

Tools & Tips for Making the Most of Technology

WELCOME!

While you wait...

ZOOM Logistics:

- All attendees are muted
- There will be a Q&A session following the presentation.
- At the top of your screen, choose “speaker video” as your viewing option.

HOW to ask questions?

- Click “Q&A” button at the bottom of your screen.
- Type in your question.
- The moderator will read your question aloud.



May 7

Tools & Tips for Making the Most of Technology

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NORTH CAROLINA DEPARTMENT OF COMMERCE

Tools & Tips for Making the Most of Technology

Presenters

Allan Sandoval (*moderator*)

Director of Business Technology Services - NC Department of Commerce

Penny Whiteheart

Executive Vice President - Piedmont Triad Partnership

Robert Van Geons

President & CEO - Fayetteville Cumberland County EDC

David Dean

Agile Project Manager - IBM Corporation



Cyber Security 101

A crash course to better security thinking



-
- “There are only two types of companies: those that have been hacked and those who don’t know they have been hacked” – John Chambers, Cisco CEO

What is Cyber Security?

- Computer security, cybersecurity or information technology security (IT security) is the protection of computer systems and networks from the theft of or damage to their hardware, software, or electronic data, as well as from the disruption or misdirection of the services they provide. – [Source Wikipedia](#)



What's at Stake?

- Interruption in business services
- Loss of intellectual property and trade secrets
- Loss of competitive advantage
- Reputation loss
- Financial loss and/or fines
- Identity theft



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Types of Attacks

- **Phishing/Spear Phishing** – typically carried out via email, it's an attempt to collect usernames, passwords, credit card information etc. via deception. Phishing is broad where spear phishing is targeted at specific individuals.
- **Social Engineering** – essentially using human nature to get what you want. In the case of IT, it's manipulating people to gain access to accounts, resources, building, etc.
- **Ransomware** – software that when executed on your system, locks access to your systems. The user is presented with the options of pay a ransom or lose data.
- **Denial of Service** – hackers use a network of resources to flood a website or system with requests, crippling the targeted system and rendering it unusable for the duration of the attack.
- **Website Defacement** – hackers compromise your website and replace or redirect pages to their own content.

What Can My Organization Do?

- Adopt a security mindset
- Invest in training employees!!!
- Establish and regularly review policies and procedures
- Establish and enforce password requirements with periodic changing of the password
- Work with vendors to ensure websites, servers, computers and other applications/services are up-to-date with patching
- Backup data!



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What can I do?

- Adopt a security mindset
- Lock your workstation when you're away
- Monitor your accounts for suspicious activity
- Ask questions – for example, was I expecting to receive a DocuSign document from Jane?
- Only use devices you or your company purchased. Found thumb drives are bad!
- If you see something suspicious – say something!



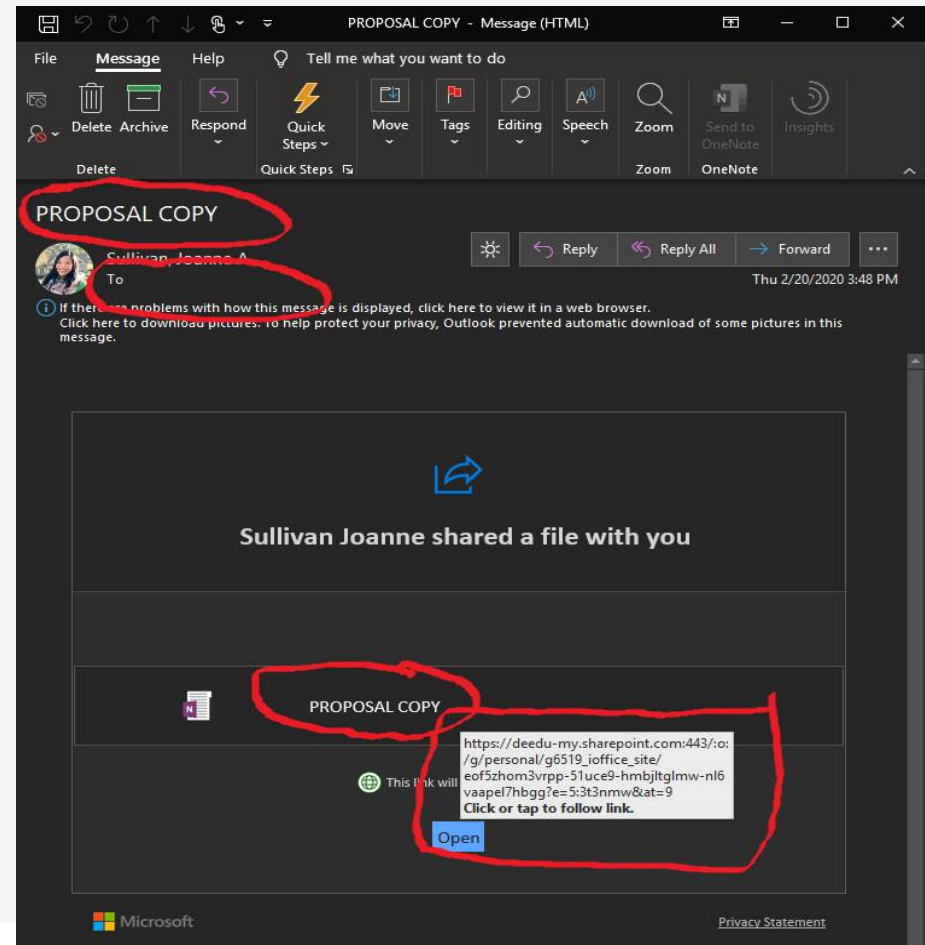
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How to Identify Malicious Email

