2020 Annual Report

women in CYBERSECURITY
WiCyS

WHO WE ARE

Established in 2012 by Dr. Ambareen Siraj of Tennessee Tech University through a National Science Foundation grant, partnerships, and collaboration benefits for all women, allies and advocates with a strong mission to recruit, retain and advance women in cybersecurity.

WHAT WE DO

At WiCyS, a global community of women and men, we are dedicated to bringing talented women together to celebrate and foster their passion and drive for cybersecurity. We unite local communities of aspiring and thriving women cybersecurity professionals across the world to collaborate, share their knowledge, network and mentor. We create opportunities through professional development programs, conferences, career fairs, and more.

FACTOIDS

Total Revenue: $1,908,120

Total Expenses: $1,085,516

Website visits: 139K+

(65% increase from 2019)

(Total expenses does not include 2020 conference cancellation obligations to be paid in 2021)

Archana Ramamoorthy

Workday

"To me, bringing inclusion and belonging for minorities and gender groups in cybersecurity starts with organizations like WiCyS. It gives us an identity, community and common purpose to help each other be successful in this field. A perfect future would be one where a woman of color can look up in her org structure and see leaders that look like her and can support her growth."

WiCyS LEADERSHIP

We thank the continual driving efforts of the WiCyS Executive Committee and Board of Directors for their tireless time, resources, and commitment to the WiCyS organization. Their wise counsel and patient advice led WiCyS through 2020 to build out even stronger initiatives and program developments for our members moving forward.

TEAM

LYNN DOHM
Executive Director

LANA RICHARDSON
Community Care Manager

MORGAN GARLAND
Operations Manager

RIAN SONDAG
Events Manager

FOUNDING PARTNERS

CISCO

FACEBOOK

paloalto NETWORKS

STRATEGIC PARTNERS

Strategic partners are committed to the year-round engagement and support of the entire WiCyS organization. They are driving the inclusion and diversity change needed in the cybersecurity workforce and are dedicated to supporting every effort of the WiCyS organization throughout the year. They are the foundation of all initiatives and have their hearts and souls invested to the success of the WiCyS members.

136%
increase in strategic partnerships since 2019

★★★★★
23 webinars
11,024 views
4.78 average rating

News Release Distribution through PRWeb

- Average Potential audience: 25.4M
- Average Total pickup: 118
- Average Release views: 294
- Average Release web crawler hits: 2,929
- Average Click throughs: 542
- Average Engagements: 456

"WiCyS has been a key partner for Google in our commitment to increasing diversity within the Security Industry. I've partnered closely with the WiCyS team to develop and launch the Security Training Scholarship program, and am continually impressed with their dedication to their community members. They work tirelessly to expand programming and opportunities, building creative learning and community building experiences. I look forward to a long partnership and to expanding this program in the future."

- Google

2020 BREAKING BOUNDARIES...

The historic year of 2020 brought many unprecedented challenges for all of humanity. To best support our community, WiCyS quickly added a COVID-19 relief membership, Racial Equity Committee to ensure inclusivity, Leadership Series: Speak. Listen. Community. to support leadership and volunteers with equity, inclusion and allyship discussions, and the WiCyS BIPOC Fellowship Award.

As virtual interactions became the new norm to everything; WiCyS launched new initiatives to continue the growth and momentum for women in cybersecurity to be recruited, retained and advancing in their careers. The power of the community was evident as we expanded our membership, launched more initiatives and grew #StrongerTogether.

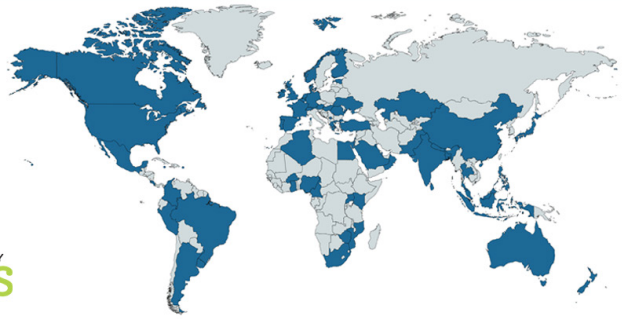
MEMBERSHIP:

