

## COMPETITION OVERVIEW

Participants are to select **one** of the 3 topics provided, and write an essay in response to the corresponding essay prompt.

### TOPICS:

1. Increasing Speed and Sophistication of Cyber Attacks
2. Privacy and Identity Management
3. Strategic Workforce Planning

(See Pages 2-3 for essay prompts.)

Scholarships will be awarded to the top three submissions as decided by the Philadelphia ISACA Chapter Grants & Scholarships Committee.



All submissions are DUE April 10<sup>th</sup>, 2017

All decisions are final.

This scholarship is a one-time award.

All scholarship award winners will have their essay published on the Philadelphia ISACA website.

## WHAT IS ISACA?

ISACA is a worldwide association of IS governance professionals. The aim of the Philadelphia Chapter is to sponsor local educational seminars and workshops, and help to further promote and elevate the visibility of the IS audit, control and security profession throughout Philadelphia.

Through the generous support of our members, the Philadelphia Chapter of ISACA is making \$5,000 available for scholarships in 2017.

To learn more about our organization and activities, please visit our web site:

[www.isaca.org/Philadelphia](http://www.isaca.org/Philadelphia)

## ESSAY TOPICS

Please **select 1** out of the 3 topics below for your essay. Essay submissions will be evaluated based on main focus, relevance to the topic, organization, understanding of subject, and grammar/mechanics. Please note that examples provided in the “*Think*” area of the prompts are suggestions, but candidates are encouraged to use their knowledge and creativity to enhance their responses.

### Topic #1: Increasing Speed and Sophistication of Cyber Attacks

Cyber threats continue to be a top concern for industry, governments and society as a whole. Specifically, there have been significant advancements in technologies such as internet of things (IOT), cloud computing, and mobile devices. However, these advances have often outpaced the ability to safeguard against varied exploits, resulting in significant financial loss and breaches of massive amounts of data. For example, in recent headlines, cyber criminals exploited IOT devices to commit sophisticated distributed denial of service attacks on a major DNS provider. The attacks took down sites such as PayPal, Twitter, Netflix and Amazon. The motivation and identity of these perpetrators is still unknown. However, the ease, speed, and sophistication of such attacks is alarming for all.

Please discuss the following:

- Discuss the various motivation factors or opportunities for cyber attackers.  
*(Think: Nation States, etc.)*
- Discuss the mechanisms which cyber attackers may use.  
*(Think: Phishing, etc.)*
- What are government agencies and industries doing to safeguard against attacks?  
*(Think: Policies/Regulations, etc.)*
- What new technologies do you see on the horizon that could be ripe for potential exploits if not safeguarded? What ideas or suggestions would you propose for preventing the exploits?  
*(Think: Wearable technologies, etc.)*

### Topic #2 - Privacy and Identity Management

The number of devices used to access data is growing more rapidly than ever. In addition, the volume of data being shared is increasing, which can include highly sensitive data. Individuals access this data using various devices such as laptops, personal PCs, tablets and smartphones. The devices have the ability to utilize many authentication mechanisms for security, however, they are not always used. As such, there is a significant risk that sensitive information could fall into unauthorized hands.

Please discuss each of the following:

- Discuss the concerns and benefits associated with making data readily available on multiple device types.  
(*Think: Collection of patient information on tablets, etc.*)
- What are the various authentication mechanisms available for identity management on devices? Discuss the strengths and weaknesses of each.  
(*Think: Biometrics, etc.*)
- What technologies can be utilized to secure the data?  
(*Think: Encryption, etc.*)
- Identify a privacy regulation and discuss how the regulation impacts the need for strong identify management practices. Discuss the difference in impact directly to the individual and to the business.  
(*Think: HIPAA, etc.*)

## Topic #3 - Strategic Workforce Planning

Long-term talent planning considerably improves an organization's ability to flex in response to unexpected changes in their environments. A strategic workforce plan is a long-term blueprint to ensure workforce optimization and sustainability of a balanced risk management culture. However, most executive teams only build talent forecasts—short-to medium-term predictions of specific talent needs that arise as a result of vacancies in the organization.

Please discuss each of the following:

- Discuss the short falls or rewards of organizations that only build talent forecasts based on short-to medium-term plans.  
*(Think: New technologies or products that competitors are offering, etc.)*
- Discuss why it is important for an organization to implement a strategic workforce plan?  
*(Think: Impact on organizational culture, etc.)*
- How does the strategic workforce plan affect the ability of the organization to identify and seize opportunities or avoid pitfalls?  
*(Think: Product to market or product design, etc.)*
- Discuss how you would transition the organization from a talent forecasting approach to a strategic workforce plan?  
*(Think: Communication plan and gaining executive buy-in, etc.)*

## Essay Submission Requirements

- ✓ Essays will only be accepted from graduate or undergraduate students who are enrolled and in good standing in a full-time program at a higher education institution in Pennsylvania, Delaware, or New Jersey **or** students who retain primary residence in PA, DE or NJ.
- ✓ Only one essay per student will be considered.
- ✓ Essays must be double-spaced and must include between 950 and 1000 words, excluding names, headers, and endnotes.
- ✓ Essays must be submitted in a standard word processing format such as MS Word. When citing sources, essays must follow either the MLA or APA format and the essay must contain a reference page.
- ✓ The essay must be submitted in English.
- ✓ Essays must be submitted and received no later than **April 10<sup>th</sup>, 2017**. Any entries received after this date will not be considered.
- ✓ Students will be notified no later than April 28<sup>th</sup>, 2017 of award decisions.
- ✓ All competition submissions must include a Cover Sheet (Form1), Student Certification (Form 2), and Academic Verification (Form 3).

**Submissions not meeting the requirements defined above will be disqualified from the competition.**

All essay competition entries along with the cover sheet, student certification and academic verification forms must be submitted for consideration via e-mail to:

[scholarships@phillyisaca.org](mailto:scholarships@phillyisaca.org)

FORM 1  
COVER SHEET

Student's Name:

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Student's Mailing Address:

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Student's Email Address:

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Student's Area of Study:

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Student's Year in School:

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School Name:

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School Address:

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School Phone Number :

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Department Head or Counselor's  
Name & Phone Number:

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FORM 2  
STUDENT CERTIFICATION

**Certification:**

I hereby certify that the information provided in this application and during the application process is the original work of the applicant and is true and correct to the best of my knowledge. I have not knowingly withheld or misstated any facts or circumstances that would be relevant to the consideration of this application.

During the period that my essay submission is under consideration by the Philadelphia ISACA Chapter, I am also certifying that it has not been published elsewhere and is not being considered for publication elsewhere.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant Name (Printed)

FORM 3

VERIFICATION OF ACADEMIC STANDING

I \_\_\_\_\_ give my written permission and authorize the Philadelphia ISACA Chapter to contact my college or university and verify my current enrollment and academic qualifications as outlined below.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant Name (Printed)

Student and College Information

Student's School ID#	
Student's Date of Birth	
Student's Major	
Dates of Attendance	
Expected Graduation Date	
Student's Phone Number	
Name of College	
College Office of Registrar Contact Name	
College Office of Registrar Address	
College Office of Registrar Phone Number	
College Office of Registrar Fax Number	