



# The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

## Final Copy of Case Study

**Status:**

Laureate

**Year:**

2013

**Organization Name:**

McAfee

**Organization URL:**

[www.mcafee.com](http://www.mcafee.com)

**Project Name:**

McAfee Online Safety for Kids Program

**Please select the category in which you are submitting your entry:**

Philanthropy

**Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)**

McAfee is passionate about keeping everyone everywhere safe online, particularly our most vulnerable population kids. In the McAfee Online Safety for Kids program, we seek employee volunteers (Appendix A) to help train school-age children in ways to stay safe and secure and maintain good ethics in their online behavior. We provide the content, materials and volunteer training; our employees deliver the presentation in 30- to 55-minute sessions (depending on grade level) to the school or youth group of their choice. Using materials based on the STOP. THINK. CONNECT awareness campaign created by the National Cyber Security Alliance, McAfee volunteers help children in our communities recognize and avoid online risks to stay safe and have positive experiences

online. McAfee is the only Internet security company dedicated to providing a substantial employee commitment to educating kids about cyber security and cyber safety. It has 671 volunteers across North America, EMEA and Latin America who are devoted to the McAfee cause. The program is free to schools and youth organizations. It doesn't tout McAfee's products, but instead utilizes McAfee volunteers to teach kids the tips they need to know to stay safe online. Online Safety for Kids is a major element of McAfee Cares and our Safe Never Sleeps campaign. It is an extremely well perceived social responsibility program within McAfee that encourages employee volunteerism and company philanthropy around the world. McAfee has committed to providing its volunteer base with training and materials that are age appropriate and easy to use, so that any McAfee employee can feel comfortable going into a school to teach (from administrative assistants to our presidents). The program reached 25,000 kids in the 2011/2012 school year, and is expected to reach 50,000 kids by the end of the 2013 school year.

**When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)**

McAfee started its Online Safety for Kids program in 2009 as part of a grassroots effort, when it began teaching school children to use their computers and digital devices safely with pilot programs in Beaverton, OR, Plano, TX, Santa Clara, CA, and St. Paul, MN (largest U.S. locations). In March 2012, McAfee brought together a dedicated team of people, who worked to take the program to the next level. They reached more than 10,000 school age children by July 2012 in California and more than 25,000 across the U.S. and Latin America, through McAfee Cares Online Safety for Kids. On June 12, 2012, close to 50% of McAfee's employees volunteered in nonprofits around the world as part of McAfee Global Community Service Day, including many employees teaching Cyber Safety. In 2012, McAfee's Online Safety for Kids team was able to enhance its curriculum and provide new presentation materials. By summer 2012, McAfee had developed new presentation kits for grades K-2, 3-6, 6-8, and 9-12. Within these kits are the presentation outline, PPT slides, videos, speaker notes, an FAQ on how to answer tough student questions and a certificate and safety pledge to hand out to kids after they have completed the training. The training materials were also translated into nine languages. In addition, a parent presentation was developed, aimed at teaching parents how to talk to their kids about online safety. The team also built a database that was used to manage the employee volunteer base, helping them facilitate visits to schools and youth organizations in addition to allowing outside organizations to request their own visit. The Online Safety for Kids portal was also created (see Appendix B).

**Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)**

The McAfee Online Safety for Kids program is an ongoing effort. In the 2012-2013 school year, McAfee will teach more than 50,000 school children in North America, EMEA and LTAM about using their digital devices safely, securely, and respectfully. In January 2013, McAfee launched the program in Australia, and will soon reach other regions in Asia Pacific. On May 16, 2013, McAfee will host its 2nd annual Global Community Service Day, where employees will volunteer with nonprofits around the world, including hundreds who will teach about Cyber Safety. McAfee will also be rolling this program out to the employees of its parent company, Intel, where together we can reach more kids in more countries in the years to come.

**Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)**

"Monday was filled with great presenters! The students really enjoyed the presentations and had engaging discussions! It is amazing how savvy our students really are. The Online Safety is a perfect way to start off our lessons for the month of October. This would be something I would love to continue with every year. Thank you again for sharing this much needed information with our students at Leadership Prep School." Teresa Campos, Computer Literacy, Leadership Prep School, Texas. "I gave the most important presentation on Monday of my career. The kids loved it, the videos kept them locked in and the music was perfect for their age. I strongly suggest you take the time to do this. I promise you will have an impact on your community but that will be nothing compared to the impact it has on you." Mike Fey, Worldwide Chief Technology Officer, McAfee. See Appendix C for certificate of completion.

**Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)**

McAfee has provided an innovative program that could certainly be used as a best practice for other organizations. The McAfee culture is tied to its brand, Safe Never Sleeps, and has been able to provide a substantial employee commitment to educating kids about cyber security and cyber safety. This program requires a significant investment from McAfee's leadership team, as our employees and partners are taking time from their full time jobs to volunteer in this effort. It also



takes the support of our local communities, governments and teachers. We invest time into partnerships such as with the NCSA, Everloop, Frisco Fire Safety Town, the Boys Scouts of America and other organizations that aim to teach kids about online safety.

**If there are any other details that the judges should know about this project, please note them here. (In 300 words or less.)**

The dramatic surge in digital devices provides millions of young people with access to more information online, yet brings them into the dangerous digital world of cyber criminals, cyber bullies and hackers. According to the McAfee 2012 Teen Internet Behavior study, which investigates the online habits, behaviors, interests, and lifestyles of a generation that is the first to truly grow up online. The study discloses how teens are not only engaging in risky behaviors, but how they are hiding it from their parents, many of whom don't realize they are being fooled. The study also exposes the ways in which teens are hiding their online activities from their parents. Despite their awareness of online dangers, teens continue to take risks by posting personal information and risky photos online, unbeknownst to parents. Many teens are accessing inappropriate online content, despite 73.5% of parents who trust their teens to not access age-inappropriate content online. Specifically 43% of teens have accessed simulated violence online, 36% have access sexual topics online, and 32% have accessed nude content or pornography online. Nearly half of parents believe their teens tell them everything they do online and insist they are in control when it comes to monitoring their teens' online behaviors. However, the study reveals that teens deceiving their parents are on the rise, as over 70% of teens have found ways to avoid parental monitoring, compared to 2010, where 45% of teens have hidden their online behavior from a parent. McAfee's goal is to make the world a safer place and to give back to the communities in which we work and live.