- Spelling and grammatical mistakes
- Sender implies a sense of urgency
- Is it expected vs unexpected
- Mouse over, do not click, links you're suspicious of to see the URL
- Call the sender to verify authenticity

Sample Malicious Email

- Flag 1 - Do you know the sender and are you expecting to receive something like this?
- Flag 2 - The subject is generic and along with the document name, in all caps.
- Flag 3 - The to: line is empty which indicates this is a bcc: and is hiding all the recipients from one another.
- Flag 4 - When you mouse over the open button, the link is to a personal SharePoint site. Please note, mouse over, do not click on it.



What to Do If You Think You're a Victim

- **Report it.** If it's related to your work, report it immediately to the appropriate people within your company - especially if you think you might have revealed sensitive information about your company.
- **Watch for changes to your accounts.** If you believe your financial accounts might be compromised, contact your financial institution immediately and close any accounts that may have been compromised. Watch for any unexplainable charges to your account.
- **Change your passwords.** Immediately change any passwords you might have revealed. If you used the same password for multiple resources, make sure to change it for each account, and do not use that password in the future.
- **Watch for other signs of identity theft.** These signs could include but are not limited to: unusual or unexplainable charges on your bills; phone calls or bills for accounts; products or services that you do not have; new, strange accounts appearing on your credit report; or unexpected denial of your credit card.



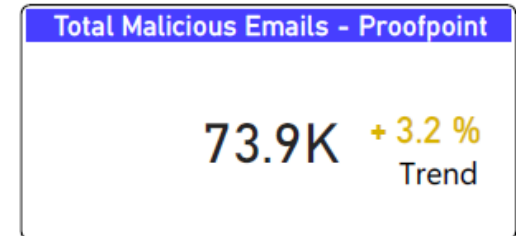
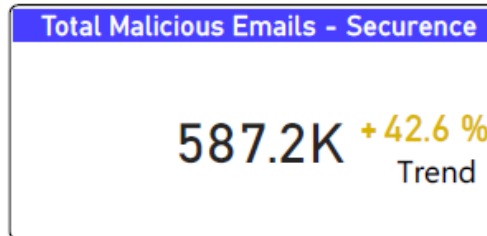
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Some Quick Metrics From NC DIT.

- There were 726 attack “events” over the last two business weeks
- The five-week average of malicious emails as a percentage of total emails received is 16.15%
 - Five-week average of PHISHing emails: 9,812
 - Five-week average of spam emails: 386,172
- The graphs to the right represent last week’s activity



Total Events	15,039,383,189 13,799,342,455
Total Security Events	318,123,627 309,634,798
Correlated Events	4,022,445 4,061,572
CTOC Analyzed	0 0
Total Escalations (Tickets)	1 0



Other Common Security Scenarios

- While Traveling - <https://it.nc.gov/resources/cybersecurity-risk-management/cybersecurity-awareness/online-safety-tips/cybersecurity>
- Working Remotely - <https://it.nc.gov/resources/cybersecurity-risk-management/cybersecurity-awareness/online-safety-tips/cybersecurity-0>
- Teleconferencing Tips - <https://it.nc.gov/resources/covid-19-resources/teleconferencing-security-tips>
- Avoiding Coronavirus Scams - <https://it.nc.gov/resources/covid-19/avoiding-coronavirus-scams>

Resources

- North Carolina Department of Information Technology - <https://it.nc.gov/resources/cybersecurity-risk-management/cybersecurity-awareness>
- Monthly NC DIT Enterprise Security and Risk Management Office newsletter - <https://it.nc.gov/documents/cybersecurity-newsletters>
- North Carolina Local Government Information Systems Association - <https://www.nclgisa.org/>

