70%+ (Jeffress, C. personal communication, September 20, 2019).

Following a review of the IT Satisfaction Scorecard survey results administered in 2017, several action items were implemented to improve IT service communication to college stakeholders. First off, we have created numerous IT newsletters highlighting different aspects and resources within the IT Department. These include Learning Management System--Blackboard®, Student Information System--Ellucian® Colleague™, and the IT New Technology Alert originating from the office of the CIO. The "Blackboard Newsletter" relays the latest information regarding our learning management system including upgrades, new modules, instructional how-tos and more to college stakeholders. The "Colleague Newsletter" references our College's ERP (Enterprise Resource Planning) system, also referred to as the Student Information System. The ERP system has underwent significant changes over the last five years including a new "self-service" user interface and migration from a 40-year-old flat-file database to the Microsoft SQL Server modern relational DBMS (Database Management System). Both changes present a significant learning curve for users as well as major workflow and process changes. Lastly, a "New Technology Alert" Newsletter from the office of the CIO covers a wide

variety of topics from Cyber Security Awareness Training with Phishing campaigns to Virtual Desktop technology, Windows 10 features, privacy practices, FOIA, and more.

In addition, in an effort to promote customer satisfaction, an IT-staffed process has been implemented which includes a personal follow-up call to every faculty and staff member who has initiated an IT help request ticket. A member of the CIO office staff reaches out to respondents once their tickets have been closed and asks three critical questions 1) IT was to perform this specific request for you, correct? 2) Was the request fulfilled to your satisfaction? (if 'no,' the request is automatically re-opened). 3) Is there anything else IT can do for you at this time? The results of these calls are reviewed during the CIO's regular weekly staff meetings.

In the last year, we have implemented "Listening Sessions." Throughout the year, faculty and staff are invited to participate in a short series of presentations addressing recent IT developments and improvements across campus. During the presentation, audience members physically present and online, via live streaming and chat sessions, have the opportunity to ask questions about the topics. These sessions have been well received, and the department is planning to continue and expand their function in an effort to improve the IT Satisfaction Scorecard ratings. To improve communication scores and create brand equity and loyalty to be examined and shaped by the "what business are we in?" perspective.

Analysis of Relevant Findings

The type of analysis used in this case is based upon Levitt's (1960) paper, "Marketing Myopia," which asks us to consider, "what business are we really in?" to assure that we understand what our customers/stakeholders are really expecting from Schoolcraft College's Information Technology Department. Additional interviews were conducted which focused on customer satisfaction rather than the current products, services, or tools offered by the College.

These interviews with faculty and staff have revealed that accessibility and knowing where to find information, is more of an issue compared to awareness of what information and assistance is available. The analysis further reveals the need for regular follow-up reminders to staff and faculty about what services are available, where they are located, and how to use them. This information, though initially conveyed and understood by stakeholders, was “not at the fingertips” and thus, necessitated subsequent refreshers (Alec Thomson, personal communication, September 29, 2019).

Early feedback from the IT staff regarding this type of marketing communication project, including the Tech Support and LMS help desk team members and executive staff, includes making all current collateral, newsletters, listening session recordings, recently updated campus technology handbook, and more communication assets centrally located and accessible.

Goal Statements – Improve Communication Regarding IT Services to its Stakeholders

Given the elements included in the 2018 IT communication plan, it appears the continued low score on the 2019 IT satisfaction survey for communication is an issue of awareness and/or accessibility regarding IT systems and services communications. Another possible cause may be related to how these elements are all woven together to make up the Schoolcraft IT brand.

The brand improvement project proposed will focus on developing a marketing campaign that has a consistent message and unifies communication regarding all systems and services in such a way as to improve the brand equity in the “We Enable Work” brand with a focus on improving the IT Satisfaction Scorecard score in the area of communication. Another goal is to improve the reliability of the use of in-classroom technology; specifically, access to class session content by faculty. This campaign could take on several forms; posters, videos, events (like targeted and scripted listening sessions), and other forms of collateral. The goal of the campaign is to consistently make the brand focused IT systems and services easily recallable in the minds

of all stakeholders. This will help them instinctively remember how to get information about systems and services and make the choice to use them automatic.

