

# No Cost Methods to Create a Buzz!

- The Department of Education (ED) uses recognition methods to drive desired behaviors and increase usage of training resources provided by the Cybersecurity Training Program.
- ED knows that recognition does not need to be monetary to be appreciated. Instead, it may be in the form of an email from an executive officer, a badge of appreciation, a high visibility article on ED Notebook thanking the user for specific actions, or a combination of one or more of these or similar actions.
  - In October 2021, the Department Chief Information Officer (CIO) issued “Top Reporter” certificates and badges to employees as a token of appreciation for reporting 100% of the simulated phishing exercise emails in the previous fiscal year.
  - In March 2022, employees with high levels of participation in the Department’s Cybersecurity Symposium received badges to thank them for their participation and encourage attendance in future events. Symposium badges awarded were based upon points earned by attending speaker presentations, networking in symposium chat rooms and visiting a vendor expo. Higher points resulted in a higher-level badge.
- Employees that received a badge are proudly displaying the badge in their Office 365 user profile and email signature line.

**These badges have created a positive buzz across the Department with many employees reaching out to the Cybersecurity Training Program to learn more about how they may engage with the program and earn a badge in the future.**

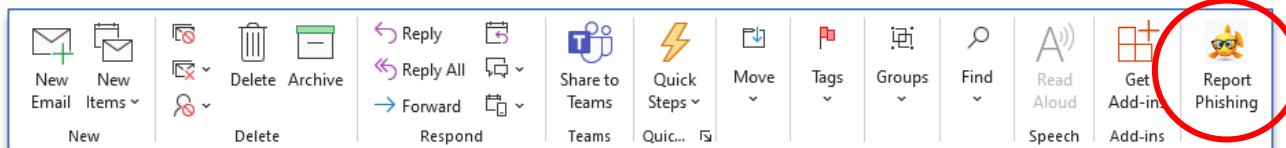


**Message from the Chief Information Officer (CIO) to each employee who received the badge and certificate**

Congratulations, you have been identified as a Top Reporter of the Department's Simulated Phishing Exercises. A top reporter identified and reported 100% of simulated phishing email during the fiscal year. This year there were only 168 individuals who were able to accomplish this achievement....which places you in the top 3%.

As you are aware, the Department performs simulated phishing attacks to enhance learning. Authorized phishing exercises enable the Department to assess its vulnerability to email attacks while providing employees with hands on experience identifying and reporting suspicious email messages. In the event of an actual phishing attack, reporting enables us to mitigate the impact to Department systems and information.

Please accept this badge as a token of appreciation for being a "Top Reporter." Feel free to use this badge in your email signature block and/or add it to your Office 365 picture profile.



**The badge, certificate and the Department's Outlook ribbon "Report Phishing" button use consistent branding**

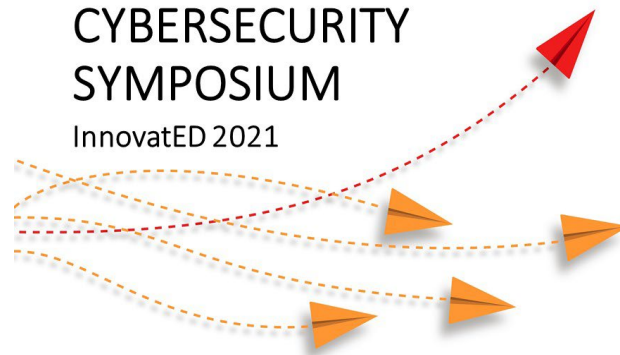


# BADGES!

U.S. Department of Education

## CYBERSECURITY SYMPOSIUM

InnovatED 2021



THINK DIFFERENTLY  
To Manage Risk

200 Points = Cyber Champion  
150 Points = Cyber Warrior

100 Points = Cyber Defender  
50 Points = Cyber Sleuth

