

# Strategic Communication for Information Security & Privacy

ISP 384 | Summer 2022 | 77810

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| <b>Instructor:</b>    | Dr. Dina Inman Ramgolam, Moody College of Communication<br><a href="mailto:dina.ramgolam@austin.utexas.edu">dina.ramgolam@austin.utexas.edu</a>                       |
| <b>Office Hours:</b>  | Please email your questions. I'm also happy to schedule remote chats as needed using the scheduling system posted on Canvas or email to schedule an appointment.      |
| <b>Meeting Times:</b> | Friday & Saturday, June 4 - 5, 2022 - 8AM - 12PM CT<br>Friday & Saturday, June 25 - 26, 2022 - 8AM - 12PM CT<br>Friday & Saturday, July 30 - 31, 2022 - 8AM - 12PM CT |
| <b>Location:</b>      | TCC 1.124 or Zoom links located on Canvas   |

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## I. Course Aims and Objectives

**Aims** | Information Security and Privacy professionals must be proficient at communicating within the organization and across organizations to a diverse set of stakeholders and organizational units. High performing organizations rely on strategic communication to help build and maintain cultures that work to advance normal operations and respond in the event of a crisis. In this course, we consider the key role of communication in information security and privacy from three overarching perspectives: trust and reputation; framing and persuasion; and sensemaking. Students will rely on these perspectives and other foundational communication perspectives to practice a variety of techniques for crafting effective messages based on audience analysis and communication mediums.

Specific Learning Objectives | By the end of this course, students will be able to:

- Frame and deliver messages to key stakeholders to encourage best practices for strategic, operational and crisis communications;
- Cultivate a high performing and trusted organization that makes its groups less susceptible to security crises, and—when they occur—more resilient to manage them;
- Craft a variety of communication messages based on different contexts and audiences; and
- Develop a crisis communication plan as it pertains to data breaches.

## II. Readings & Resource List

### Articles

All articles listed in Course Schedule will be available via Canvas under the Files or the Modules tab.

*Note:* Like to use your ears rather than your eyes to read? Tools like Microsoft Edge (Windows/Mac) have built-in text-to-speech readers to read most web pages and most PDFs.

### **Books**

We will read chapters from a variety of books over the term. You can find all chapter readings via Canvas under the Files or the Modules tab.

### **Technology Requirements**

- Internet-Enabled Computer/Laptop/Tablet with Videoconferencing + Clear Microphone/Sound Capabilities.
- Access to stable, high-speed internet
- **Canvas.** Learning management system (LMS) where all course materials and announcements will be provided. <https://www.canvas.utexas.edu>
- **Zoom** using utexas.edu login (free to UT Students) - Please be sure to update to the latest version to ensure secure access for office hours. <https://utexas.zoom.us/>

If you have difficulty accessing any of the required tools or the technology, please let us know and we'll work with you to find a solution.

## **III. Assignments**

### **Strategic Reading Insights (SRIs)**

Before each class meeting, you will complete a template to help you abstract (i.e., summarize) the readings, define key terms, ask questions, and make connections to your work practice and future goals. A template for this assignment is available on Canvas. Over the course of the class, you need to complete at least 3 Strategic Reading Insights before the start of the class on which they are due.

### **Class Meeting & Discussion Activities**

During each class meeting, we will work to apply many of the concepts and ideas discussed in the readings and lecture. Some of these activities will be completed individually or working in teams.

### **ISP Strategic Communication Portfolio**

Over the course of the semester, you will apply the ideas developed through course assignments driven by your professional and personal goals. Each element in the ISP Strategic Communication Portfolio will ask you to address your work toward your current role and organization or an organization that you see yourself joining.

There are three different communication assignments that make up the portfolio: (1) Crisis Communication Plan (2) Crafting Strategic Messages Across Different Communication Channels (3) Strategic Communication Case Study Analysis and Prescriptive Recommendation Presentation Slide Deck.

Each portfolio must contain a professional bio that works to frame the context of the contained communication documents (template is provided via Canvas). Please see Canvas for detailed descriptions for each part of the portfolio.

The final ISP Strategic Communication Portfolio is due at the end of the session; however, students are required to submit three status reports to keep instructor up-to-date with progress and questions.

## Communication Workshop Assignments

Towards the end of each class meeting, we will shift our focus to the ISP Strategic Communication Portfolio and work on one of the three required components. Each workshop assignment is designed to offer students on-going feedback on their portfolio assignments from peers and the instructor.

