CyberSeek Impact Review

Assessing the impact and value of CyberSeek

CyberSeek impact review

CyberSeek's impact is a function of its reach and influence. Through direct and indirect means, the platform reaches audiences spanning students, professionals, academics, workforce development agencies, government, enterprises and media.
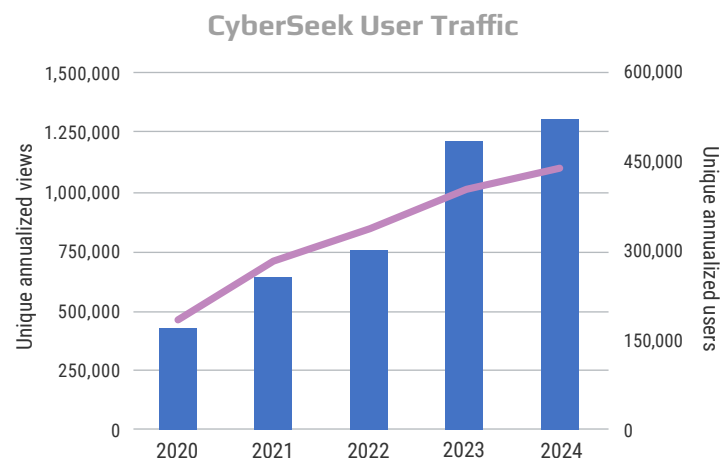
CyberSeek measures of impact include:

- User traffic and engagement
- Media coverage
- Citations of CyberSeek data
- Speaking engagements
- Congressional testimony
- White House and Capitol Hill briefings
- Partner engagements
- Engagements with international government bodies seeking guidance to develop a version of CyberSeek in their home markets
- Engagements with academics and workforce development agencies wanting to leverage the NICE Workforce Framework for Cybersecurity, career pathways, credentials mapping, or some other facet of CyberSeek
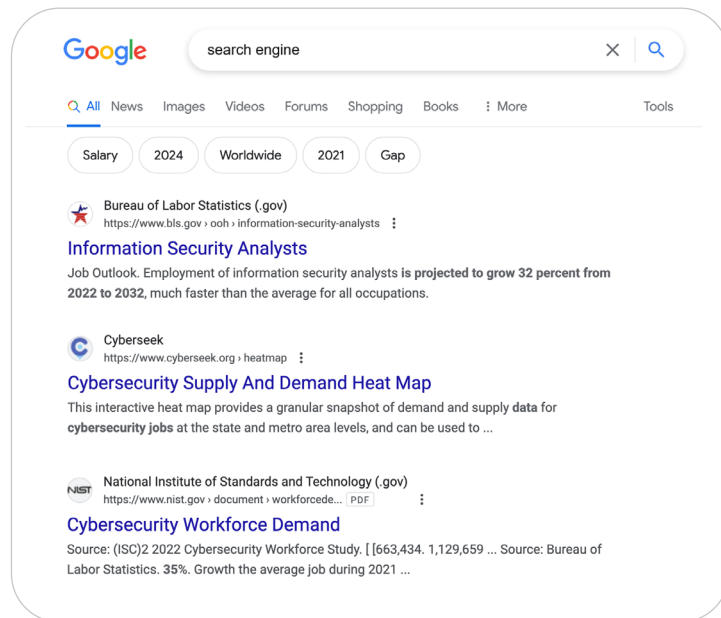
Embracing the mission through user engagement

Since launch in late 2016, traffic to the CyberSeek web platform has steadily grown. In the aggregate the platform generated more than 5 million unique views, according to tracking from Google Analytics.
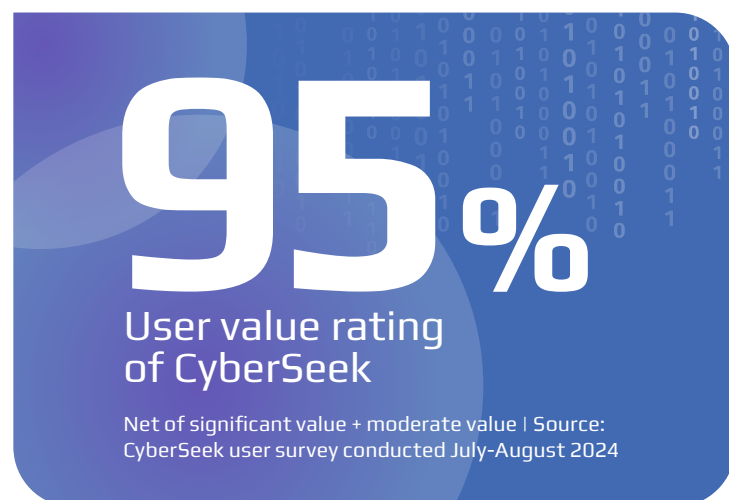
CyberSeek User Traffic

Source: Google Analytics

CyberSeek maintains a prominent position in Google search rankings. A search query of "cybersecurity workforce statistics" places CyberSeek in the #2 position, behind the US Bureau of Labor Statistics and ahead of the US National Institute of Standards and Technology (NIST).