4.6K

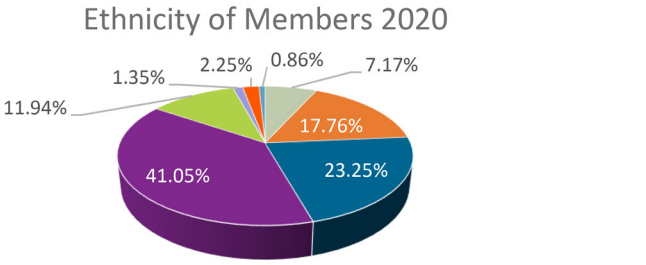
24% increase from 2019

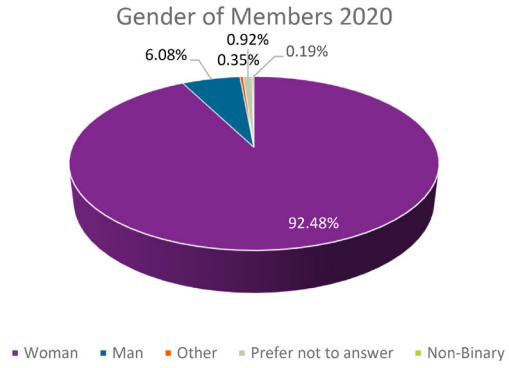
WiCyS Membership Map

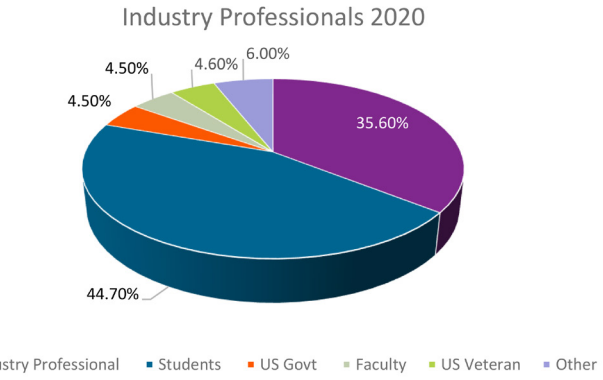
4K+ Members



United States, Algeria, Antigua and Barbuda, Argentina, Australia, Austria, Bangladesh, Barbados, Belgium, Brazil, Burkina Faso, Cameroon, Canada, China, Colombia, Costa Rica, Denmark, Egypt, Estonia, Finland, France, Germany, Ghana, Greece, Grenada, Guadeloupe, Hungary, India, Indonesia, Ireland, Israel, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Kosovo, Kuwait, Malaysia, Mauritius, Mexico, Mozambique, Nepal, Netherlands, New Zealand, Nigeria, Norway, Oman, Pakistan, Peru, Philippines, Portugal, Puerto Rico, Qatar, Romania, Saudi Arabia, Singapore, South Africa, Spain, Sri Lanka, Switzerland, Thailand, Turkey, Uganda, Ukraine, United Arab Emirates, United Kingdom, Uruguay, Zimbabwe.







WICYS SPECIAL INTEREST GROUPS

Special interest groups are formed and managed by WiCyS members for folks to further cultivate a community within the WiCyS community.

Cyber Educators • Cyber Sales & Marketing • Cyber Sidekicks • Cybersecurity Re-Launchers (Non-Traditional) • Data Privacy • Home Lab • Latinas in Cybersecurity • Military Spouse Community • National Cyber League • Neurodiversity in Cybersecurity • Research • WiCyS Military

SUBSCRIBERS AND FOLLOWERS

Webinars: 9K+
(163% increase from 2019)

Newsletters: 16K+
(56% increase from 2019)

Facebook: 4.9K+
(40% increase from 2019)

Facebook Group: 6.5K+
(65% increase from 2019)

Linkedin: 13.7K
(53.1% increase from 2019)

Twitter: 11.3K
(80.1% increase from 2019)

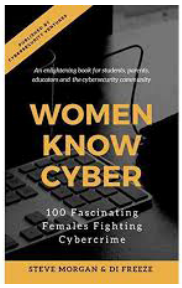
AWARDS AND RECOGNITION

Forbes

TOP 100 WOMEN IN CYBERSECURITY
CYBER DEFENSE MAGAZINE
2020

CYBERSECURITY VENTURES

ABET



CISSE

AYA 2020

WICYS FEATURED IN...

Forbes

CYBERCRIME MAGAZINE

CISSE

CYBRARY

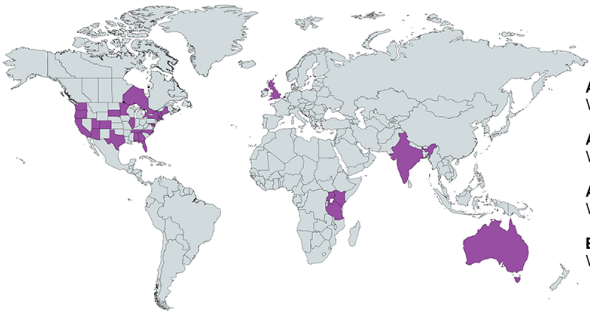
built in

Digital Privacy News
Informing you without watching you.