### VI. Grading and Assessment Values

|   |                     |                    |
|---|---------------------|--------------------|
| <b>Strategic Reading Insights</b>   | 3 at 50 points each | 150 points         |
| <b>Peer Review Activities</b>   | 4 at 50 points each | 200 points         |
| <b>Class Meeting Discussion Activities</b>  | 3 at 50 points each | 150 points         |
| <b>Stories that Stick Reading Activities</b>  | 3 at 20 points each | 60 points          |
| <b>Communication Workshop Submissions</b>   | 3 at 30 point each  | 90 points          |
| <b>ISP Strategic Communication Portfolio Status Reporting (3) + Survey</b>                          | 4 at 30 points each | 120 points         |
| <b>ISP Strategic Communication Portfolio</b>  |                     | <b>350 points</b>  |
| Crisis Communication Plan   | 100 points          |                    |
| Crafting Strategic Messages Across Different Communication Channels                                 | 100 points          |                    |
| Strategic Communication Case Study Analysis and Prescriptive Recommendation Presentation Slide Deck | 100 points          |                    |
| Professional Bio and Context Framing  | 50 points           |                    |
| <b>Total Possible Points</b>  |                     | <b>1120 points</b> |

Final grades are determined based on the following scale:

|            |   |
|------------|---|
| 89.9-100%  | A |
| 79.9-89.8% | B |
| 69.9-79.8% | C |
| 59.9-69.8% | D |
| 00-59.9%   | F |

All grades will be posted on Canvas. It is your responsibility to check Canvas regularly to keep track of your grades and make note of any clerical errors.

### V. Course Schedule

#### Meeting Weekend #1

|                                       |   |                                |
|---------------------------------------|---|--------------------------------|
| <b>Meeting Dates and Times</b>        | June 4-5; 8am-12pm  |                                |
| <b>Topics</b>                         | Strategic and Organizational Communication<br>Context Concerns for the Information Security and Privacy Profession  |                                |
| <b>Guiding Discussion Question(s)</b> | <i>Why is effective communication a critical practice for the information security and privacy profession and professional? What are some of the essential communication practices and behaviors for the information security and privacy professional?</i> |                                |
| <b>Required Reading Material</b>      | Article or Case Study Reading(s): A1  | Chapter or Book Reading(s): C1 |

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|---|--|---|
| <b>Supplemental Reading</b>               |  | Book Reading(s): S1   |
| <b>Tasks, Activities, and Assignments</b> | Before class meeting: <ul style="list-style-type: none"> <li>▪ Review Syllabus</li> <li>▪ Complete all required reading</li> <li>▪ Submit Strategic Reading Insights via Canvas by Friday, June 3, 11:59pm CT</li> </ul> | By the end of class meeting: <ul style="list-style-type: none"> <li>▪ Submit Discussion Activity</li> <li>▪ Submit Communication Workshop #1</li> </ul> |

### Meeting Weekend #2

|   |  |   |
|---|--|---|
| <b>Meeting Dates and Times</b>            | June 25-26; 8am-12pm   |   |
| <b>Topics</b>                             | Proactively Using Communication Ahead of Crisis<br>Using Communication to Respond to Crisis  |   |
| <b>Guiding Discussion Question(s)</b>     | <i>Which theories and approaches help explain and guide the role of communication within the information security and privacy context? How can we use a variety of communication techniques to craft stories and effective messages to different audiences?</i>  |   |
| <b>Required Reading Material</b>          | Article or Case Study Reading(s): A2   | Chapter or Book Reading(s): C2, C3  |
| <b>Supplemental Reading</b>               |  | Book Reading(s): S2   |
| <b>Tasks, Activities, and Assignments</b> | Before class meeting: <ul style="list-style-type: none"> <li>▪ Submit ISP Communication Portfolio Status Report #1 via Canvas by Friday, June 17, 11:59pm CT</li> <li>▪ Complete all required reading</li> <li>▪ Submit Strategic Reading Insights via Canvas by Friday, June 24, 11:59pm CT</li> <li>▪ Submit <i>Stories that Stick</i> Activity via Canvas by Friday, June 24, 11:59pm CT</li> </ul> | By the end of class meeting: <ul style="list-style-type: none"> <li>▪ Submit Discussion Activity</li> <li>▪ Submit Communication Workshop #2</li> </ul> |

### Meeting Weekend #3

|                                       |   |                                    |
|---------------------------------------|---|------------------------------------|
| <b>Meeting Dates and Times</b>        | July 30-31; 8am-12pm  |                                    |
| <b>Topics</b>                         | Strategic Use of Communication Channels<br>Building and Maintaining Strategic Communication Cultures  |                                    |
| <b>Guiding Discussion Question(s)</b> | <i>How can we strategically utilize communication channels to convey different types of messages? What practices can we promote to support a strategic communication culture?</i> |                                    |
| <b>Required Reading Material</b>      | Article or Case Study Reading(s): A3  | Chapter or Book Reading(s): C4, C5 |
| <b>Supplemental Reading</b>           |   | Book Reading(s): S3                |

