

Michigan.gov

Cybersecurity Resource Hub

Category: Cybersecurity

State: Michigan

Project Start: January 2022

Project End: Ongoing

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Executive Summary

In a constantly changing digital ecosystem, it is imperative that citizens have access to resources and tools needed to stay secure. In 2021, the [FBI IC3 Report](#) revealed that over 10,000 Michiganders fell victim to a cybercrime. This statistic revealed a critical need to share a variety of cybersecurity information with residents, resulting in the creation of Michigan's Cybersecurity Resource Hub. Serving as an extension of the [Michigan.gov/Cybersecurity](#) site, the Hub offers residents a variety of cybersecurity information, including resources and tips to strengthen cyber knowledge.

Listed as one Michigan's Cybersecurity External Engagements, the Cybersecurity Resource Hub serves all Michigan residents and contains information on a variety of cyber-related topics to ensure residents have awareness and resources on how to secure themselves and their information in the digital world. The Hub allows residents to quickly access cybersecurity in one place, serving as a single source of truth for cyber information while allowing the Michigan Department of Technology, Management & Budget (DTMB) the opportunity to directly connect and provide residents with the information and tools needed to stay cyber safe.

Project Description

Idea

DTMB's Strategic Plan highlights customer service as a core value. To uphold this value and strive toward the strategic goal of customer relationships, which aims to strengthen partnerships with our customers, DTMB began exploring the idea of hosting a centralized web location for cybersecurity information and resources as a way to reach a larger audience and expand its customer outreach. At its core, the Cybersecurity Resource Hub takes the idea of making cybersecurity easier for users and harder for hackers.

Problem: Prior to 2022, [Michigan.gov/Cybersecurity](#) did not offer residents a centralized area to learn about cybersecurity or view cybersecurity resources. Residents would need to search for resources and materials on their own if they wanted to learn more about cyber, as the information on the [Michigan.gov/Cybersecurity](#) site did not specifically target residents or provide them with basic cybersecurity information.

The Hub allows residents to go to one site to learn about cybersecurity and access a multitude of resources from popular organizations and entities, including the Cybersecurity and Infrastructure Security Agency (CISA), Stay Safe Online, and the Federal Trade Commission (FTC). By creating the Hub, [Michigan.gov/Cybersecurity](#) becomes more external facing, having opportunity to provide residents with useful cybersecurity information beyond the listed offerings and programs.

Why it Matters: The digital ecosystem is filled with threats, with cybercriminals attacking both organizations and individual users. Citizens must be equipped with cybersecurity knowledge to stay secure and prevent falling victim to an attack. The Cybersecurity Resource Hub provides residents with this information, taking cybersecurity topics and making them easy to understand. The Hub is available online to all Michiganders, even those who are not physically in Michigan, to provide them with necessary information to stay secure.

What Makes it Different: The Cybersecurity Resources Hub houses a multitude of cybersecurity information and resources in one central location. Resources are broken down into easy-to-understand concepts and definitions. In addition to resources being separated by category, resources are also compiled by group, allowing students, parents, senior citizens, and businesses to access resources specific to them.

What Makes it Universal: Cybersecurity is constantly evolving. As such, residents need to have access to pertinent information and resources to safeguard themselves and their information. The Cybersecurity Resource

Hub also connects to the State CIO Top Ten Policy and Technology Priority of Customer Relationship Management, as it aims to build customer confidence and trust by serving as a single source of truth and providing the most relevant information. Rather than focusing on one demographic, the Hub has resources tailored to users, with resources grouped for students, parents, senior citizens, and businesses.

Implementation

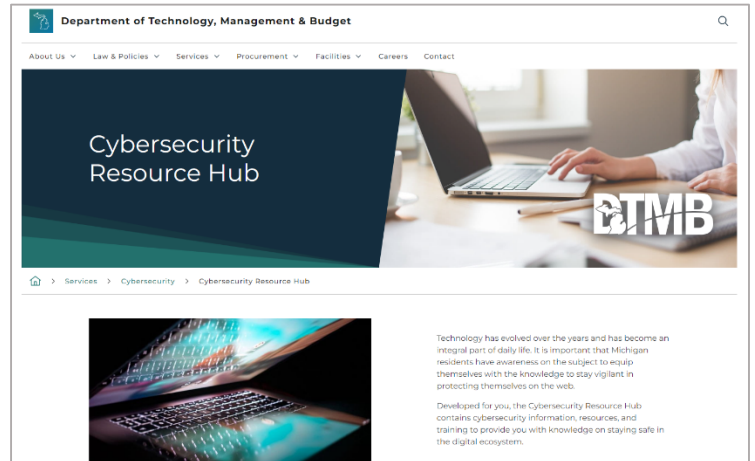
The Roadmap: The Cybersecurity Resource Hub is part of the whole-of-state cybersecurity strategy, providing residents with the knowledge and tools needed to stay safe online to further secure the digital ecosystem across Michigan. To create the Cybersecurity Resource Hub, several resources were studied to ensure the information compiled and shared would be relevant to users.

