**MLC Promo Videos Talking Points**

**Video 1 – Program Overview – Nick** (30-45 sec video):

Introduce the program:

- We live in an era of big data and machine learning.

- Now is the time to leverage the power of machine learning for your cybersecurity strategy.

- In this accelerated class, you will learn from leading experts on how to use cutting-edge machine learning tools to detect, evade, and defend against emerging threats.

Describe who this program is for:

- This program is specifically designed for professionals working across cybersecurity, such as software developers, system administrators, security engineers, and DevOps engineers.

Join us to:

- Leverage actionable frameworks

- Engage with real-world data challenges

- Test your learning in a final project

**Video 2 – Learning objectives – Yuxin (**30-45 sec video):

* By the end of this program, learners will be able to:
  + Understand basic concepts for statistical modeling, including principles for model selection for supervised and unsupervised learning tasks in the context of cybersecurity.
  + Select the most appropriate models for various cybersecurity scenarios, such as malware classification, botnet detection, and intrusion detection.
  + Detect and defend against adversarial attacks on machine learning models in cybersecurity settings at both training and test times
  + Identify and understand means of navigating legal and ethical challenges that emerge from gathering data about human subjects and using it to build machine-learning models

**Video 3 – Format – Blase (**30-45 sec video):

* Talk about format > make sure to emphasize asynchronous sessions as well as live sessions
* This certificate is offered remotely with synchronous (live) and asynchronous delivery methods. Your program experience will include:
  + A remote format with highly interactive live sessions and group discussions
  + Pre-recorded content and follow-up materials
  + Interactive Jupyter notebooks to engage with real-world problems in a case-study format
  + Small group collaboration with a focus on project-based learning
  + Coaching and discussion sessions with faculty and industry peers

**Video 4 – Faculty – all: (**30-45 sec video):

* Faculty introductions > each faculty member introduces themselves, their expertise, and their interest in machine learning for cybersecurity

**Instructions:**

Below is the information I owe you regarding the filming of a course promo video for the Machine Learning for Cybersecurity certificate. One from each instructor would be optimal for variety and to minimize ad fatigue, but this is not required.

I’ve included a few links to samples that the Graham School is using successfully, as well as a welcome video that we have filmed for the BMI program. These will be helpful to get an idea of the type and tone of this kind of promo video. Primarily, we want the video to feel personal, energetic, and welcoming.

* [Writer’s Studio - Publishing Your Book for Children and Young Adults](https://grahamcourses.uchicago.edu/search/publicCourseSearchDetails.do?method=load&courseId=1470908)
* [BMI welcome video](https://youtu.be/1ISfuXHWMUc)
* [Basic Program Introduction Video by program chair](https://www.youtube.com/watch?v=wnJy_b7siyU&list=PLzcNO0fWwnTunUgq5sYC-p8rydcLzoC8X&index=1)

I’m also including tips that you can send to the instructors to keep in mind when recording on Zoom. Once the filming is complete, please upload the videos to this Google folder: <https://drive.google.com/drive/folders/14n9jeJGB7wrbB22JNf2nrHQ12NZhwDgM?usp=sharing>  or send them directly to sgrego@uchicago.edu.

**RECORDING TIPS**

* Think about your background—sit in front of a neutral background (garden/backyard, blank wall, clean + empty room, bookshelf, wall with art are all okay).
* If you’re filming outside, natural light will look great. If you are inside, ideally, you’d want to set yourself up so that your light source is in front of you (behind your screen). If you do have a window behind you, be sure to shut the blinds so you’re not backlit.
* Avoid getting too close to the camera so that your positioning remains natural for viewers.
* Listen for a minute before you start filming. If you hear too much noise (dog barking, busy street) move to a better area.
* Videos should be between 30-45 seconds, with a maximum of 1 minute for optimal viewing on social media platforms.
* Check your Zoom recording settings at <https://zoom.us/profile/setting?tab=recording> and adjust them before you start your Zoom meeting to record. Please ensure that your cloud recording settings match the ones shown in the attached screengrab and that you “Record to the Cloud” once you’re ready to start.
* Have fun!

Our social media manager, Shannon Sampson, ([sgrego@uchicago.edu](mailto:sgrego@uchicago.edu)) would be happy to be on hand while they film this recording if any of the instructors do not feel comfortable. We will leave that decision up to the individual instructor.