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|---|--|--|
| <b>Tasks, Activities, and Assignments</b> | <p>Before class meeting:</p> <ul style="list-style-type: none"> <li>▪ Submit ISP Communication Portfolio Status Report #2 via Canvas by Friday, July 15, 11:59pm CT</li> <li>▪ Complete all required reading</li> <li>▪ Submit Strategic Reading Insights via Canvas by Friday, July 29, 11:59pm CT</li> <li>▪ Submit <i>Stories that Stick</i> Reading Activity via Canvas by Friday, July 29, 11:59pm CT</li> <li>▪ Submit ISP Communication Portfolio Status Report #3 via Canvas by Friday, July 29, 11:59pm CT</li> </ul> | <p>By the end of class meeting:</p> <ul style="list-style-type: none"> <li>▪ Submit Discussion Activity</li> <li>▪ Submit Communication Workshop #3</li> </ul> |
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## V. Course Expectations & Policies

What are my communication responsibilities as a student?

Canvas and email will be our primary forms of communication for course-related materials and announcements. We will also be using Slack for discussions; however, all announcements about the course schedule, as well as assignment dates and deadlines will be on Canvas. Therefore, check Canvas and your email regularly and let us know if emails are not reaching you. You can set up Canvas settings to email you updated course announcements and notifications. Per University policy:

All students should become familiar with the University's official e-mail student notification policy. It is the student's responsibility to keep the University informed as to changes in his or her e-mail address. Students are expected to check e-mail on a frequent and regular basis in order to stay current with University-related communications, recognizing that certain communications may be time-critical. It is recommended that e-mail be checked daily, but at a minimum, twice per week. [The complete texts of this policy and instructions for updating your email address are available at:

<http://www.utexas.edu/its/policies/emailnotify.html>]

In brief, you should regularly check Canvas and email for information and updates about the course.

What if I have a problem with Canvas and my work is not received?

No content management system is perfect. It is your responsibility to check that your assignment has been received. (We recommend taking a screen shot and ensuring you uploaded the correct document). You should be able to view your submission using the Canvas system after submitting it. For help doing so, contact the Canvas help desk. <https://utexas.instructure.com/courses/633028/pages/24-slash-7-support> .

You get one pass on a technology failure per semester as long as you complete all the required work to turn in your assignments using other means. If you have problem with Canvas, you should email us a copy of the assignment as soon as possible. If you do so, we can give you credit for being on time, and we can work together to solve any technology problems.

### What if I want to have my work re-evaluated?

If would like me to reconsider the evaluation of your work, you must submit a written request for re-evaluation. To be considered, you must submit the request no later than seven days after you receive feedback. We recommend waiting at least 48 hours before resubmitting. Please note that your score may

go up or down when re-graded. Your request should make a clear, sound argument for why we should reconsider your work by, at a minimum, highlighting aspects of the grading rubric.

#### What if I want to discuss my grades so far in the course?

Canvas should provide an ongoing estimate of how you are doing in the class. Please feel free at any time to visit with me about how you are doing. All discussions of final course grades must be completed no later than 48 hours after you receive your last grade in the course.

#### What if I need learning accommodations?

We are happy to make all necessary and appropriate academic accommodations for students consistent with University policy:

Any student with a documented disability who requires academic accommodations should contact Services for Students with Disabilities (SSD) at (512) 471-6259 (voice) or 1-866-329-3986 (video phone). Faculty are not required to provide accommodations without an official accommodation letter from SSD. Details of a student's disability are confidential. Faculty will not ask questions related to a student's condition or diagnosis when receiving an official accommodation letter.

- Please notify the lead instructor as quickly as possible if the material being presented in class is not accessible (e.g., instructional videos need captioning, course packets are not readable for proper alternative text conversion, etc.).
- Please notify the lead instructor as early in the semester as possible if disability-related accommodations for field trips are required. Advanced notice will permit the arrangement of accommodations on the given day (e.g., transportation, site accessibility, etc.).
- Contact Services for Students with Disabilities at 471-6259 (voice) or 1-866-329-3986 (video phone) or reference SSD's website for more disability-related information:  
<http://ddce.utexas.edu/disability/about/>

#### Is attendance required for this course?

Of course! Per University policy, attendance is a requirement for all course. You should be present for in-person class and prepared to engage in class discussions. As per University policy, if you have to miss a class for illness, absence for military service, religious holy days, or other compelling reasons beyond your control, please notify us as quickly as possible. Documentation may be required. For absences related to military service or religious holy days, we recommend you contact us at least two weeks ahead of the scheduled class dates.