Contact Information

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- 919-707-1575



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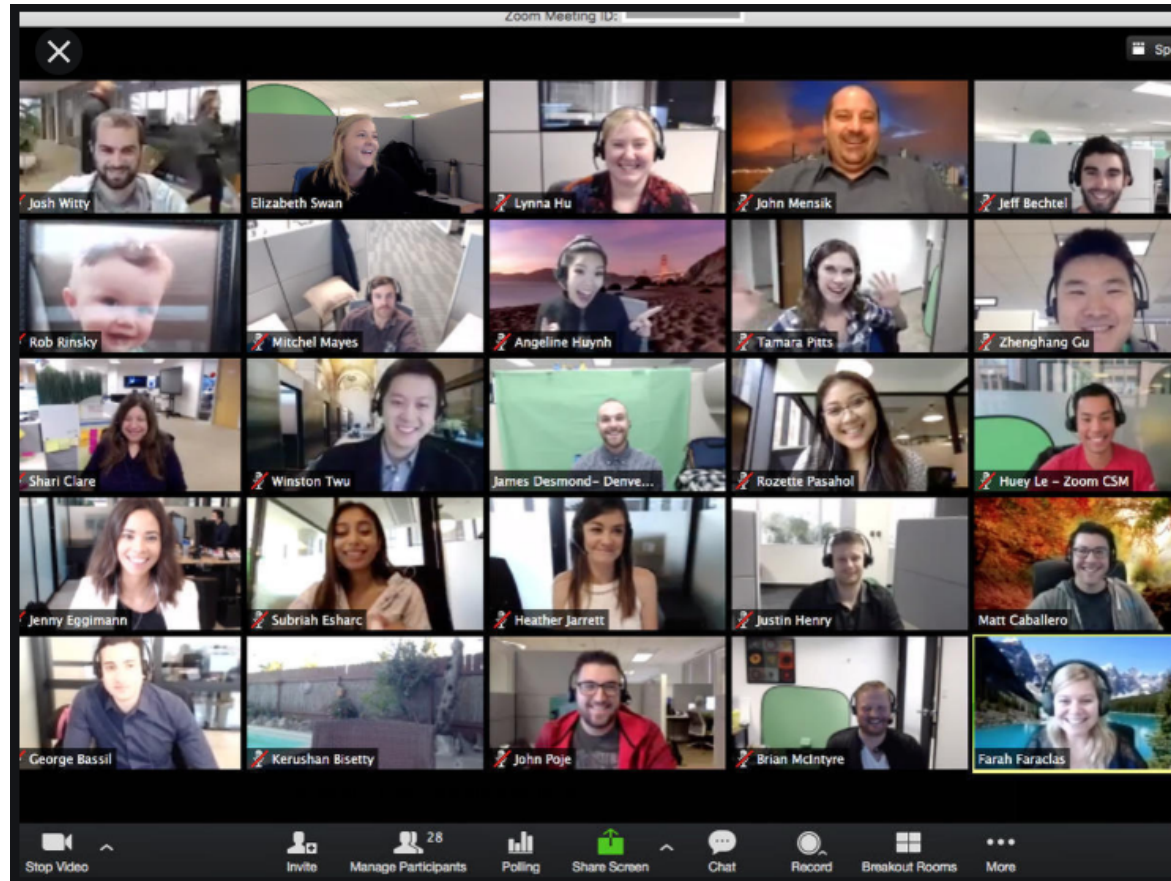


Virtual Meetings

Platforms and best practices | May 7, 2020

Penny Whiteheart

Virtual is here to stay!



Meeting Set Up Considerations

- **Casual Meeting** – brainstorming, status update, 'catch up' meeting
- **Structured, Informal Meeting** – staff meeting, informal presentation
- **Formal, Structured Meeting** – board or directors meeting, formal presentation, sales pitch
- **Sensitive or confidential meeting** – client meeting, real estate negotiation, performance review