Strategy Statements: Improved Communication to Information Technology Stakeholders

To create better awareness and access to IT systems and service related communications, a means is needed to have a persistent, “at your fingertips” method to have information be obvious and immediately accessible without being obtrusive. In this way, anytime a stakeholder needs information about IT systems and services they will not have to go looking. Another facet of this strategy solves a persistent problem on campus; namely, faculty frequently have difficulty getting lesson assets they have created to load properly on the in-classroom technology.

Marketing Tactics: Improved Communication via Mouse Pads, Jar Openers, & USB drives

The source of the difficulty with faculty reliably loading lesson assets can be attributed to inexpensive, substandard, USB hard drives being used by faculty in the classroom. Faculty independently purchase these inferior products to use with their in-classroom technology only to experience failure due to incompatibility. To address this issue, the plan is to provide faculty with a free, 16Gb USB drive, branded with *Information Technology* and *We Enable Work*, which has been fully tested and proven to work reliably on all campus classroom technology systems. See Figure 1. Additionally, the USB drive will come conveniently preloaded with a full catalog of IT communications and manuals. We are confident that this approach will eliminate disruptions to students and faculty resulting from hardware incompatibility issues as well as provide them with a library of IT resources on a convenient drive they can carry at all times. The full catalog of IT communications to stakeholders will be available on our central file server share



Figure 1: USB drive with IT Communications Catalog.

folder—M:/FAQ/Information Technology. The content of the central file server share folder (M:/FAQ/Information Technology) and the USB drive will include:

<p>2019-2020 Utilizing Technology at SC.pdf (Technology Handbook – See Appendix A)</p> <p>Newsletters</p> <ul style="list-style-type: none"> Blackboard & Help Support Newsletters (Total of 18 see example in Appendix B) Colleague and WebAdvisor Newsletters (Total of 15 see example in Appendix C) Research and Analytics Data Bites (Total of 17 see example in Appendix D) Technology Alert Newsletters (Total of 18 see example in Appendix E) <p>IT Listening Sessions</p> <ul style="list-style-type: none"> Information Technology-Listening Sessions.docx (MS Word) IT Listening Session 1.mp4 (Video) IT Listening Session 2.mp4 (Video) IT Listening Session 3.mp4 (Video) IT Listening Sessions Presentation 2019.pptx (MS PowerPoint) <p>Wifi - Schoolcraft College.html (Web Page Address – How to use SC WiFi)</p>

Table A: Schoolcraft College Listing of IT Communications to Stakeholders

The next tactic used to create the “at your fingertips method” for the information to be obvious and immediately accessible, without being obtrusive, is to create a Schoolcraft College Information Technology branded mouse pad and jar opener with the path to the central file server share folder printed on it (M:/FAQ/Information Technology), See figure 2 below.



Figure 2: Schoolcraft College Information Technology branded mouse pad and jar opener with path to catalog.

ISSUE **16** YEAR 2019

INFORMATION TECHNOLOGY **New Technology Alert**

Welcome Back!



Faculty—coming soon... You will be receiving an IT approved, preloaded USB drive



Please be sure to pick up the following during the Welcome Back:

- Mouse Pad
- 
- AND-
- Jar Opener

Questions?

- For previous volumes, see [New Technology 2017-2018](#) in Web Advisor.
- Help Support, contact Susan & Deb, 734-462-4615.
- Computer Technical Support, contact IT Help Support Line, ext. 4510.



The IT Department Welcomes Faculty Back for the 2019/2020 School Year!

“We Enable Work!”

The IT Department would like to extend a warm welcome back to our faculty and staff for what promises to be another exciting and progressive school year.

In the spirit of our mission, we are dedicating this volume to the various tools which the IT Department has put in place to enable faculty and staff to stay abreast of what’s happening throughout the College.

USB Drive

Each Faculty member will receive an IT approved, USB drive. The USB drives have been tested and are compatible with campus workstations. Each USB drive has been preloaded with valuable, IT-related resources, including:

- ✓ Technology handbook
 - Utilizing Technology at SC
- ✓ Newsletters (past and present):
 - New Technology Alerts
 - Blackboard and Help Support
 - Colleague and WebAdvisor
 - Data Bites
- ✓ Listening Sessions
 - IT sessions
 - KPI Presentations - Research and Analytics

Staff can access the information at M:\FAQ\Information Technology

Wireless Infrastructure Roll-Out Dates

Below is the schedule of when contractors and IT engineers will be in the different building for the wireless project.

