

IT 552 Milestone Four Guidelines and Rubric

In **Module Eight**, you will submit a **communication plan** that addresses and summarizes the importance of a security awareness program. How can it enhance the success of the organization? The goal of the communication plan is to find and implement messaging strategies to gain senior management’s buy-in and support of the security program. Cyber laws, personally identifiable information breaches and implications, costs of security breaches, and advantages of awareness programs should be addressed. The plan should also include how the awareness training and security policies and procedures will improve the security posture and culture throughout the organization.

Specifically, the following **critical elements** must be addressed:

- a) What **messaging strategies** should be used to ensure that stakeholders understand, buy into, and support the continuous improvement of your proposed security awareness program? Provide specific examples of the types of communication you are proposing.
- b) In a broader sense, how would you convince diverse stakeholders of the overall need for a healthy **security culture**? How do you make it real and relevant for nontechnical audiences?

Guidelines for Submission: Your paper should be submitted as a four- to five-page Microsoft Word document, with double spacing, 12-point Times New Roman font, and one-inch margins, in APA format.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Communication Plan: Messaging Strategies	Meets “Proficient” criteria substantiated with specific examples of proposed communications	Proposes messaging strategies for ensuring stakeholder comprehension and buy-in	Messaging strategies for ensuring stakeholder comprehension and buy-in are lacking in detail	Does not propose messaging strategies for ensuring stakeholder comprehension and buy-in	35
Communication Plan: Security Culture	Meets “Proficient” criteria and justifications are supported with evidence to substantiate the importance of a healthy security culture	Justifies the overall need for and importance of a healthy security culture in a way that would be likely to persuade even nontechnical audiences	Insufficiently justifies the overall need for and importance of a healthy security culture	Does not justify the overall need for and importance of a healthy security culture	35
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, or syntax	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent the understanding of ideas	30
Earned Total					100%