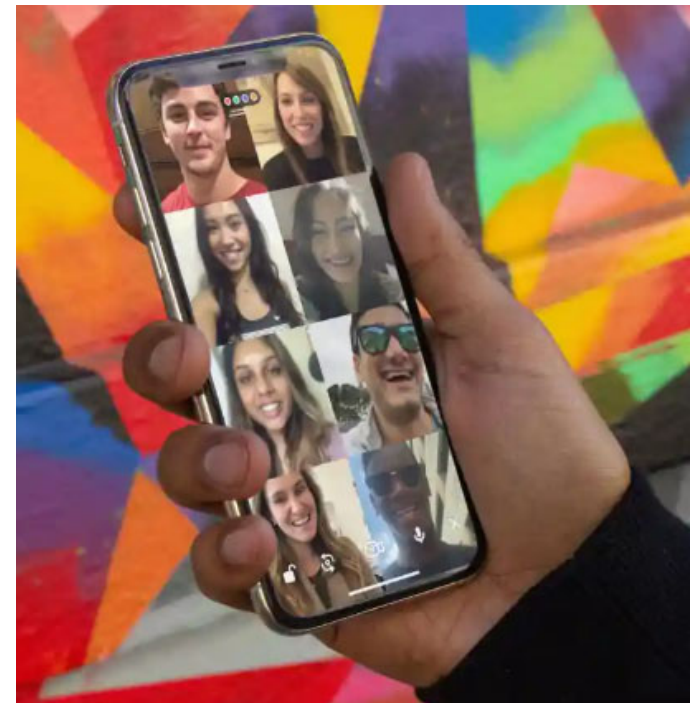
Meeting Set Up Considerations

- **Out of scope for this presentation:**

- Webinar
- Live Streaming Event
- Panel Presentation

Meeting Set Up Considerations

- **Attendee Profile**– comfortable with the platform?
- **Attendee Device** – Smartphone? Phone call only? Different Operating System?
- **Attendee Bandwidth** – reception, bandwidth and device quality
- **Sensitive or confidential meeting** – client meeting, real estate negotiation, performance review



Comparing Virtual Meeting Platforms



- Starting @ \$12/mo
- Presentation Capture
- Browser based = ease of accessibility
- Unlimited cloud storage



- Free plan available; \$14/mo
- Full featured free plan
- "Graybeard" of video conferencing



- Free plan available; \$15/mo
- Easy screen sharing
- Dual Monitors
- Intuitive host & user interface
- Robust annotating & whiteboarding
- Breakout Rooms
- File Sharing



- Free plan available; part of O365
- Ease of 'quick meeting'
- Replacing Skype for Business
- May already be deployed- 31% in March 2020

Comparing Virtual Meeting Platforms



RingCentral[®]

BlueJeans



© Randy Glasbergen
glasbergen.com



**“I’m no expert, but I think it’s
some kind of cyber attack!”**

Security Considerations for Virtual Meetings

- **Always Use Passwords**
- **Do Not Publish** video conference links in newsletters, websites, public places...
- **Turn Off** Attendee recording by default
- **Upgrade** your software to the latest version

Security Considerations for Virtual Meetings – For MORE Security

- **Do not allow “Join Before Host”**
- **Enable “Waiting Room” – host must admit each attendee**
- **Disable ‘File Sharing’ through chat**
- **Be prepared to ‘disable video’ if appropriate**
- **Turn OFF screen sharing for attendees**
- **Turn OFF annotation for attendees**
- **“Lock” the meeting after attendees arrive**

Security Considerations for Virtual Meetings – For SERIOUS Security

- **Require attendees to 'authenticate' - register**
- **Send the meeting link the day of the meeting; send password separately**
- **Require attendee to enter password manually**
- **Turn OFF annotation for attendees**
- **“Lock” the meeting after attendees arrive**
- **Be prepared to 'remove' participants**

Best Practices – as a HOST

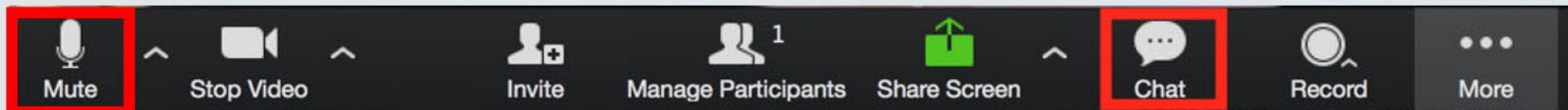
- - **Be familiar with the software/platform**
 - **Use a Housekeeping Slide**
 - **Advise attendees if recording**
 - **Test the technology beforehand**
 - **Keep admin panels open – watch for chat, files, issues**

Welcome to the Board Meeting



Meeting Housekeeping Notes

- Participants are muted when entering the meeting. Unmute yourself to comment.
- Phone-only participants: *6 - Toggle mute/unmute *9 - Raise hand
- For video participants, ask questions via the **Chat** button or **Unmute** via the **Mute/Unmute** button



- Meeting is being recorded

Best Practices – as an ATTENDEE

- **Learn how to MUTE yourself! (Alt + A in zoom)**
- **Consider setting up free accounts**
- **Download and use the app for more features**
- **Upload a thumbnail photo**
- **Use earbuds and microphone**
- **Go easy on the 'funny' backgrounds – consider a customized or branded one**