Be assured that contractors and IT engineers will avoid access to faculty offices during office hours whenever possible, and completely avoid in-session classrooms.

Building/Center	Start Date (Week/Monthing)	End Date (Week/Monthing)	Outlier to New Weekend Date
Liberal Arts	8/5/2019	8/9/2019	TBD
ATC/STC	8/19/2019	8/22/2019	TBD
Children's Center/Orch	9/5/2019	9/14/2019	TBD
Library/Sport's Dome	9/13/2019	9/20/2019	TBD
Physical Ed	10/7/2019	10/22/2019	TBD
Service Building	10/21/2019	10/25/2019	TBD
Biotech	11/4/2019	11/8/2019	TBD
Forum	11/18/2019	11/21/2019	TBD

LastPass

Faculty and staff now have access to LastPass, a password management system centered around data privacy and designed to be easy, secure and reliable. See Volume 14 for details on how to sign up.

New Email Audit Requirements

Be sure to read the “Special Edition” Technology Alert (included on the USB drive) to become informed about new audit requirements regarding college email retention and disposal. Also, you will notice a new “CAUTION” banner accompanying all emails received from senders outside of Schoolcraft to aid you in detecting phishing scams.

Reintroducing the Upgraded SC Mobile App

Volume 15 of the Technology Alert will reintroduce an upgraded version of the Schoolcraft Mobile App which allows both present and potential students to utilize their personal mobile devices to access many of the services the college provides.

Figure 3: Welcome Back Breakfast IT newsletter featuring IT Communication Aids.

The next tactic is to distribute a special New Technology Alert newsletter describing the availability of these aids to stakeholders at the Fall 2019 Welcome Back Breakfast.

This newsletter describes the mouse pad and jar opener aids as well as other technology communication. These newsletters were personally handed out along with the mouse pads and jar openers at a table attended by IT help staff. This gesture created good-will with faculty and provided them with immediate access to all IT system and service communication material; making the classroom experience more informative and reliable.

Further tactics will be to work to place links on the Website, entries in the website search knowledge base, a chat bot like entry for the website “big green ‘have a question?’ button,” posts on the Schoolcraft social media channels, links on the splash pages for the Blackboard LMS and the Colleague SIS, and attendance and presentations at other department staff meetings regarding IT related issues and services (Cheryl Hagen, personal communication, September 10, 12, 2019). The intent is to immerse the Schoolcraft College Information Technology stakeholders in communication on how to access and use IT systems and services that is wherever a stakeholder may look for it and have the information inescapable.

Conclusion

Brand and reputation management is managing between external perception and internal reality (Gibbs, Maringe, 2008, p. 145). The value of a strong brand is that it creates customer preference and loyalty. Creating a great experience and college brand depends not only on core value creation with academics, but also on stakeholder experiences with all supporting value-creating activities. (Pinar, Trapp, Girard, Boyt, 2010, pp. 724, 735). Therefore, the Schoolcraft IT marketing campaign not only informs and provides access and availability to the systems and services information, but creates brand value to the stakeholders as well.

Knowing where to find information is one of the oldest issues in existence when utilizing information technology. The responsibility of end users is to become technically competent and the responsibility of those providing those systems and services is to compensate for when end

users fail at their responsibility. In the end, knowing end users habits and patterns is key to providing communication and instructions they need, where and when they need it. USB drives, mouse pads, jar openers and other e-enabled methods is the answer in this case. The hope is these efforts will result in a substantially improved IT Satisfaction Scorecard rating for communication in 2020.

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Appendix A – Utilizing Technology @ Schoolcraft College – IT Services Handbook



Appendix B – Blackboard & Help Support Newsletter Sample

Help and Blackboard Support

Schoolcraft College Information Technology Spring 2019

Help & Bb Support Who are We?

Did you know that **"Help and Blackboard Support"** aka "Deb & Susan" has grown? We have a new Blackboard System Administrator, Alan Parsons. Alan is excellent at troubleshooting and providing solutions to many of the issues we encounter with Blackboard, we are excited to have him on our team.