CyberSeek users report high levels of value from the platform. The net value rating is highest among cybersecurity and technology professionals at 97%. Career changers and students report the same level of net value at 95%.

95%

User value rating of CyberSeek

Net of significant value + moderate value | Source: CyberSeek user survey conducted July-August 2024

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Raising awareness through media placements

Media placements play an important role in amplifying CyberSeek data and messaging. Coverage in media outlets spanning national, regional and government-focused news increases CyberSeek's reach across a wide range of audiences..

Citations in prominent media outlets such as the Washington Post, Financial Times and CNBC validate CyberSeek as a trusted and authoritative source of cybersecurity workforce data. Analysts from the CyberSeek team further strengthen the message by providing journalists expert insights and the story behind the factors driving changes in the data.

CyberSeek media metrics summary	2022	2023	2024
CyberSeek press releases	2	3	2
Count of media placements	1,472	1,699	2,538
Potential audience reach	819m	742m	2.1b
Earned media ad equivalency estimate	$1.5m	$1.4m	$3.9m

Source: Meltwater media monitoring | Earned media ad value calculated based on readership and an estimated ad value rate

82%
Recommendation rating of CyberSeek

Net recommendation | Source: CyberSeek user survey conducted July-August 2024

Influencing outcomes through government testimony and advocacy

U.S. House of Representatives Cyber Workforce Hearing | February 2025

House Committee on Homeland Security hearing "Our Nation's Security and Prosperity Depends Upon a Resilient Cyber Posture," with reference to CyberSeek data.

U.S. House of Representatives Homeland Security Committee hearing | June 2024

CyberSeek lead, the National Initiative for Cybersecurity Education (NICE), testified at the U.S. House of Representatives Homeland Security Committee, "Finding 500,000: Addressing America's Cyber Workforce Gap" hearing.

White House Summit: Connecting Americans to Good-Paying Cyber Jobs | April 2024

CyberSeek lead, Lightcast, presented to a White House strategic panel session focused on expanding alternative pathways into cybersecurity jobs.

Innovation in Workforce and Education Policy Briefing | May 2024

CyberSeek lead, CompTIA, presented to panel session hosted at the Senate Dirksen building focused on modernizing Federal workforce development polices to better support competency-based approaches to upskilling and reskilling.

U.S. House of Representatives Subcommittee on Growing the National Cybersecurity Talent Pipeline | June 2023

CyberSeek lead, Lightcast, testified at the U.S. House of Representatives Subcommittee on Growing the National Cybersecurity Talent Pipeline hearing.

CompTIA Partner Summit | August 2023

CyberSeek lead, CompTIA, co-presented with NIST to discuss the latest framework releases and the transition to the DoD 8140 directive.

Lightcast Connect Conference | October 2023

CyberSeek leads, Lightcast and CompTIA, co-presented the session *Future-Proofing the Tech Workforce*, with a spotlight discussion on CyberSeek and the accompanying trends in the cybersecurity space.

U.S. House of Representatives Future of Work Caucus | October 2023

CyberSeek lead, Lightcast, presented to the U.S. House of Representatives Future of Work Caucus.

U.S. House of Representatives Subcommittee on Innovation and Workforce Development | June 2019

CyberSeek lead, CompTIA, testified at the U.S. House of Representatives Subcommittee on Innovation and Workforce Development hearing.

Driving value through public-private partnerships

The CyberSeek team routinely engages with academic institutions, workforce development agencies, international government bodies and enterprises. This may entail sharing data, insight or guidance in using components of CyberSeek, such as the career pathways module or training provider directory.

These inquiries confirm the leadership position CyberSeek holds in guiding and influencing the market to adopt the approaches and best practices conveyed via the CyberSeek platform.

CyberSeek.org is freely available to users through a public-private partnership

CyberSeek is a collaboration between NICE, a program advancing cybersecurity education and workforce development; Lightcast, a leading provider of job market analytics and strategic intelligence; and CompTIA, the leading provider of vendor-neutral technology training and certifications. This project is supported by NICE, a program of the National Institute of Standards and Technology in the U.S. Department of Commerce, under Grant #60NANB22D100.

About NICE: NICE, led by the National Institute of Standards and Technology (NIST), is a partnership between government, academia, and the private sector focused on cybersecurity education, training, and workforce development.

▶ www.nist.gov/nice

About Lightcast: Lightcast is the world's leading authority on job skills, workforce talent, and labor market dynamics, providing expertise that empowers businesses, education providers, and governments to find the skills and talent they need and enables workers to unlock new career opportunities.

▶ www.lightcast.io

About CompTIA: CompTIA Inc. is the leading global provider of vendor-neutral information technology (IT) training and certification products. CompTIA unlocks potential in millions of aspiring technology professionals, career changers and students through best-in-class learning solutions, industry-recognized certifications and career-readiness resources.

▶ www.comptia.org