

2014

# Women's Society of Cyberjutsu Media Kit



A Cybersecurity Community for Women  
2014

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## WSC At A Glance

Founded – May 2012

Incorporated – August 2013

Cyberjutsu Girls Academy  
Launch – January 2014

Membership structure  
introduced – February 2014

Tax-Exempt Status –  
December 2014

### Social Media Following:



WSC – 240+ likes  
CGA – 360+ likes



WSC – 670+ Followers  
CGA – 570+ Followers



WSC – 90+ Followers  
CGA – 60+ Followers



6 cities  
550+ Members



725+ Members



20+ Followers



300+ Memberships

## WSC Mission

Our mission is to advance women and girls in cybersecurity by providing programs and partnerships that promote education, workshops, networking events, mentorship, resource sharing, and professional opportunities

## About WSC

Women's Society of Cyberjutsu (WSC) Inc., is a 501(c)3 organization serving hundreds of women across the globe by bringing an awareness to and advancing careers in cybersecurity.

Women's Society of Cyberjutsu is a community of information security professionals, IT professionals, programmers, computer scientists/engineers as well as women wanting to explore and join the field. We promote activities to advance women in information security.



WSC understands the importance of encouraging girls to embrace a future in STEM-related professions. Through our program, Cyberjutsu Girls Academy, we provide a unique hands-on curriculum that focuses on securing information technology.

## Milestones

Women in Cyber Security Day Celebration August 13, 2014

Featured in Fortune and SC Magazines



Speaker at Women in Cybersecurity Conference

Virtual chapters in 6 other cities, with planned expansion by end of 2014

Served over 600 members in hands-on workshops in 2013 & 2014

Provided CISSP, C|EH, Security+, Network+ certification study groups and classes leading to higher pass rate

Represented at security conferences: ShmooCon, Techno Security & Mobile Forensics

## Statistics...

### WSC Membership Statistics

**February 18<sup>th</sup>, 2014**

First member registered under new membership structure  
First male member registered

**34%**

Increase in membership overall from February 2014 to May 2014

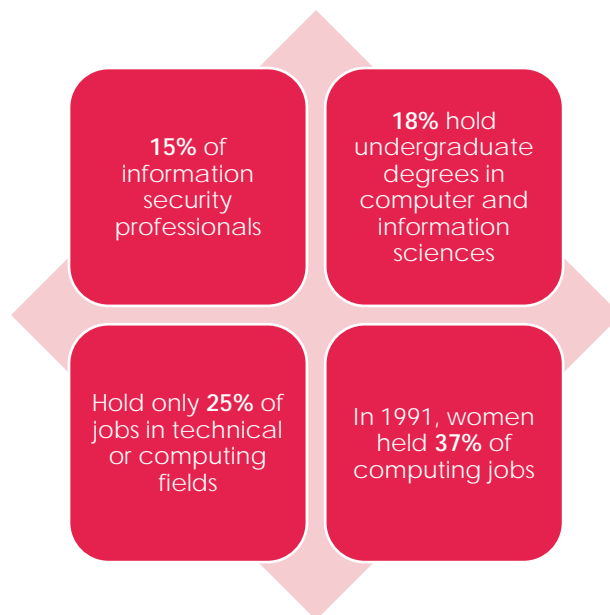
**11%**

Monthly growth in membership

**7%**

Enrollment in first installment of Structured Learning Courses

### National Statistics



Source: [ncwit.org](http://ncwit.org), Department of Labor Current Population Survey

### Minority women in computing

African-American

Asian

Latino

**3%**

**5%**

**2%**

## Community Involvement

Phelps High School  
Engineering Day 2014

USA Science and Engineering  
Festival 2014

Hour of Code – DC Public  
Library 2014

EMPOwERgirlz – YWCA DC  
2014

UMD Cybersecurity and  
Cybersafety Program 2013

UMD CyberSTEM Camp 2013

CyberWatch's Cool Careers in  
Cybersecurity for Girls Summit  
2012

Cyberpatriots National High  
School Cyber Defense  
Competition 2012, 2014

## How WSC Is Making A Difference...

WSC offers a wide variety of support and resources to the membership in the form of training, mentorship, and partnerships.

**Training** – providing technical hands-on workshops as well as “soft skills” workshops in resume-building, interviewing, etc, making women more skillful and confident in pursuing cybersecurity.