Planning for the Cybersecurity Resource Hub began in January 2022 and involved various mockups and plannings for the site. The Hub officially launched in two phases beginning in June 2022. The first phase included the initial launch of the Cybersecurity Resource Hub home page and a page dedicated to why cybersecurity matters. This phase also included a section for common types of cyber threats, defining in simple terms what each type of threat is, and best cyber practices users can implement to stay secure.

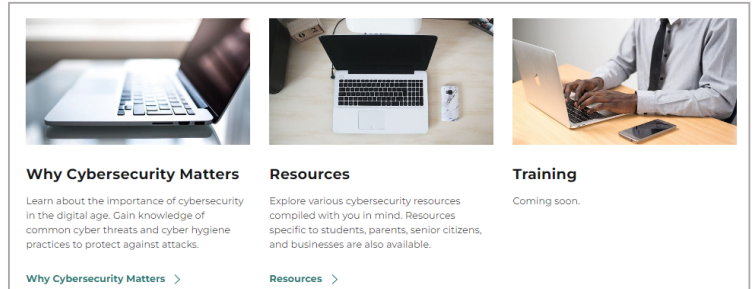
The second phase of the site launched in September 2022 and added a multitude of resources to site. In addition to sharing general resources pertaining to cyber cleanups, network safety, online shopping, social media, and scams, this phase also included sharing resources specific to audiences, including students, parents, senior citizens, and businesses. The second phase also included the launch of the tip of the month, which shares a short tip on how residents can stay secure in the digital environment. The Hub also shares articles on a variety of cyber topics, highlighting each of the weekly cyber awareness topics emphasized during National Cybersecurity Awareness Month, and provides residents with links to view cyber alerts and where to report a cybercrime.

The launch of the Hub makes cybersecurity more accessible to residents. Prior to the Hub, users would have to search and access multiple sites to find the information they needed. Now, residents can go to one central location to access a variety of cybersecurity information and resources.

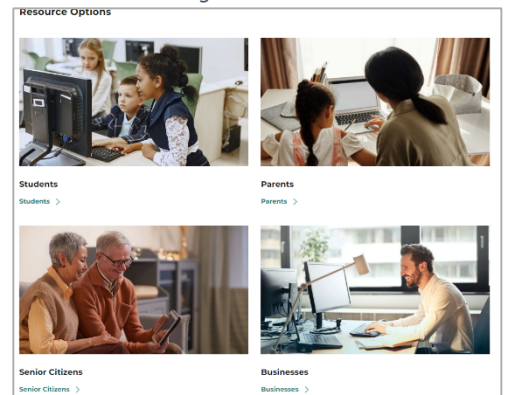
To ensure the Hub remains successful, it will need to continue to be updated and shared to the broadest audiences. The goal of the site is to have it be the primary cybersecurity resource that Michigan residents use to access cybersecurity information.



The Cybersecurity Resource Hub serves as a central location where residents can access a variety of cybersecurity information and resources.



The above are core offerings on the Cybersecurity Resource Hub. Why Cybersecurity Matters contains common types of threats and best practices. Resources are broken out into categories, including resources compiled specifically for the groups outlined in the image below.



Involvement: DTMB Cybersecurity and Infrastructure Protection leadership played a key role in the idea and implementation of the Cybersecurity Resource Hub. Wanting to provide residents with key cybersecurity information, agency staff researched and compiled resources that would provide Michiganders with an overview of cybersecurity.

The Cybersecurity Resource Hub was officially announced at the 2022 Michigan Cyber Summit. Following the announcement, DTMB has continued to promote the Hub at speaking engagements, including the 2023 Michigan Cyber Summit and High School Cyber Summit, and via social media on LinkedIn, Facebook, and X (formerly Twitter). The Cybersecurity Resource Hub continues to be updated with relevant information and resources, including short articles on a variety of topics that promote good cyber hygiene, like using passphrases as a password, reviewing privacy settings, and using multi-factor authentication.



Social media on DTMB accounts highlight and promote the Cybersecurity Resource Hub on a weekly basis.

