



TO: Board of Education
FROM: Josh Aurand, Assistant Superintendent of Business Operations
Aaron Guske, Director of Information Technology
DATE: April 6, 2022
RE: Recommendation to approve email security/anti-phishing training

Over the last few years, cybersecurity has become an increasingly important topic in K-12 education, specifically email phishing. The financial impact of phishing attacks quadrupled over the past six years, with the average cost rising to \$14.8 million per year for U.S. companies in 2021, compared with \$3.8 million in 2015, according to a study from the Ponemon Institute on behalf of Proofpoint.

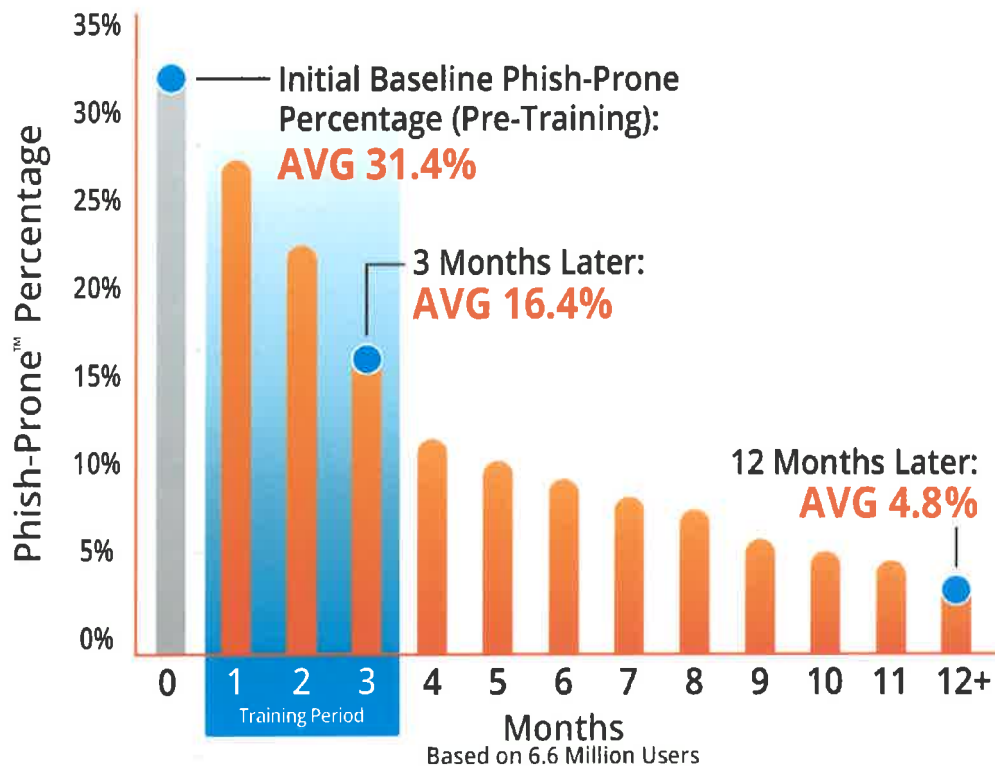
More specifically, the median amount of funds stolen from school districts that have fallen victim to spear-phishing, targeting administrative staff and district vendors is \$2 Million, with a record amount of \$9 Million in 2020.

Due to the increased focus on cybersecurity our insurance provider, CLIC has instituted a handful of required security measures to be implemented. They are requiring districts to do quarterly phishing campaigns and provide all employees with annual training. Currently, the District has implemented quarterly phishing campaigns with cybersecurity firm Secure Halo. We also require staff to watch a five-minute video on email phishing tactics and awareness. However, we are not seeing a positive trend from our current procedures. In discussions with our insurance broker and current industry best practices, we are recommending a more robust plan to address the growing threat of email phishing. We are recommending a 3-year agreement with KnowBe4, which is the world's largest integrated platform for security awareness training combined with simulated phishing attacks. KnowBe4 has world-class training videos and an AI email phishing campaign component that will give the district greater visibility into end-user data and give users the specific training they need. KnowBe4 is constantly updating its email phishing platform to ensure that users get relevant phishing emails and training. Currently, the District has a click rate of approximately 35%, the chart below from KnowBe4 shows how effective their service is based on the 6.6 million users of their system.



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Source: 2021 KnowBe4 Phishing by Industry Benchmarking Report

Note: The initial Phish-Prone percentage is calculated on the basis of all users evaluated. These users had not received any training with the KnowBe4 console prior to the evaluation.

Subsequent time periods reflect Phish-Prone percentages for the subset of users who received training with the KnowBe4 console.

The term of the proposed contract would be from May 1, 2022 - June 30, 2025, the total cost for the three years would be \$44,064. The first 14 months would be paid for out of Title II.