**Mentoring** – providing a support system of mentors to assist women in maneuvering the many facets of cybersecurity.

**Volunteering** – providing volunteers who are eager to learn and help women and girls excel in cybersecurity.

**Job Placement Assistance** – working with employers to place qualified women into hard to get positions.

**Partnerships** – working with universities and other organizations to increase awareness of women and girls in cybersecurity by extending WSC capabilities.



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*“Amazing. I am so glad I found this group of women enthusiastic about Information Security! :D”*

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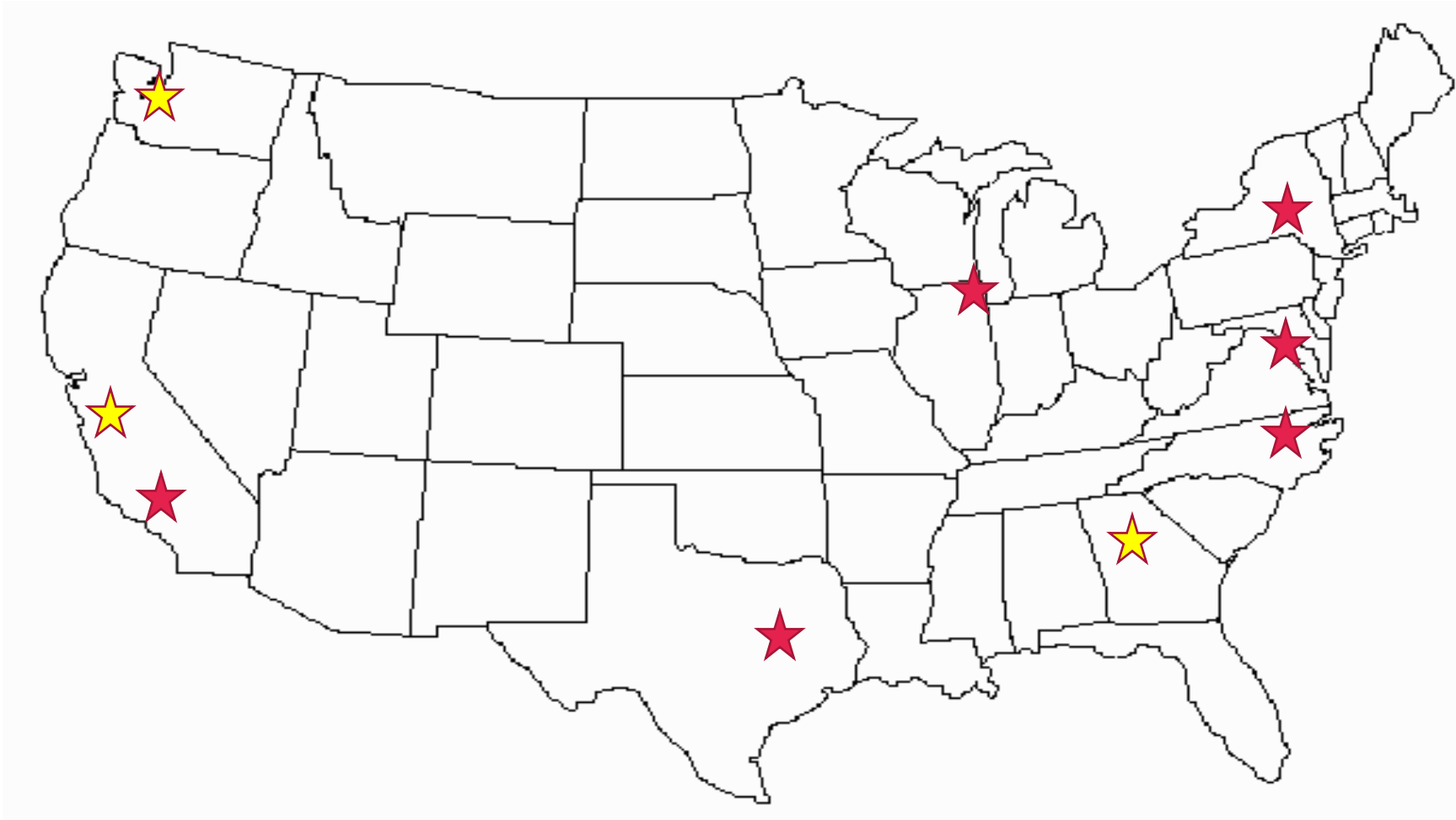
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*“This group is AMAZING. This group is focused, smart, driven and beautiful women from diverse backgrounds that are serious about CyberSecurity/Information Security!!!”*

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## National Reach

We are growing by leaps and bounds. Check out all the locations we are in with more cities coming soon!