How We Did It: The Cybersecurity Resource Hub required time from agency staff to research, review, and compile cybersecurity information and resources. To ensure the information on the site was relevant and easy to understand for users, feedback on the site contents was received from a variety of staff. Cybersecurity definitions and threats can be difficult to grasp if filled with complex jargon and technical details. To best serve residents, terms that may otherwise be complex and difficult for a non-technical user were simply defined so that they can be understood by all age groups, from students to parents to senior citizens.

Impact

What It Made Better: The Cybersecurity Resource Hub provides residents with easy access to various cybersecurity resources and information. People are connected to the digital world, carrying phones with them that allow for quick access to internet, but that access does not come without risk. Cybercriminals have become savvier and more advanced, finding ways to target users regardless of the device. The Hub aims to minimize residents’

Common Types of Threats

- Phishing

An attempt by a cybercriminal to steal personal information while posing as a reliable source and luring an unsuspecting user to provide the information requested. These attempts may be received via email or text asking to verify account information or pay a bill, but it is not from the actual provider or organization. Learn more about [phishing attempts](#).
- Malware
- Virus
- Ransomware
- Social Engineering

Common types of cyber threats are detailed on the Cybersecurity Resource Hub in simple, easy to understand terms users.

encounters with threats and prevent them from falling victim to an attack by offering information and resources designed to keep them safe in one central location.

The Cybersecurity Resource Hub strengthens residents' cybersecurity knowledge. Prior to its launch, Michigan.gov/Cybersecurity offered a limited number of resources for kids, home, business, and local government use. Now, the Hub offers a specific place for cybersecurity resources and information, offering a great deal of information for users to explore. New resources are added frequently, and the site continues to undergo updates to provide a user-friendly and relevant online experience.

The Cybersecurity Resource Hub also showcases the award-winning [Michigan Secure App](#), providing residents with an additional free resource they can use to keep their mobile device secure. As users who explore the Cybersecurity Resource Hub are seeking to gain cyber knowledge, they are also provided with opportunity to learn about Michigan Secure, having access to a free tool to keep themselves and their information safe from threats that are described and detailed in the Hub.

How We Know: The Cybersecurity Resource Hub is a critical component to the Michigan Cybersecurity External Engagement offerings. As the Hub is resident facing rather than focused on organizations or businesses, the information within it pertains to the broadest of users. The website has been praised by residents and organizations for its offering of information and resources.

"I have found the MI Security Hub Page to be incredibly helpful and user-friendly. I appreciate the balance between practical, simple tools and advice (the tip of the month is a great example) that lies within a very complicated, convoluted system. The "Why Security Matters" page is especially helpful, and I will likely review it several times throughout the year, as a reminder and to keep up on any significant changes. I also appreciate the targeted information for different demographics, age groups, and settings. It does not assume a level of previous understanding and experience, which seems increasingly important as technology both makes the world smaller and, unfortunately, can divide. I'm curious about and looking forward to the "Training" portion of the site when it is up. I wish more people took advantage of simple, straightforward resources like this, and am glad Michigan has put together something this simple, helpful, practical, and accessible."

-Jason S., Michigan resident

What Now: The Cybersecurity Resource Hub continues to be updated with relevant cybersecurity information. The site continues to be maintained on a regular basis, with new articles, pages, and resources being added frequently. A resident-facing training on cybersecurity will also be available on the site in the coming months to ensure Michiganders have the cyber knowledge needed to stay safe and secure in the digital world, offering current and future generations awareness on how to best secure our world.

Conclusion

The Cybersecurity Resource Hub has been an integral part of Michigan's Cybersecurity website, providing residents with the materials they need to stay secure in a changing digital landscape. With new threats and developments emerging a constant rate, it is critical that residents are provided with information and equipped with knowledge to stay secure. The Cybersecurity Resource Hub offers a multitude of information about why cybersecurity is important, offering details about common types of cyber threats and best practices to engage in

to prevent falling victim to an attack. The resources compiled on the site allow users to access the information they need to stay secure in one central location rather than having to search across multiple sites. Resources being further separated for students, parents, senior citizens, and businesses allows such groups to be targeted with resources that are most pertinent to them, helping equip them with information needed to stay secure and enhance their digital knowledge. Content on a variety of cyber topics has been made into articles, providing additional material for residents to access to increase their cyber awareness. Residents have utilized the Cybersecurity Resource Hub as a way to get cybersecurity information, and the Hub will continue to evolve into a place for residents to strengthen their cyber knowledge, ensuring that all Michiganders have access to the information and tools needed to stay secure while making cybersecurity easier.