We would like to remind you that the "Help" in our title means that we not only support your Blackboard needs but also general items such as: password resets, Web Advisor, Office, Grading, and Rosters.

Contact Help and Blackboard Support at our main line x4615 or email us at bbsupport@schoolcraft.edu and we are glad to help.

Susan ~ Deb ~ Alan

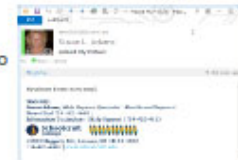
Personalize Your Email



Want to make your email a little more personal? Add your photo to your email. This can be accomplished in a few easy steps.

From Web Browser

1. Begin at: <https://webmail.schoolcraft.edu>
2. Log into Webmail
3. Click on Avatar/Picture Place holder in Upper Right Corner
4. Click on Change
5. Click on Upload Photo
6. Click on Save



Current Blackboard Instructors: Course Request

We are accepting requests for Spring 2019

1. To request a Blackboard shell for your on-campus course; follow the directions below:
Go to <https://bbadmins.schoolcraft.edu/bbrequest>
2. Login using your Network Login
3. Click on the Course Request Form tab
4. This will bring up a list of your classes
 - a. Check the box next to the course you would like created on Blackboard
 - b. Click the RTT box, if want your course created using the RTT.
5. Click Save to submit your request to Blackboard Support.

****Note: It takes 24 hours for this database to synchronize with the Colleague Database. So when you "pick-up" an additional course it will take 24 hours for the web submission system to receive that information.**



Blackboard No Longer Supports Internet Explorer

On March 15, 2019 we performed updates to Blackboard.

As a result, it rendered Blackboard incompatible with Internet Explorer. When we reached out to Blackboard Inc. they stated that as of January 2019, Internet Explorer was no longer compatible with Blackboard and may not perform as expected.

Anyone attempting to access Blackboard using Internet Explorer will see a "Warning". The warning will suggest to use a different browser.


Blackboard Bb Grader App End of Life



The following is a message from Blackboard Inc. Bb Grader will be removed from the Apple App Store and support will cease to service on March 29th, 2019 in all markets. This discontinuation furthers the progress we've made across our product portfolio to simplify, consolidate, and promote our next generation solutions.

As a part of our commitment to delivering a portfolio of high-quality products to help our clients thrive in a complex and changing educational environment, we've planned a robust roadmap that continues to build upon the grading capabilities already available in Blackboard Instructor to provide instructors the best classroom experience while on the go.

Appendix C – Colleague and WebAdvisor Newsletter Sample



EMS

As you may have heard, Schoolcraft College is rolling out a new software package called Event Management System (EMS) which will take the place of several "Facility Use" Options on the SC Intranet. The VisTaTech and Schedule Builder EMS Implementation Team has worked hard to get EMS ready for:

- Room Availability Lookups
- VisTaTech Events
- MSCH Room Bookings

Multiple training sessions have already been offered with more on the way for MSCH users and Schedule Builders. We're shooting for a Go Live Date of Monday, March 18th. Watch your email for more specific information in the coming weeks.

Moving critical applications off the Intranet, in this case with EMS, is an important part of the SQL conversion plan.

M:\Colleague\Links

Your resource for up-to-date Colleague & WebAdvisor related links!

- ▶ Colleague WebUI
- ▶ WebAdvisor
- ▶ SC Intranet
- ▶ Informer Reporting
- ▶ SC Reporting Services
- ▶ Test links

TRAINING MATERIALS

The "Colleague UI-Getting Started" document is sent to all new Colleague users. This document and many others are available here:

[M:\Colleague\Training Materials](#)

SC REPORTS "ERROR MESSAGE"


SC Reports uses ODS as it's data source (further explanation of ODS data below). A short transform runs each day around noon, which may cause the database to be temporarily unavailable. If you see this message, it means the update process is running and you can try again in approximately 10 minutes.

Home > Budget Summary Report by Budget Center (YGLB)

An error has occurred during report processing. (rsProcessingAborted)
 Cannot create a connection to data source 'ODSDATADB'. (rsErrorOpeningConnection)
 Cannot open database "ODSData" requested by the login. The login failed. Login failed for user 'ISReports'.