Current locations: Washington DC, New York, Raleigh/Durham, Houston, Las Angeles, Chicago. Yellow stars are future locations.

## Cyberjutsu Girls Academy



Cyberjutsu Girls Academy is a STEM-based program consisting of monthly hands-on workshops structured for teen girls, ages 12 – 15. Topics range from Operating Systems fundamentals to Python Programming using Raspberry Pi to Mobile Application Development for Android.

70+

Girls served in Maryland, Virginia, and DC, ages 10 – 17 through inaugural program from January – June 2014.

40+

Volunteers provided expertise in IT, Cybersecurity, and other areas throughout the program.



"This program opened my daughter's eyes to a whole new world, and helped her win the science project with securing an artificial heart!"

CGA Parent

"The best part of today was taking apart the computer and playing with the command prompt!"

CGA Student



## Why STEM?

In the US, there are 3 million unfilled jobs that require STEM skills.

Over the past 10 years, growth in STEM jobs was 3 times that of other sectors.

STEM jobs are projected to grow by 17% over the next decade.

## Why girls?

Studies show that girls lose interest in math and science during middle school, and STEM interest for girls is low, compared to boys.

Nearly half (47%) of all girls say they would feel uncomfortable being the only girl in a group or class.

Some girls don't think STEM is something they shouldn't do.

Women account for about only 18% of the bachelor's degrees in engineering, computer science, and physics.

Source: *Girls Scouts of America Report*

## The Women Behind Women's Society of Cyberjutsu

Lisa Foreman, MBA, CISSP – Founder & President/CEO



Lisa Foreman founded the Women's Society of Cyberjutsu as she recognized the lack of women, and the resources for women entering or trying to advance in the field of Cybersecurity. Lisa comes from a technical background which started in the military where she was a system administrator. She has 17 years of IT experience of which 14 are in cybersecurity. Her experience ranges from policy development, risk assessments, penetration testing and vulnerability assessments.

She has dealt with a wide range of clients from military and government to commercial. Certification held include: Certified Information System Security Professional (CISSP), EC-Council Certified Security Analyst (ECSA), Certified Ethical Hacker (C|EH), Security Certified Network Professional (SCNP), Microsoft Certified Systems Engineer (MCSE), Cisco Certified Network Associate (CCNA), Sun Certified Systems Administrator (SCSA), CompTIA A+ and Network+. She also holds a Bachelor's in IT from the University of Maryland, University College and an MBA.

### Board of Directors



**Mari Galloway**, MSIS, CISSP, GCFE, C|EH,  
CCNA Security, Security+, IT Project+, MOS  
*Director of Finance and Communications*

**Cathy Hogendobler**, MS, MBA, PMP,  
CISSP, CIPP/IT  
*Director of Membership*

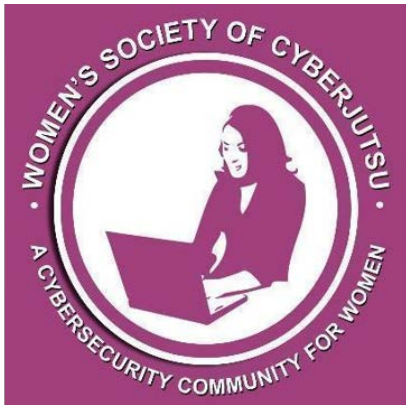
**Marcelle Lee**, GCIH, CCNA, Security+,  
Network+, ACE  
*Director of Educational Programs*

**Elena Steinke**, MBA, CISSP, Security+, NDIA  
Configuration & Data Manager, CMMI v1.2,  
CMMI Internal Auditor & Appraisal Team Member  
*Director of Community Outreach*

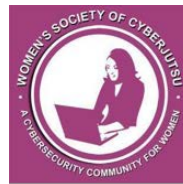


## Logos & Branding – Women’s Society of Cyberjutsu

Thank you for your interest in using Women’s Society of Cyberjutsu marks (name, logos, web pages, and screenshots). These guidelines should help you properly refer to our organization and services. If you have any questions please contact us at [info@womenscyberjutsu.com](mailto:info@womenscyberjutsu.com).



The logo and logotype can be used in its originally intended form.