Mark Owens

Mute My Audio (Alt+A) Stop Video

Mute

Security Manage Participants Chat Share Screen Record Breakout Rooms Reactions

End Meeting

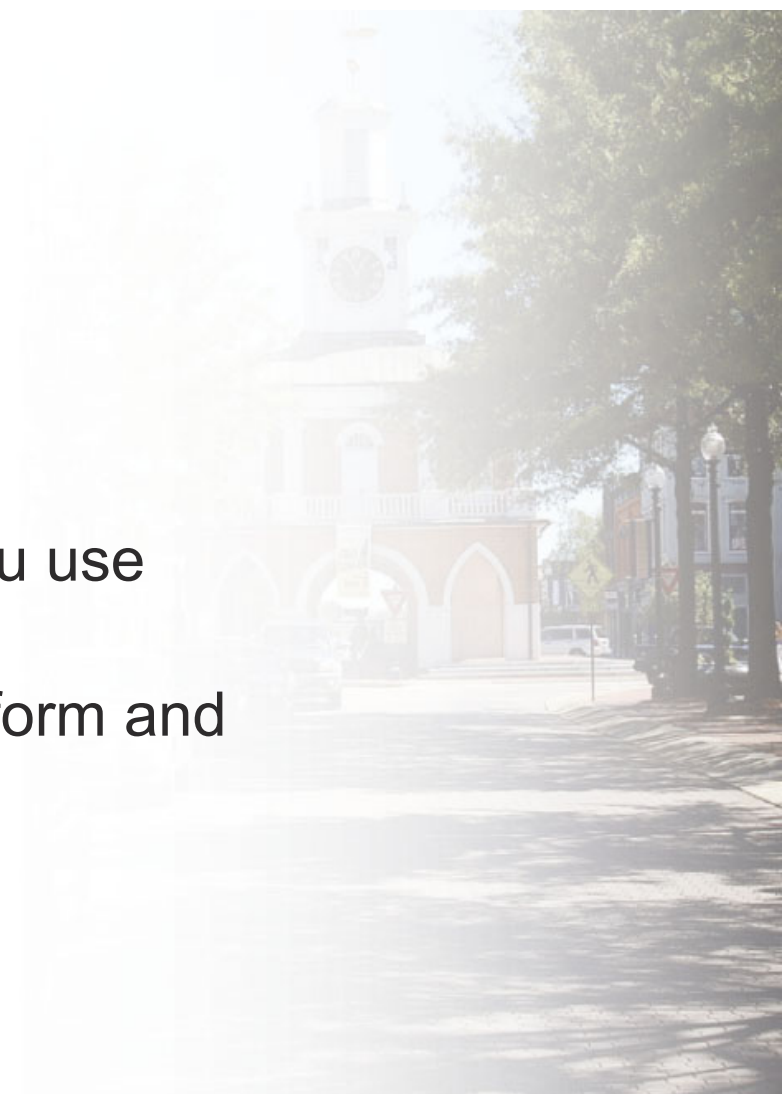


Stop... Collaborate and Listen

- Team Collaboration
- File Sharing
- OPM - Under Pressure

Collaboration Tools

- What might you already have?
- What works for you AND potential partners
- How much, how often and with whom will you use this? Internal only?
- Don't get carried away! – Settle on one platform and enforce usage



Similar to each other:

Slack

Flock

Yammer

20 others

Different:

- MindMeister www.mindmeister.com
- Miro - <https://miro.com/mind-map-software/>

Tangent:

Basecamp

Asana

Google Docs

Hightail

Messenger apps

Your phone system or CRM



Microsoft Teams

Teams

Your teams

- English Dept. PLC
- Advanced English 11 A
 - General
 - Elements of Poetry Group
 - Power of Persuasion Group
 - Readings Unit
 - World Voices Group
- Advanced English 11 B
 - General
 - Elements of Fiction
 - Free Write
 - Poetry
 - Workshop
- Creative Writing 9/10 A
 - General
- Creative Writing 9/10 B
 - General
- Pinewind High School (P)
 - General
 - 2019-20 School Events
 - Announcements and Re...

Join or create a team

SAVE AS NEW SET AS DEFAULT REFRESH ALL

Sales Activity Social Dashboard

Sales Pipeline

My Open Opportunities

Stage	Value
1-Qualify	\$12,000.00
2-Develop	\$30,000.00
3-Propose	\$10,000.00

Relationship Assistant

No Activity with Case
Delivery never arrived

There's been no activity with this case since Thursday, May 18, 2017.

[OPEN CASE](#) [SEND EMAIL](#)

No Activity with Case
Maintenance information for Desktop PCs.

There's been no activity with this case since Thursday, May 18, 2017.