As a reminder, ODS (Operational Data Store) is a copy of Colleague data transferred to a server outside of Colleague. This allows us to use other tools, like SC Reporting Services, to slice and dice the data in ways that Colleague cannot. The ODS is only populated with data necessary for reporting (not 30 years of Colleague data) which makes it faster to search. It's important to remember ODS is not real-time data. It may be a max of 18 hours old, depending on the time of day you're running a report.

WELCOME MICHAEL!



Please join us in welcoming Michael Gibbs as the new ERP Systems Administrator! Michael has an impressive troubleshooting and Colleague background, having spent over 20 years working in Information Technology, 10 of those years in higher education. We are happy to welcome him to Schoolcraft and to our team!

Colleague User Group (CUG) Update

During the final meeting of 2018, an open discussion occurred to determine whether to continue with the bi-monthly meeting given the small number of attendees and lack of participation. A majority of the attendees believe the meetings provide value resulting in the creation of a subcommittee to evaluate how to move forward. The subcommittee's first accomplishment was the creation, distribution and analysis of a Google Forms survey. This survey provided some interesting feedback regarding meeting frequency and length, preferred theme of Colleague presentations, IT status updates and group status updates. Some key takeaways from the survey:

1. Group was evenly split between bi-monthly (1.5 hours) and monthly (1.0 hours). Initially we will try a monthly approach.
2. Overwhelming support for a time-line based presentation approach where departments identify where they contribute to the flow of information moving through Colleague. Presentations will be organized based on this flow.
3. Sprinkle in presentations to expose the group to new Colleague features such as EMS and Student Planning.
4. IT Status Update.
5. Group Status Update.

The March meeting will be primarily focused on conducting an open workshop to establish each department's key points in the time-line of the Colleague data flow. Since the subcommittee is proposing a monthly-one hour meeting approach we will need to establish a somewhat rigid agenda. To that end part of the meeting time will be used to discuss proposals to keep the meeting moving forward. Leading up to the next meeting the subcommittee will be reaching out to all Schoolcraft departments with a connection to Colleague to hopefully obtain a commitment to provide at least one representative. If you are interested in attending this meeting and were not contacted please reach out to one of our subcommittee members.

Joe Czapiewski

Rena Yuzon

Ashley Garringer

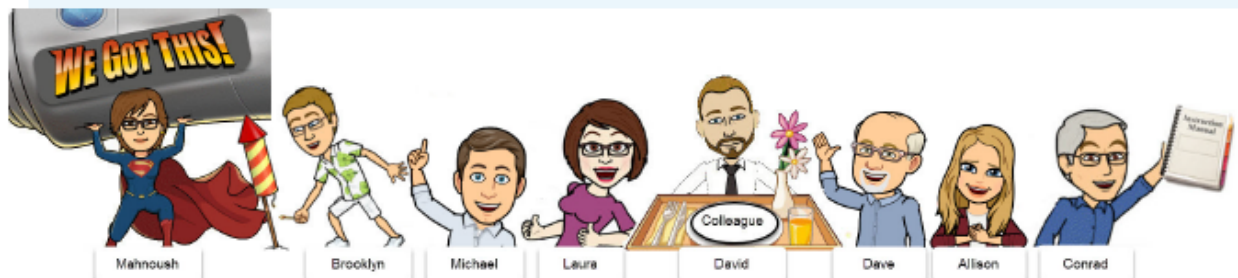
Scott Spaman

ELLUCIAN CUSTOMER CARE CENTER

Ellucian launched the NEW Ellucian Customer Center on February 25th.

The Customer Center replaces the current Ellucian HUB, providing an improved navigation model and overall customer experience. Check out the getting started information, including information videos and FAQ document: <https://www.ellucian.com/newcustomercenter>

ALL Colleague users are encouraged to create an account and use the Customer Center resources provided by Ellucian.



