



U.S. Department of Education Cyber Badging Program Friendly Competition Driving Behavioral Change

An Innovative Cybersecurity Training Solution

In partnership with  K2SHARE

About the Cyber Badge Program

- As part of the U.S. Department of Education (ED)'s training program, cyber badges are used to excite users about training requirements and events, encouraging them to exhibit appropriate behaviors.
- The badging program fosters friendly competition amongst ED personnel to collect the badges to proudly display in their Microsoft Outlook email signatures.
- Since the ED Cybersecurity Training team began awarding badges, other ED programs have followed the model, providing additional opportunities for ED personnel to get involved.



Cyber Badge Opportunities

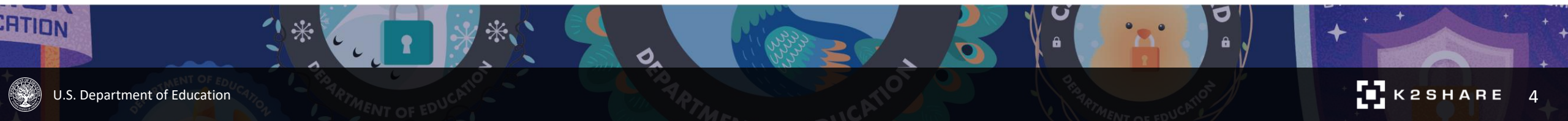
- Throughout the year, the U.S. Department of Education (ED) presents users with challenges to model positive behaviors through badging incentive programs for the following activities:
 - Completing mandatory Cybersecurity and Privacy Awareness Training (CSPA) courses ahead of the due dates.
 - Demonstrating high levels of participation in the Cybersecurity Symposium event.
 - Reporting the simulated phishing exercises throughout the year.



Early Bird Badges

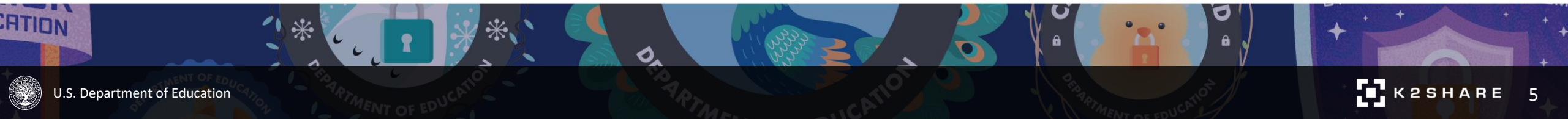


- Throughout the year, the U.S. Department of Education (ED) challenged personnel to complete their three (3) mandatory Cybersecurity and Privacy Awareness Training (CSPA) courses ahead of the due dates.
- They recognized those who met the timely challenges with playful bird-themed badges themed for the season, including the CSPA 1 Early Bird Winter Owl badge, the CSPA 2 Early Bird Spring Chick badge, and the CSPA 3 Early Bird Summer Toucan badge.
- **Last year, ED awarded at least one Early Bird badge to 80% of their personnel.**



Cyber Symposium Badges

- Following the U.S. Department of Education (ED)'s Cybersecurity Symposium, badges were awarded to personnel based on their level of participation in the month's events and activities.
- The designs of the four (4) Cybersecurity Symposium badges aligned to the overall event's "Get Your Knowledge #boostED" retro-space theme.
- These badges were tiered by level of participation with the Cyber Champion badge as the top award.

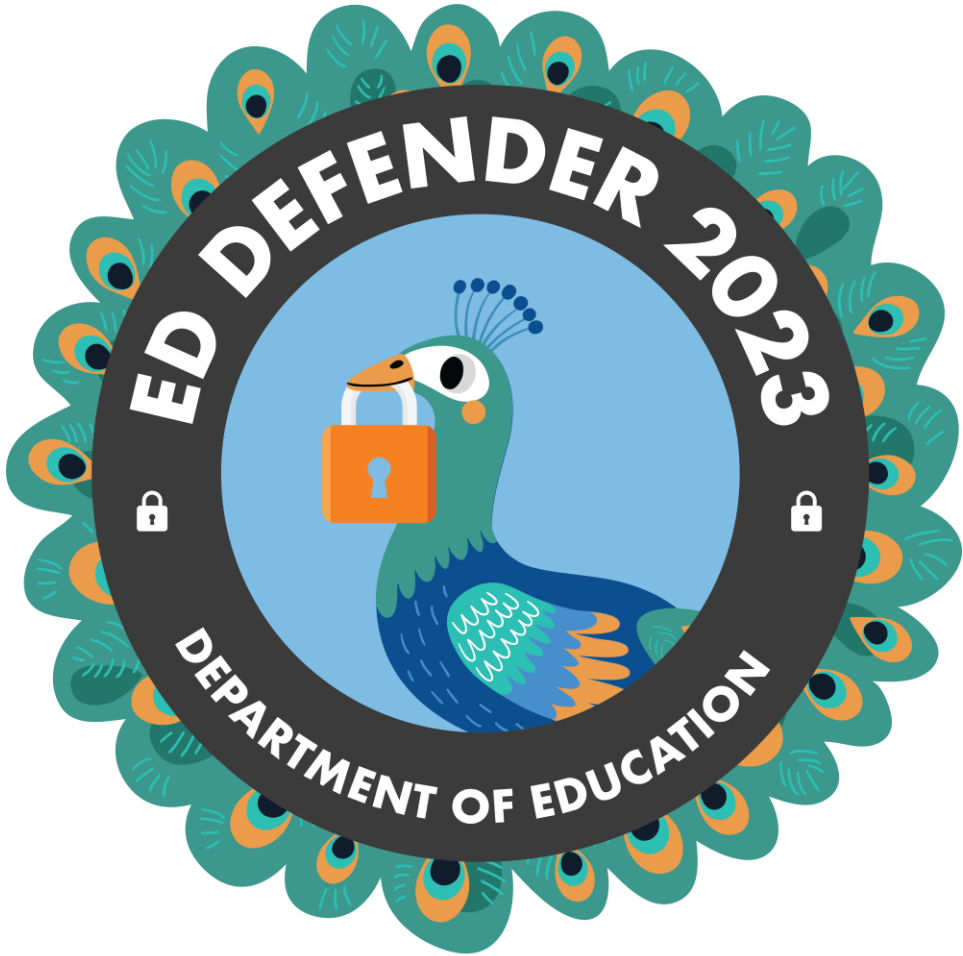


Top Phishing Reporter Badge

- The U.S. Department of Education (ED) performs phishing exercises to assess its vulnerability to email attacks and provide employees with hands-on experience identifying and reporting suspicious email messages.
- In examining trends, ED uses the number of Top Phishing Reporter badges awarded as a key metric for the success of the training program.
- The number of badges awarded correlates back to positive behavior, including increased resilience against phishing attacks.



ED Defender Badge



- Finally, to closeout the annual cyber badging program, the U.S. Department of Education (ED) awards a culminating badge to personnel who received at least four badges throughout year.
- The “ED Defender” badge serves as a token of appreciation and as recognition for the top performing personnel and their dedication to protecting ED against cyber threats.
- This badge represents those who engaged in the friendly competition throughout the year by reporting suspicious emails, attending Symposium speaker sessions, and completing the mandatory CSPA courses ahead of schedule.