

2019 SAP PLANNING CALENDAR

Q1

Goals	Events	Assessments

	January	February	March
Newsletter Topic			
Training or Assessment			
Reinforcement(s)			
Marketing/ Messaging			
Notes			

Q2

Goals	Events	Assessments

	April	May	June
Newsletter Topic			
Training or Assessment			
Reinforcement(s)			
Marketing/ Messaging			
Notes			

2019 SAP PLANNING CALENDAR

Q3

Goals	Events	Assessments

	July	August	September
Newsletter Topic			
Training or Assessment			
Reinforcement(s)			
Marketing/ Messaging			
Notes			

Q4

Goals	Events	Assessments

	October	November	December
Newsletter Topic			
Training or Assessment			
Reinforcement(s)			
Marketing/ Messaging			
Notes			

	Topic	Training	Reinforcement	Marketing	Notes
January					
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					

SAMPLE 2019 Q1 SAP PLAN

It's important to not only choose the content you want to use, but how you will distribute it and when you will take measurements of participation, assessment, success, etc. To demonstrate that, below you'll find a sample plan filled out for the first quarter of 2019. Notice that the SAP manager made notes to herself about when to deliver certain reminders or messages, whom to contact for help with some of her goals, and which specific content pieces from our inventory she plans on using.

Looking for ideas and inspiration for planning your SAP? Visit our [RESOURCE CENTER](#) for articles that will help you.

Q1

Goals	Events	Assessments
Relaunching internal SAP with emphasis on driving engagement, policy, and incident response.	Monday, Jan 28 - Company Shredding Day (in honor of Data Privacy Day on Jan 28) · Women in STEM Lunch and Learn mid-March.	Pre-assessment at beginning of program pre-launch for baseline. Do the same assessment in 6 months to see if scores change.

	January	February	March
Newsletter Topic	The A to Z Guide of Security Awareness	The Non-Technical Side of Security	Privacy, PII, and Identity Theft
Training or Assessment	Security Awareness Pre-assessment and/or M-A-006 How To Be a Human Firewall	M-A-027 Non-Technical Security Awareness or M-A-013 Phishing Andrews Inbox	M-A-025 Identity Theft and Breaches
Reinforcement(s)	Week 2 - V-LV-001 SAP Launch Video Week 4 - V-SE-058 Why Security Awareness?	Week 2 - V-SE-026 Non-Technical Security Skills Week 4 - V-SE-032 Phishing In Action	Week 1 - V-SE-056 What Is Identity Theft? Week 3 - V-SE-075 Data Breach Overview
Marketing/Messaging	Monthly NL sent out on the 5th; Hang posters in bathroom stalls and elevators.	Print out some SOS for lobby & break room; swap out posters in bathrooms and elevators.	Try emailing SOS via email marketing templates (add relevant gifs for pizzazz) and print out a few SOS for public areas.
Notes	Opting to skip big long training course at the beginning of year. Saving it for down the line, during a quieter time of year. Use email marketing templates to mail out notices about new videos.	Send email out last week of Feb asking for feedback from users - what do they want to learn more about? Do they like the SOS, posters? (Ask Ryan: can it be a survey?) Talk to graphics team: can they make a screensaver for us to use in the spring?	At Lunch & Learn ask Maria to do a short presentation from the IT dept about intrusion detection. Schedule meeting with upper management to discuss plans for June (Internet Safety Month) in early April.

	Topic	Training	Reinforcement	Marketing	Notes
January	The A to Z Guide of Security Awareness	M-PA-001 SA Pre-Assessment M-A-006 How To Be a Human Firewall	V-LV-001 SAP Launch Video V-SE-058 Why SA?	N-SOS-003 Security Aware Employee; N-SOS-080 Top 10 Security Practices; A-PE-007; A-VT-012; A-VS-011	Ask Karen on 4th floor to help hang posters around different departments.
February	The Non-Technical Side of Security	M-A-027 Non-Technical Security Awareness or M-A-013 Phishing Andrews Inbox	V-SE-026 Non-Technical Security Skills V-SE-032 Phishing In Action	N-SOS-032 Non-Technical Security; A-VT-001; A-VT-002; A-VI-004; A-PE-123;	Talk to Cleo about getting some posters hung near exec suites!
March	Privacy, PII, and Identity Theft	M-A-025 Identity Theft and Breaches	V-SE-056 What Is Identity Theft? V-SE-075 Data Breach Overview	N-SOS-125 Data on the Move; N-SOS-124 Data Leaks Make Us Weak A-VS-003; A-PE-114	Send out reminder email at beginning of month to finish up training from Feb.