[OPEN CASE](#) [SEND EMAIL](#)

what's new

Enter post here [POST](#)

All records | Assistant | All posts | Auto posts | User posts

- SMITH**
Traininguser Hclp01 created SMITH
On SMITH's wall
6/1/2017 1:11 PM
- Jon Smith**
Traininguser Hclp01 created Jon Smith
On Jon Smith's wall
6/1/2017 1:11 PM
- Worthwhile Activity Store**
Account: Created By Traininguser Hclp01.
On Worthwhile Activity Store's wall
5/31/2017 2:52 PM
- Wingtip Toys Facilities**
Account: Created By Traininguser Hclp01.
On Wingtip Toys Facilities's wall
5/31/2017 2:52 PM

Leads by Source

My Open Leads

Source	Count
(blank)	1
Trade Show	2
Employee Referral	3
Web	4
Advertisement	5

Top Opportunities

My Open Opportunities

Topic	Est. Revenue
Follow-up with in...	~25,000
Interested in upg...	~15,000
Wants Printers fo...	~10,000
Computer Upgrade	~5,000
6 orders of Produ...	~5,000
Quarter 3 Order o...	~5,000
Very likely will	~20,000

Top Customers

My Closed Opportunities in Current Fiscal Year

Potential Customer	Sum (Est. Revenue) (\$)
(blank)	~100,000
A. Datum	~50,000
Sterling Cooper D...	~40,000
A. Datum Corporat...	~30,000
Coho Winery (samp...	~25,000
Contoso Pharmaceu...	~20,000
Adventure Works [...]	~15,000

Settings

ME

File Sharing

- How secure is your data? How strong is your chain?
- Verify compatibility across your partners
- Do you want everyone to have everything, at all times?
- What are you looking to accomplish (Internal / External / collaboration / large file share)
- Does it integrate with your CRM or other work?
- Please be careful! – Robo's recommendation for security

Options

- SharePoint – Microsoft Product – Sync & online
- One Drive – consumer version
- Dropbox – We all know it – and many hate it
- Google Doc – Seemed like a good idea
- Third Party Sync Software – online backups
- Large Files - <https://www.sharefile.com/>





- Search this
- HR Team Home
- Documents
- Notebook
- Conversations
- Calendar (Out
- Teams
- Planner
- Recycle bin
- Edit

Recent updates: All

Prev 1 of 103 - Next

Kevin Tu previewed: ... > List view - actions > List view - actions - v2 · Today at 2:53 PM

actions_versions-tags-edt.png Share 6 🗨️ 📄

Created Jan 25, 2011 · 67.0KB

Brandon Savage previewed: ... > Final Mockups > Application images · Today at 2:47 PM

realtime_filesadded_specific.png Share 2 🗨️ 📄

Created Jan 17, 2011 · 112.6KB

realtime_commentadded_specific.png Share 2 🗨️ 📄

Created Jan 17, 2011 · 145.9KB

florian
 can we just see how it looks/feels if I simply add the new comment at the end. Maybe it's not that bad for the user that is currently typing, and it would require less clicking from the user
 Jan 17, 2011 at 07:34 PM [Reply](#)

Brandon Savage
 I'm pretty sure it will be disruptive - especially if I'm trying to read a comment or add one of my own. I like Phil's approach (but like the yellow version better than this one)
 Jan 17, 2011 at 07:43 PM [Reply](#)

Recent Collaborators

- Will Gunty
- Joyce Sohn
- Nick Noyer
- Amy White
- Jason Lock
- Kevin Tu
- Michael
- Ryan Riddle
- Add Collaborators

