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

An Innovative Cybersecurity Training Solution
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:
  o Completing mandatory Cybersecurity and Privacy Awareness Training (CSPA) courses ahead of the due dates.
  o Demonstrating high levels of participation in the Cybersecurity Symposium event.
  o 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.
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.