Lock Down Your Login with The National Cyber Security Alliance and Utah Valley University: A Campus Cyber Saturation Campaign

Coinciding with National Cybersecurity Awareness Month in October 2017, Utah Valley University (UVU), in partnership with NCSA, conducted a cybersecurity outreach saturation campaign for the campus community (37,000+ students plus faculty and staff) designed to determine what UVU students and faculty knew about cybersecurity, what they were doing to be safe online, and what they wanted to know about protecting personal and university data.

The campaign coincided with UVU’s rollout of mandatory multi-factor authentication for faculty, and optional multi-factor for students using the Duo platform. The campus campaign, which was implemented by UVU’s university relations, legal and IT teams, cybersecurity graduate students, communication students, and faculty advisors, included a campus-wide survey, social media, video, e-mail outreach, digital and traditional signage, and booths on campus encouraging students to opt-in to multi-factor authentication via the Duo app.

NCSA viewed the endeavor as a critical step in maturing cybersecurity education and awareness on campus thanks to the university’s strong communications ecosystem, definable and reachable population and campus diversity. UVU is the largest four-year institution of higher learning in Utah and is situated in the heart of “Silicon Slopes,” one of the fastest growing tech communities in America. With the state’s only master’s degree in cybersecurity, UVU has become Utah's academic hub for cybersecurity. It was the first university to conduct a campus-wide cybersecurity outreach campaign, which was successful because the NCSA had strong buy-in from the university’s leadership, who understood the importance of campus cybersecurity.

To create a campaign evaluation baseline and to measure student knowledge about online safety, NCSA and UVU conducted three surveys. The first was conducted prior to a campus-wide cybersecurity campaign, and was sent to 5,185 students between July 25, 2017 and Aug. 23, 2017. Of these, 499 completed the survey for a response rate of 9.62 percent.

A second post-campaign survey was sent to 5,500 students between Jan. 4, 2018 and Feb. 2, 2018 to assess the campaign’s effectiveness on student knowledge, perceptions, and behaviors. Of these, 288 completed the survey for a response rate of 5.20 percent. The surveys were some of the first to measure behavior of cybersecurity practices following a cyber-saturation
campaign; additionally, a third post-survey asked students who opted into multi-factor authentication to gauge behavior motivation. Key findings include:

- Awareness/knowledge of “Lock Down Your Login” messaging (Note: Lock Down Your Login is a multi-factor authentication awareness campaign developed with the White House in 2016): 29 percent pre-campaign vs. 49 percent post-campaign.
- Seventy percent in the post-survey said they would ‘likely’ or ‘very likely’ use multi-factor authentication moving forward.
- Correct definition of multi-factor authentication was 20 percent pre-campaign vs. 57 percent post-campaign.
- Fifty-seven percent of students who downloaded multi-factor authentication said they did so after receiving an email from the university president urging them to opt in via Duo. The email led to more than 800 immediate views of the Duo site.
- In addition, 16 percent of students said they were influenced by a friend, professor, or other staff member to download the app. Another 16 percent said they learned of it via UVU’s social media platforms.
- Sixty-three percent of those who downloaded the multi-factor authentication app said it was worthwhile to do so; 41 percent said they would recommend others do so, while 49 percent said they ‘maybe’ would recommend it to others.

Additionally, the “Lock Down Your Login” messaging on UVU social media channels earned 50,857 impressions, which included more than 6,000 impressions on the UVU Students Facebook page and more than 19,000 on the university’s official Facebook page. Between Oct. 2, 2017 and Dec. 7, 2017, more than 7,000 people visited the uvu.edu/Duo website.