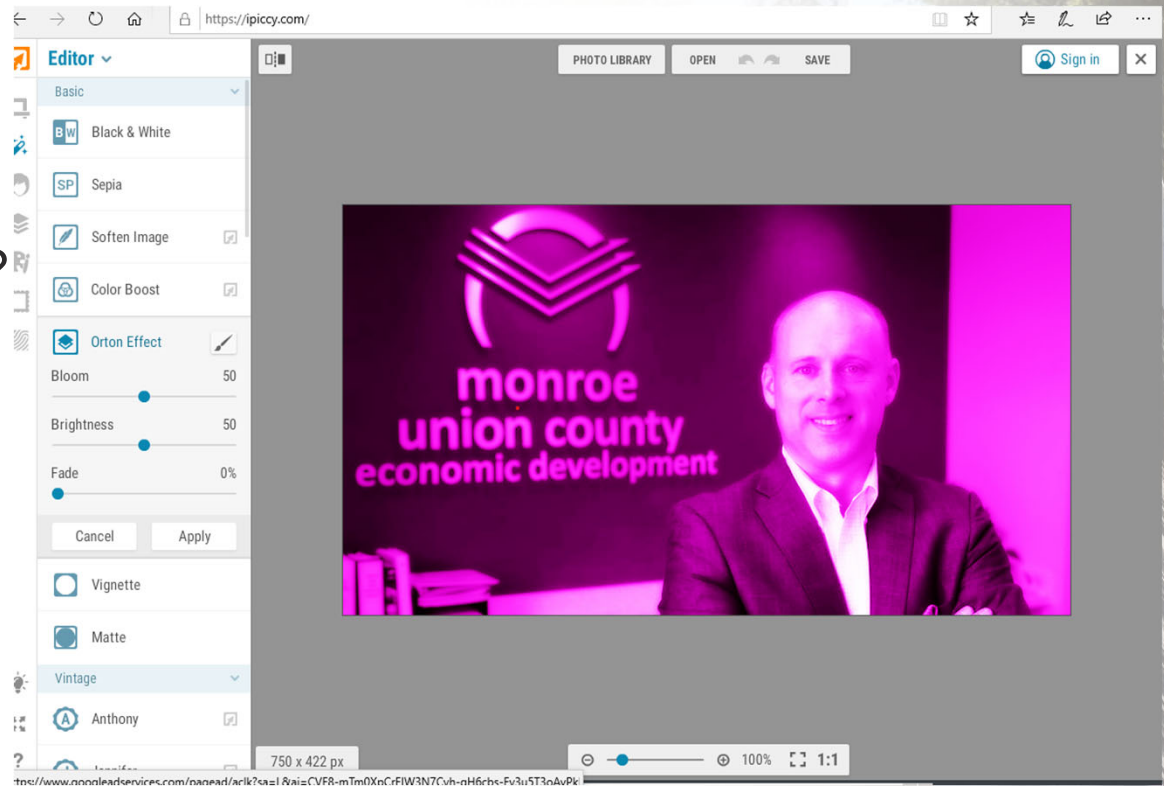
Updates Options

- [Edit email notification settings](#)
- [Get updates in a RSS feed](#)

Free Stuff (and kind of)

General Recommendations

- Check your subscriptions?
- Are you an eligible non-profit?
- Trial status can be your friend
- Many, many online tools
- Be safe!
- Be Creative



Creative Misuse

- YouTube – Creator Studio –save the videos privately, go live or blast them on other platforms
- Tools Designed for Social Media – Instagram, FB, etc.
- Snip & Sketch, Screen Capture video, Google Earth
- Have a video call with yourself – it's not as weird as you think.



Google Search

I'm Feeling Lucky

Make the most of your time at home with tips for recipes, workouts, and more

Robo's List

- VeraCrypt - <https://www.veracrypt.fr/en/Home.html>
- iPiccy - <https://ipiccy.com/>
- Mindmeister - www.mindmeister.com
- Virustotal - <https://www.virustotal.com/gui/home>
- Flashback express - <https://www.flashbackrecorder.com/express/>

Find what you need:

Cnet.com - <https://download.cnet.com/>

PCMag.com – Best Free List: <https://www.pcmag.com/news/best-free-software>

Resources

- Free PDF converter - <https://www.freepdfconvert.com/>
- Constant Contact Free Version – <http://www.constantcontact.com>
- MailChimp Free Version – <http://www.mailchimp.com>
- Canva (infographics) – www.canva.com
- Wondershare (video editing) – www.wondershare.com
- Pexels - free stock photos & videos <https://www.pexels.com/>
- Imcompetech – Royalty free music <https://incompetech.com/music/royalty-free>
- Headwater Economics - <https://headwaterseconomics.org/>



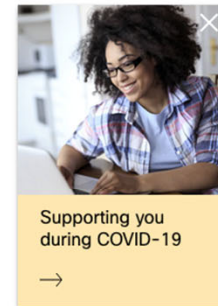
Webex vs Zoom



Solutions ▾ Webex Devices Plans & Pricing Learn ▾

Q Host Join Sign in ▾

Start for Free



Webex is here when the world needs to connect,

Webex vs Zoom Meeting Setup

Webex

- Participants and Hosts must create profile
- Hosts can remove people from meeting
- Personal Meeting ID

Zoom

- Downloading app is option for attendees
- Hosts need to download app
- Personal Meeting ID