AFFILIATES

WiCyS Professional Affiliates

North America:
WiCyS Austin
WiCyS Chicago
WiCyS Colorado
WiCyS Dallas Fort Worth
WiCyS Florida
WiCyS Georgia
WiCyS Houston
WiCyS Metro NY
WiCyS Mid-Atlantic
WiCyS Minnesota
WiCyS New England
WiCyS North Carolina
WiCyS Northern Alabama
WiCyS Ontario, Canada
WiCyS Oregon
WiCyS Phoenix AZ
WiCyS San Antonio
WiCyS San Diego
WiCyS Silicon Valley
WiCyS South Dakota
WiCyS Tennesee
WiCyS Utah
WiCyS Western Washington



Africa:
WiCyS East Africa

Asia:
WiCyS India

Australia:
WiCyS Australia

Europe:
WiCyS UK

WiCyS Specialty Affiliates:
WiCyS Artificial Intelligence (AI)
WiCyS Critical Infrastructure (CI)

WiCyS Corporate Affiliates:
WiCyS Farmers Insurance
WiCyS Lockheed Martin

AFFILIATES:

31

158% increase from 2019

Diane Janosek

WiCyS Mid-Atlantic Affiliate and WiCyS Critical Infrastructure Affiliate

"WiCyS, as in, 'we sisters'... is a sisterhood. It is a place where we can just BE, but also a place where our cyber sisters encourage each other to BE our best selves. Do not settle, keep reaching, and take chances! Believe in yourself because your sisterhood has your back. Join a WiCyS affiliate to get involved."

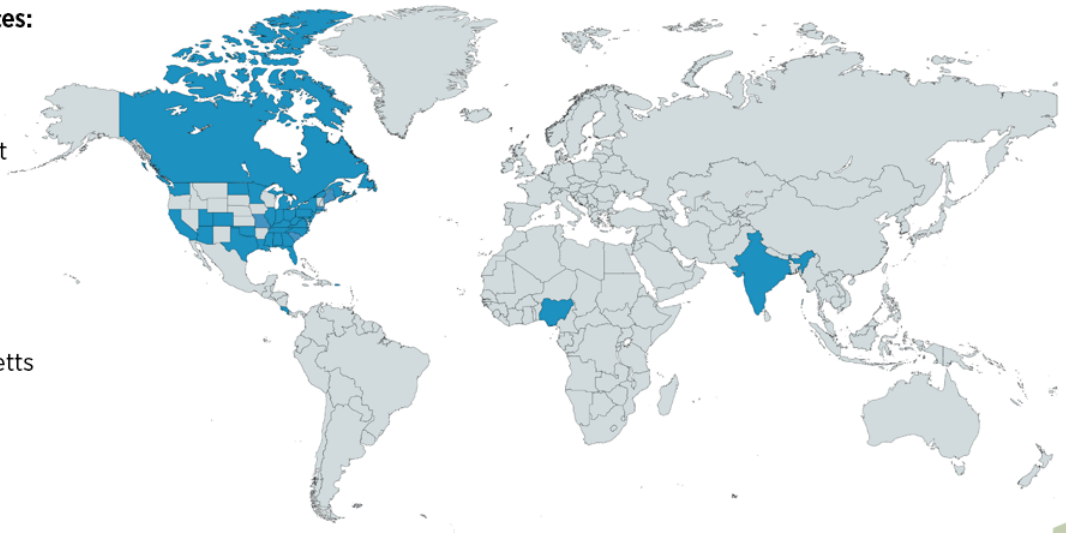
STUDENT CHAPTERS

STUDENT CHAPTERS: 113

39% increase from 2019

WiCyS Student Chapters

United States:
Alabama
Arizona
California
Colorado
Connecticut
Delaware
Florida
Georgia
Illinois
Indiana
Kentucky
Louisiana
Massachusetts
Maryland
Maine
Michigan
Minnesota



Missouri
Mississippi
North Carolina
North Dakota
New Jersey
New York
Ohio
Oklahoma
Pennsylvania
Puerto Rico
Rhode Island
South Carolina
Tennessee
Texas
Utah
Virginia
Washington
West Virginia

6 Countries: U.S., India, Nigeria, Costa Rica and Canada

Litany Lineberry

5th Year Doctoral Student, Mississippi State University

"Being a part of WiCyS over the years has been very beneficial to me especially since I want to one day work in the cybersecurity field. Attending the WiCyS conference has given me insight into what cybersecurity professionals do on a day-to-day basis. Being involved in the WiCyS student organization at my university has given me a chance to hone my cybersecurity skills through CTFs and cybersecurity activities. I have been fortunate to attend cybersecurity talks hosted by the WiCyS Student Chapter which allowed me to ask questions, that I normally would not get to ask, of cybersecurity professionals currently working in the field. Overall, I feel as though WiCyS is more than just an organization, but a community of like-minded individuals that want to see everyone succeed in cybersecurity!"

