Cyber Safety & Policy for your Camp—
LNT in a Digital Footprint World

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Background

• Winnebago camper 1969-1975
• Winnebago counselor/admin 1978-2009
• Teacher 1982-Present
• Director of Technology, St. Catherine’s School 2007-Present
• Family Educator, Commonwealth Parenting 2009-Present
• CyberUSP19, LLC 2011, Cyber Use Safety & Policy
Purpose

• How to prepare staff for the reality of communication with the outside world at Camp
• How to educate staff and camp families for the change in communication when they’re at camp
• Generational and Gender differences in use of communication
• How to protect images of campers/staff
• Policy & Safety Guidelines
• How to safeguard hardware, software & network
• LNT in a Digital World
Reality of Communication @ Camp for Staff

• College, Grad students and young professionals make up most of staff
• 24/7 connectivity
• Instant access
• Wild West approach to distribution & access
• Clear, transparent & ethical standards
Communicate - Why?

• Human behavior
• Family, School, Business, Organizations
• Social
How?

• Letter
• Phone
• Cell Phone
• Smart Phone
• Computer
• iPad
Where?

• Email
• Texts
• Facebook
• Skype
• Google Buzz
Parent ↔ Camp Communication

- Expectations of camper/parent
  - *Different* from during the “off-season”
- Expectations of parent/camp
  - Known, revised, flexible?
- “Off-season” vs. summer
  - Differences?
- Staff/Parent
  - Protocol
Age & Communication

• Logic holds that older = less cyber use
• Needs and use...
• Grandparents learning the connection
• Parents relying on the connection
• Campers living the connection
Gender & Communication

“Camp was great!”

A Boy might say

OMG! U wnt blv it! had amzng tm. made so many bffs, cultr, kit, FBltr

A Girl might say…
Cyber Issues for Campers & Staff

- Videos/PSA’s available @
- http://cybertipline.com
- http://www.adcouncil.org/
Protection from Posting

• Rules for posting
• Your logo and camp name (trademark?)
• Camper images
• Staff (including days off/nights out)
• There is no “off-season” when it comes to posting
• Images, Videos, Audio, Social Networking Groups
Cyber Safety & Policy

• Transparency
  – Evolving, community input, accessible

• Safety
  – Best interests of community
  – Best practices

• Policy
Issues

• Time away from camp
• Protecting your camp/name
• Posting
• Understanding “forever potential”
• Relationship levels
Cyber Ethics & Oreos

- Set up rules for cyber use/communication
- Staff-Camper, Staff-Parent
- Phones (home & cell)
- Cyber accounts
  - Email
  - Social Networks
  - Within Camp system
Disaster Recovery

• Camper Information System (CIS)
• Mozy.com, IDrive.com...
• Dropbox.com, Google Docs...
• Servers with tapes/disk
• Outsourcing the back-up
• Manual External Hard Drive
Security

• Password strength
• 90-day change
• Free
  – Avira (free-av.com)
  – Microsoft (microsoft.com/security/essentials/default.aspx)
• Under $100
  – Symantec (symantec.com)
  – BitDefender (bitdefender.com)
Protecting your Camp

• “Google” it
  – Search engines
    • Images, video, text
  – Facebook
    • Groups, albums, tags
  – YouTube
    • Tags, people

• reputationdefender.com
The goal for the digital footprint is to equal our camping goals
We have left no trace
And if there is a trace, the campsite looks better than it did when we got there
Interview question: What is your digital footprint?
Why LNT?

- “Joan Jett Factor” - reputation
  - Internships
  - High School Job
  - College/Grad School
  - Employment/Career
  - Relationships/Family
Create Trust/Ethical Use

- Regular conversation - *talk*
- Engage & Know
- Transparent & evolving policy
- Setting a good example
- Opportunity for Value Structure
Thank you

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