**Women’s Society of Cyberjutsu**

A Cybersecurity Community for Women

The logo and logotype can be used in this format with nothing changed.

**The logo SHOULD NOT be inverted in any way.**  
**There should be NO additional words added to the logo or the banner.**  
**The color should only be those specified here, no other colors.**

### When writing the Women’s Society of Cyberjutsu name:

Women’s Society of Cyberjutsu



WOMEN’S SOCIETY OF CYBERJUTSU



Womens Society of CyberJutsu



Womens Society of Cyberjutsu



*Please do not use WSC’s content, such as images, drawings, illustrations, or other assets without permission. Do not alter screenshots or include user information in screenshots. You cannot imply WSC sponsorship, affiliation, or endorsement by using our logos without permission.*

## Logos & Branding – Cyberjutsu Girls Academy



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The logo **SHOULD NOT** be inverted in any way.

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**When writing the Cyberjutsu Girls Academy name:**

Cyberjutsu Girls Academy



CYBERJUTSU GIRLS ACADEMY



CyberJutsu Girls Academy



Cyberjutsu Girl's Academy



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## As seen in...

### Magazines

- ✓ These women are training to be hackers (2014) – Fortune Magazine
- ✓ 2014 Women in IT Security: Lisa Foreman (2014) – SC Magazine
- ✓ Computer science: Hacking into the cyberworld (2014) – Nature Magazine

### Web

- ✓ Cyber Ninja Summer Camp visits Vox Media (2014)
- ✓ Cyberjutsu! Teen Tech Week Coding and Programming Workshop (2014)
- ✓ Women IT Ninjas! (2014)
- ✓ Foreman, Hogendobler Advocate for Women in Cyber Security (2014)
- ✓ Cyberjutsu Girls Academy to be held at UMD (2014)
- ✓ Making Their Mark: How Women Are Finding their Place in the Field of Cybersecurity (2014)
- ✓ Women Warriors Sought for Battle Against Cyber Attacks
- ✓ Joining the Cybersecurity Revolution: What it Means, Where the Jobs Are, How You Can Join (2012)
- ✓ Launching a Cybersecurity Community for Women and Girls – Project Eve (2013)
- ✓ Cyber Security Policy and Research Institute of The George Washington University Newsletter (2013)

### Press Releases

- ✓ Cyberjutsu Girls Academy Trains Future Cyber Leaders, But For Now They're Still In Middle School
- ✓ Women's Society of Cyberjutsu, Team Cyberjutsu, Make the Finals of MDC3 Capture the Flag Competition
- ✓ Women's Society of Cyberjutsu Members Mentor the Next Generation
- ✓ Women's Society of Cyberjutsu Panel Event Discusses Achieving Success as a Women in Cybersecurity

### Presentations & Radio

- ✓ Women in CyberSecurity (WiCYS) – Nashville, TN 2014
- ✓ In Depth with Francis Rose – Federal News Radio (2014)

## Our Future Looks Bright...

Women's Society of Cyberjutsu invites you to visit our websites for upcoming events and activities. Here is a sneak peek at what we have in store:



Capture-the-Flag Teams forming

Career Conversations for mentoring and career advice

Workshops – Python Programming, Wireshark Essentials, Security Assessment Know How, and more

WSC Toastmasters Club

Cyberjutsu Women's Academy



CGA – Workshops in begin in October;

Network and Wireless security, Cryptography, Digital Forensics, Information Security Essentials

All-Girls competition team



## August 2015 1<sup>st</sup> Annual Cyberjutsu Awards

## Interested in sponsoring a WSC Event?

There are many ways to show your support for women and girls in cybersecurity and technology.

Provide funding for a WSC event or program

Provide in-kind donations (venue space, volunteers, equipment, training, and marketing)

Partnership opportunities

For more information on sponsorship opportunities, please contact [info@womenscyberjutsu.org](mailto:info@womenscyberjutsu.org).

### **Benefits of working with WSC**

Brand exposure to a growing community of professional women

Access to the WSC Job Board and mentorship program

Volunteer opportunities for employees

Speaking opportunities at WSC and affiliate events.



**ManTech**  
International Corporation

# Contact us!

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[www.BeACyber.Ninja](http://www.BeACyber.Ninja)

[womenscyberjutsu.org](http://womenscyberjutsu.org) | [cyberjutsugirls.org](http://cyberjutsugirls.org)



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