WiCyS 2020

As COVID-19 worried our hearts and all our community prioritized taking care of their loved ones and themselves, on March 5th, WiCyS 2020 was officially cancelled.

The conference that didn't happen...

The WiCyS 2020 conference sponsors stood by WiCyS through the challenging times of canceling the conference and made us all **#StrongerTogether** by committing wholeheartedly to the inclusion and diversity efforts in the cybersecurity workforce.

WiCyS VIRTUAL 20

WiCyS went from the excitement of the WiCyS 2020 conference to the disappointment of canceling it, and then to WiCyS Virtual 20 (WiCySv20) without skipping a beat. The outpouring of support was amazing as volunteers collaborated to make it a success. The need for our community to come together (virtually) was more important than ever!

"The biggest negative is the organizers could not hear the applause for the work they did to put on this amazing summit."

"Well done to the organizers in putting all this together and finding a way to bring all of the WiCyS community together in such unprecedented times. When faced with a challenge, that doesn't stop us."

#WiCySv20
April 15-17, 2020

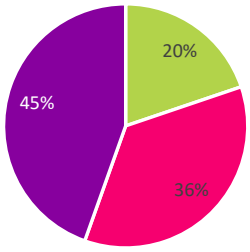
- 1,104 Attendees
- 1.7K+ Resumes
- 70+ Sponsored Booths
- 22 Presentations
- 8 Socials
- 7 Keynotes
- 2 CTF Live Coaching Sessions
- 1 Career Fair
- 9.1K+ Unique Booth Visits
- 8 Million Hashtag Reach

WiCyS Virtual 20 STATS

- #WiCySv20 hashtag reach: 8 million
- Booths: 70
- Booth Visits: 12,177
- Unique Booth Visits: 9,145

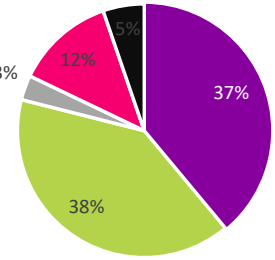
1,104
WiCyS Virtual 20 Attendance

Career Stage



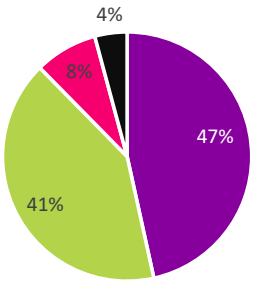
- Senior-Career
- Mid-Career
- Early-Career

Classification



- Industry
- Student
- Academic/Education
- Government/Military
- Non-Profit

Highest Degree Earned



- Master's Degree
- Bachelor Degree
- Doctoral/Graduate
- Certificate, Associate's Degree and High School

WiCyS Virtual 20 Sponsors

VIP Sponsors

Cisco, Facebook, Optum

Premium Sponsors

aws, Google, Raytheon, State Farm

Diamond Sponsors

Adobe, Bank of America, Carnegie Mellon University Software Engineering Institute, CERIAS, IBM, Microsoft, Robinhood, salesforce, Visa, Walmart

Platinum Sponsors

CoalFire, CrowdStrike, Deloitte, Georgia Tech Research Institute, The Home Depot, LinkedIn, NAVSEA, paloalto networks, protiviti, SANS Technology Institute

Gold Sponsors

ShopFox, Carnegie Mellon University Heinz College Information Networking Institute, Comerica Bank, elastic, Georgia Tech Master of Science in Cybersecurity, MITRE, Nike, P&G, RunSafe Security, SecurityRisk Advisors, virtru, The Walt Disney Company, workday, U.S. Department of State, University of San Diego

Silver Sponsors

Capitol Technology University, CAE in Cybersecurity Community, Dominion Energy, Lawrence Livermore National Laboratory, Lincoln Laboratory Massachusetts Institute of Technology, Northeastern University Khoury College of Computer Sciences, Praetorian, MERA, RAND, Indiana University Security and Privacy in Informatics, Computing, and Engineering, SOPHOS, Spectrum, University of Washington Tacoma Master of Cybersecurity & Leadership