It will be your responsibility to make up course material missed by working with classmates and seeing additional readings and assignments to cover what we covered during the class as we have no make-up sessions. Excessive absences that interfere with your ability to complete coursework in a timely fashion may be cause for failing the course. If you experience an emergency or personal or family illness that makes it repeatedly difficult to come to class, please reach out for help and consult with us and with the Dean of Students as soon as possible (<http://deanofstudents.utexas.edu>)

#### What are our standards of academic integrity and how do they apply?

University standards regulating academic integrity are strictly enforced in this course, which includes the University honor code:

*The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.*

Carefully review the University policy on scholastic dishonesty:

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. For more information on scholastic dishonesty, please visit the Student Judicial services Web site at <http://deanofstudents.utexas.edu/sjs>

In this class, infractions may result in (a) a zero for the assignment or (b) a failing grade in the course, at the lead instructor's discretion, and will be reported to Student Judicial Services. More information on academic integrity is available at <http://deanofstudents.utexas.edu/>

### **What if someone is acting differently and I'm concerned?**

If you are worried about someone who is acting differently, you may use the Behavior Concerns Advice Line to discuss by phone your concerns about another individual's behavior. This service is provided through a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP), and The University of Texas Police Department (UTPD). Call 512-232-5050 or visit <http://www.utexas.edu/safety/bcal>.

### **What should we do in case of an emergency evacuation?**

Occupants of buildings on the UT Austin campus are required to evacuate and assemble outside when a fire alarm is activated, or an announcement is made. Please be aware of the following policies regarding evacuation:

- Familiarize yourself with all exit doors of the classroom and the building. Remember that the nearest exit door may not be the one you used when you entered the building.
- If you require assistance to evacuate, inform the lead instructor in writing during the first week of class.
- In the event of an evacuation, follow my instructions or those of class instructors.

Do not re-enter a building unless you are given instructions by the Austin Fire Department, the UT Austin Police Department, or the Fire Prevention Services office.

### **What if I want additional coaching or feedback on my writing?**

We are happy to meet with you to talk about writing assignments. However, you can also schedule appointments for coaching and feedback from the University Writing Center (<http://uwc.utexas.edu/>) to build on strengths and address opportunities for improvement. Their services are included as part of your tuition and fees.

### **What if I would like to share something in this class with someone outside the class?**

If you would like to share something from the class with someone else, please ask. We can often find a solution.

The official policy language is: "No materials used in this class, including, but not limited to, lecture hand-outs, videos, assessments (quizzes, exams, papers, projects, homework assignments), in-class materials, review sheets, and additional problem sets, may be shared online or with anyone outside of the class unless you have our explicit, written permission. Unauthorized sharing of materials promotes cheating. It is a violation of the University's Student Honor Code and an act of academic dishonesty. We are well aware of the sites used for sharing materials, and any materials found online that are associated with you, or any suspected unauthorized sharing of materials, will be reported to [Student Conduct and Academic Integrity](#) in the Office of the Dean of Students. These reports can result in sanctions, including failure in the course."

### **Title IX Reporting Requirements**

As faculty, "beginning January 1, 2020, Texas Senate Bill 212 requires all employees of Texas universities, including faculty, report any information to the Title IX Office regarding sexual harassment, sexual assault, dating violence and stalking that is disclosed to them. Texas law requires that all employees who witness or receive any information of this type (including, but not limited to, writing assignments, class discussions, or one-on-one conversations) must be reported.

If you would like to speak with someone who can provide support or remedies without making an official report to the university, please email [advocate@austin.utexas.edu](mailto:advocate@austin.utexas.edu). For more information about reporting options and resources, visit <http://www.titleix.utexas.edu/>, contact the Title IX Office via email at [titleix@austin.utexas.edu](mailto:titleix@austin.utexas.edu), or call 512-471-0419."

### **Land Acknowledgement**

We would like to acknowledge that we are meeting on Indigenous land. Moreover, we would like to acknowledge and pay our respects to the Carrizo & Comecrudo, Coahuiltecan, Caddo, Tonkawa, Comanche, [Lipan Apache](#), [Alabama-Coushatta](#), Kickapoo, [Tigua Pueblo](#), and all the American Indian and Indigenous Peoples and communities who have been or have become a part of these lands and territories in Texas, here on Turtle Island."

To learn more, see:

- [Land Acknowledgements](#) from the Committee on Land Acknowledgement, Program in Native American and Indigenous Studies (NAIS), The University of Texas at Austin
- [Beyond Territorial Acknowledgements](#) at [Âpihtawikosisân.com](http://apihtawikosisan.com); and the [Indigenous Cultures Institute](#)