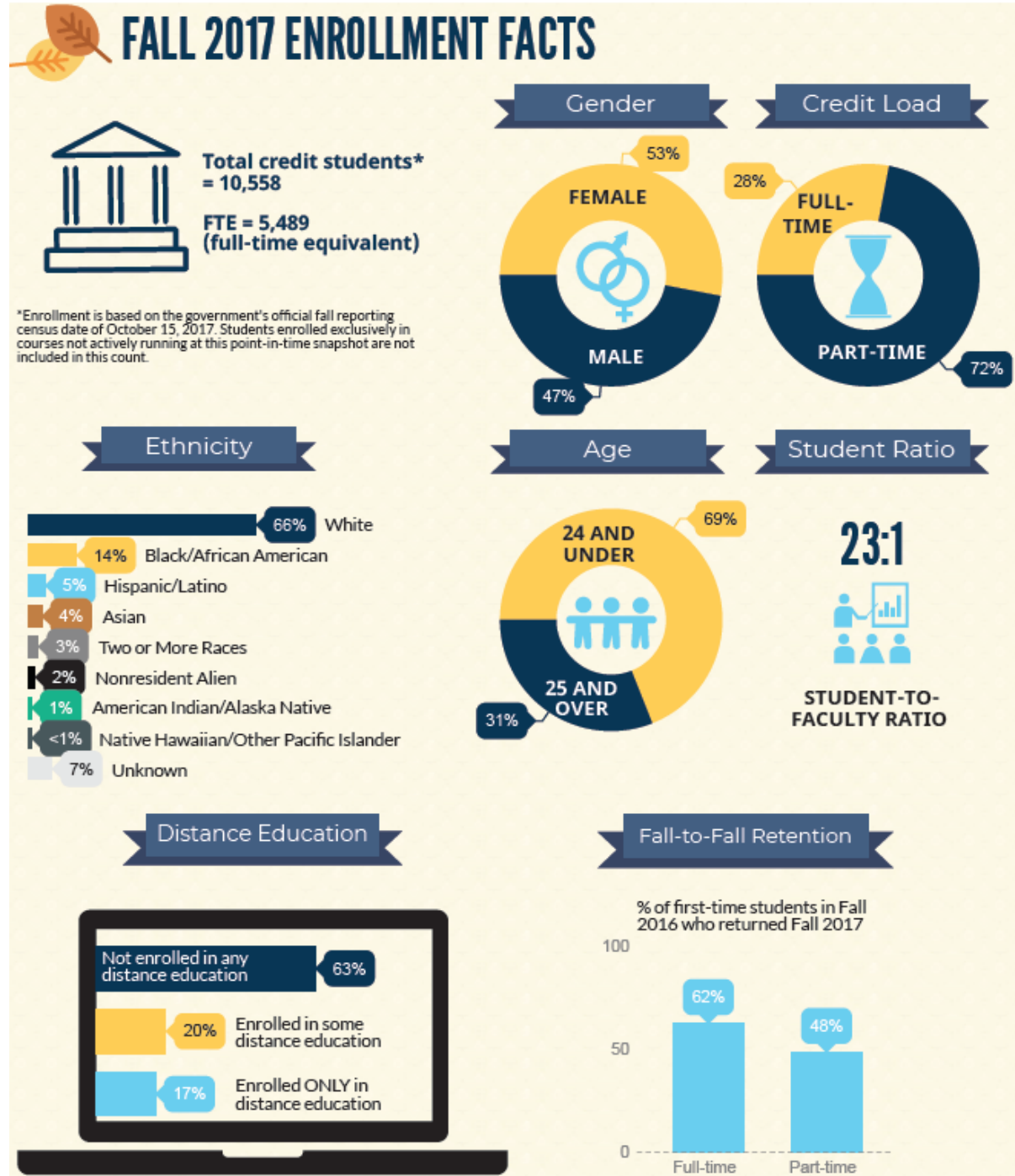
Appendix D – Research and Analytics Data Bites Sample



DATA BITES

Brought to you by the Office of Research and Analytics

January 2018





2016-17 ACADEMIC YEAR ENROLLMENT



12-Month Unduplicated Credit Enrollment 2016-17 Academic Year = 17,861

FTE = 7,856 (full-time equivalent)



2016-17 DEGREES/CREDENTIALS CONFERRED

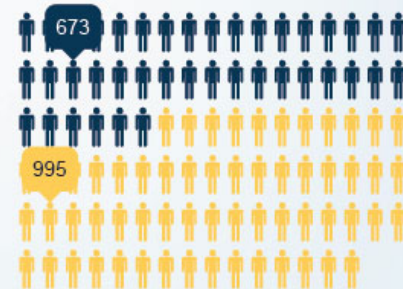
Programs with the Most Awards Conferred

30%	Liberal Arts Transfer
10%	Business Administration
8%	Nursing - Registered/ADN
4%	Criminal Justice
3%	Culinary Arts
3%	Medical Biller/Receptionist Skills Certificate
3%	Health Information Technology
2%	Health Coding Specialist Certificate
2%	Phlebotomy Skills Certificate
2%	Engineering Transfer
2%	Business - General