LEADERSHIP SUMMIT

In 2020, WiCyS launched the Leadership Summit which is aninvite-only forum for 271 cybersecurity industry experts from strategic partners and conference sponsors to derive actionable plans for addressing challenges in four tracks:

women in CYBERSECURITY WiCyS | 2020 LEADERSHIP SUMMIT May 20, 2020

- PIPELINE: Strengthening the diverse cybersecurity workforce pipeline
- INCLUSIVE: Creating an inclusive work environment
- TRANSITIONING: Furthering opportunities for various groups such as veteran female cybersecurity aspirants or those transitioning or returning to cybersecurity workforce
- ADVANCING: Advancing women in technical and non-technical leadership roles

Outcomes from the summit included four working groups that meet monthly developing a market research tool to identify what successful and unsuccessful strategies work within industry. The goal of the research is to share with corporations to help collectively strengthen the cybersecurity workforce.

SKILLS DEVELOPMENT TRAINING PROGRAMS

In 2020, WiCyS started working with strategic partners to offer alternatives to in-person events for women in cybersecurity to build up their portfolios and work towards advancing in their careers. Strategic partners funded these efforts to help the industry sustain and accelerate the momentum for progress in diversity and inclusion efforts in cybersecurity.

Skill Development Training Program: Security Training Scholarship made possible by Google

- 900 members applied for Security Training Scholarship
- 116 members went through training
- 16 scholarship recipients received advanced courses and GIAC certification

"Becoming a member of the WiCyS community has become one of the most rewarding decisions I've made to date in my professional life. Being a part of the WiCyS/SANS/Google Scholarship program has not only given me a tremendous boost to forwarding my career in cybersecurity, but has connected me with some of the most amazing women in the industry- both established and up and coming, which is an absolute honor and privilege."

~ Scholarship recipient

SKILLS DEVELOPMENT TRAINING PROGRAMS (CONTINUED)

Skill Development Training Program: AWS X WiCyS JAM Learning Series made possible by AWS

Over 500 WiCyS members participants engaged in beginner, intermediate and advanced JAM sessions.

"A lot of information but I now see the 'pattern'. Learning by doing is the best! And also, re-watching these sessions. Thank you for sharing your enthusiasm for the topic!"

~ AWS JAM participant

Skill Development Training Program: National Cyber League competition/ game made possible by Target

178 WiCyS and International Consortium for Minority Cybersecurity Professionals (ICMCP) members played the National Cyber League (NCL) gamified cybersecurity challenges and competition.

"I feel as though I have learned a lot more from NCL than I have from community college because it challenges you to be more hands on and research technological concepts."

~ WiCyS / ICMCP participant

MENTOR/MENTEE

The WiCyS Mentorship Program was developed to upskill and uplevel women as they prepare for advancement at all levels of their cybersecurity career. All WiCyS members have access to the program and the option to sign-up as a mentor or mentee. Mentors are then matched with a mentee cohort and are expected to meet a minimum of once a month to discuss the resources and curriculum provided by WiCyS. The mentoring cohort was strategically selected to increase interaction and engagement during the monthly meetings and allow for a community of support to be formed within the WiCyS organization. Through this 12-month program, mentees will have the opportunity to receive career support, sharpen their professional development skills, and engage in meaningful mentoring relationships with respected cybersecurity professionals.

- Influence
- Negotiation
- Leadership
- Work/Life Harmony
- Communication
- Cybersecurity

187 Mentors

705 Mentees

Posie Aagaard

MSIT/Cyber student at the University of Texas at San Antonio

"The WiCyS mentorship program has been an overwhelmingly positive experience. Our mentor and mentees quickly established a comfortable rapport, and I am really enjoying learning from the group. It's encouraging to hear others' perspectives and experiences. Biggest takeaway: We are not alone!"

VETERANS ASSISTANCE PROGRAM

Female Veteran Community

- Make up 10% of the veteran population
- Have a higher likelihood of unemployment compared to male veterans
- Have a higher likelihood of single parenthood compared to male veterans
- Have a higher likelihood of homelessness compared to female non-veterans

HONORING HER SERVICE

Veteran Assistance Program

- Discounted membership
- Discounted conference passes
- Veteran Fellowship Awards to WiCyS conference (registration, meals, shared lodging, and travel)

217 veterans received subsidized membership

Issued **26** Veteran Fellowship Awards

Had **54** veterans use the conference veteran discount of $400 from $650

Thank you for the continued support
to recruit, retain and advance
women in cybersecurity!