Webex vs Zoom Meeting Features

Both

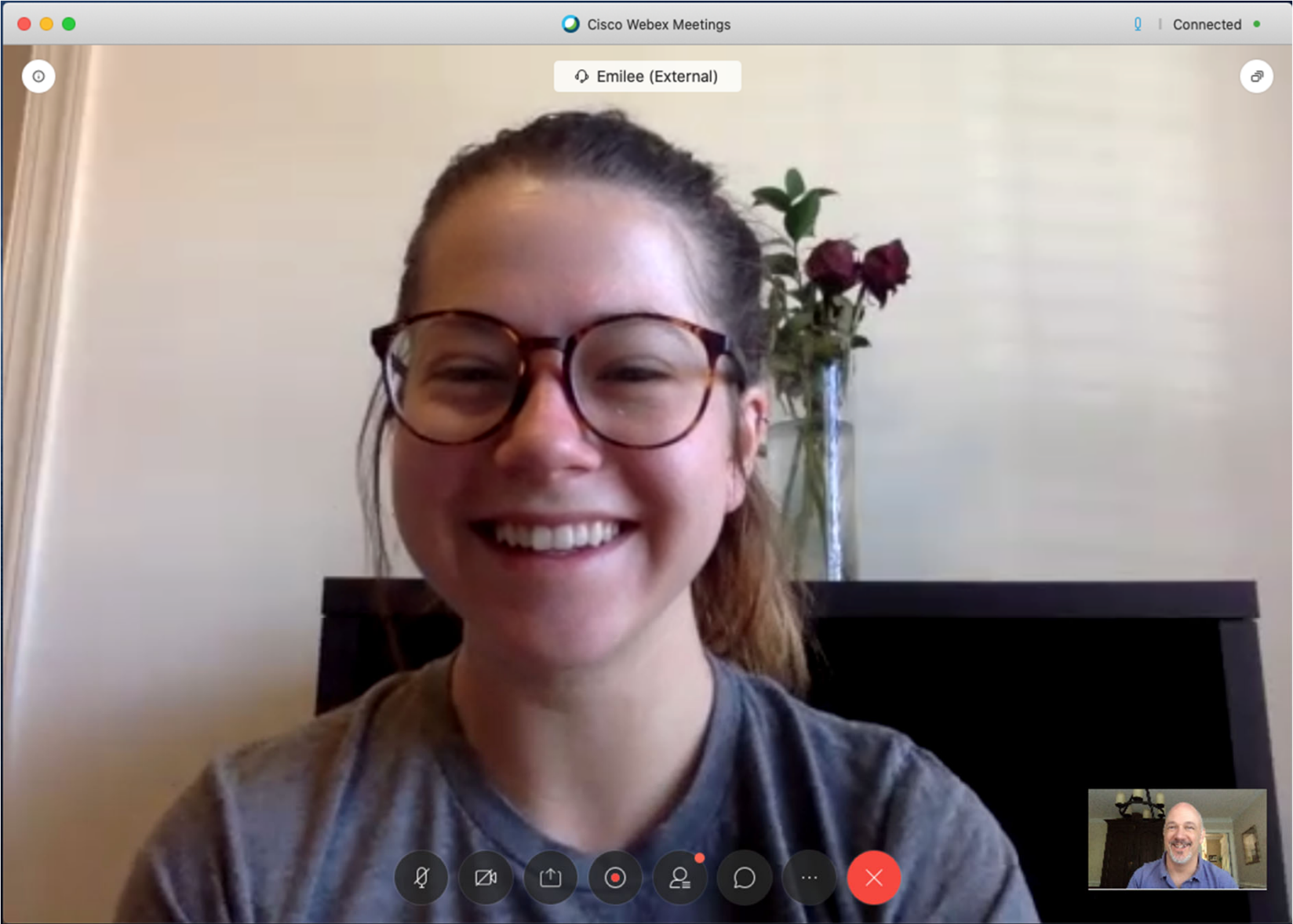
- Blur or Replace background
- Enable / Disable audio and video anytime

Webex

- Hosts control co-browsing, file transfers, remove attendees
- Hosts can protect meeting with password
- Chat window
- Participants easily share screen

Zoom

- See attendees connectivity strength





Emilee (External)



Meeting controls: Mute, Video, Screen Share, Stop Video, Profile, Chat, More, End Meeting

Chat

from David Dean (IBM) to Everyone: 10:24 AM
Hey, this is chat

Send to: Everyone

Enter chat message here



Drag and drop sticky notes, titles or text boxes to write down your ideas.



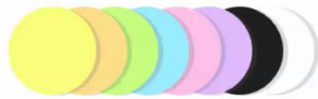
3x3 STICKY NOTE



5x3 STICKY NOTE



CIRCLE STICKY NOTE



All changes saved

Tasks

Questions for users

Week 4 - Measuring User Satisfaction

Investigate using NPS Determine Method

Confirmed availability and use of NPS on Passport Advantage Online

Will confirm NPS availability in Sales, Quote, Order system

NPS User Interviews User Testing Analytics

Number of clicks on each page

Number of clicks on each page

Where will we track metrics and show progress

22%



Webex vs Zoom Meeting Pricing

Webex = Cisco

- Unlimited meeting length
- Free: up to 100 participants, unlimited number of meetings
- Start Plan: \$13.50 / user / month (50 participants)
- Plus Plan: \$17.95 / host / month (100 participants)
- Business Plan: \$26.96 / host / month (200 participants)

Zoom

- Free: Unlimited 1:1, up to 100 participants for broadcast, 40 min. time limit
- Pro Plan: \$14.99 / host / month (100 participants)
- Business Plan: \$19.99 / host / month (min. 10 hosts)
- Enterprise Plan: \$19.99 / host / month (min. 50 hosts and up to 500 participants)

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