- Associate Degrees
- 1-Year Certificates
- Skills or Post-Assoc. Certs.
- Bachelor's Degrees

Credential Completers



■ Men (40.35%) ■ Women (59.65%)

Data sources: IPEDS 12-Month Enrollment, Oct. 2017; IPEDS Completions, Oct. 2017; CCSU Awards Conferred, Oct. 2017

Appendix E – Technology Alert Newsletter Sample

ISSUE 13

YEAR 2019

INFORMATION TECHNOLOGY New Technology Alert

**This Issue:
Beware of Phishing Scams**

Phishing Scam Example

Here is an example of a recent phishing attempt that we have marked up with some guidelines in red to help you identify its fraudulent nature.

[Phishing Scam Examples](#)

Learn More

To learn more about Phishing and what to look out for, the link below is a short video about phishing.

[Phishing Security Awareness](#)

Questions?

- For previous volumes, see [New Technology 2017-2018 in Web Advisor](#).
- Help Support, contact Susan & Deb, 734-462-4615.
- Computer Technical Support, contact IT Help Support Line, ext. 4510.

Schoolcraft College

Phishing attacks are emails that have the appearance of being legitimate and act as a lure to get employees to give up information or engage in an action that may be harmful to the themselves or the college. While most commonly sent via email, phishing scams are also done over the phone, via U.S. Mail, and even in person. These scams are often written in a way to take advantage of peoples' fears. Emails from the CEO, President, or even the IRS are responded to very quickly due to the source of the email. In some cases, scammers will even call you acting as though they are your company's IT staff. Never give out private information unless you are 100% sure who you are communicating with.

Patrick R. Jenner, CIO

PHISHING

It is the fraudulent attempt to obtain sensitive information such as usernames, passwords and credit card details by disguising as a trustworthy entity in an electronic communication, typically carried out by emails, instant messaging (Text), even social media accounts. It does harm by installing malicious software on your computer to collect private information or attack the computers. It often directs users to enter personal information at a fake website, the look and feel of which are identical to the legitimate site. Common emails that are used for phishing include, but are not limited to, notifications from social web sites, auction sites, banks, IRS, online payment processors, IT administrators, and corporate personal such as Human resources, CEO, or other figures of authority.

SPEAR-PHISHING

Is a very specific and targeted attempt towards a specific individual, organization or business. These emails or texts appear as if you are dealing with a legitimate person or entity that may contain personal information about you or your organization to appear as if it's a legitimate email. This information is often collected through other means such as social engineering and social media.

SOCIAL ENGINEERING

Is the psychological manipulation of people into performing actions or divulging confidential information. A type of confidence trick for the purpose of information gathering, fraud, or system access. This often includes, but not limited to, phone calls to gather information, digging through trash for information, and data mining employees public facing social media accounts.

HOW DO YOU AVOID PHISHING

Phishing attempts often get through spam filters and security software you may already have in place, so trust your instincts!

Double-check every URL or website where you enter your password and make sure it looks legitimate.

In your Emails, keep an eye out for emails that:

- Have an extreme sense of urgency.
- Has misspellings or a wrong salutation.
- Asks for your credentials (username or password).
- Provides a link that asks for your credentials.
- Asks for information or payment and you are not expecting the email.
- Are asking for payment using a gift card.
- Claiming to be from the "Help Desk", HR, etc. asking you to provide private information or to do something out of the ordinary.
- Raises doubt! If it does, delete or report the communication to the IT department.

Even if you receive a link that you feel is legitimate, do not use the link provided in the email, instead open a new web browser and use the company's web page to log into the site.

If an unexpected communication appears to be from a personal site, such as your bank, look up the phone number. Don't use the number provided and don't reply to the email. This is because the information provided may not be real.

If the communication appears to be from our help desk asking for out of the ordinary information, call the IT helpdesk using the phone number in our directory or send an email using our address book, do not reply to the email you received as it may not be real.