



# Deakin Hallmarks procedure

## Section 1 - Preamble

(1) This Procedure was approved by Academic Board on 16 February 2016.

(2) This Procedure is pursuant to the [Deakin Micro-credentials policy](#).

## Section 2 - Purpose

(3) This Procedure documents the processes for the approval, assessment, award and review of Deakin Hallmarks.

## Section 3 - Scope

(4) This Procedure applies to higher education award courses offered by the University, with the exception of higher degrees by research.

## Section 4 - Policy

(5) Refer to the [Deakin Micro-credentials policy](#).

## Section 5 - Procedures

### Approval of new Deakin Hallmarks

(6) Approval of a new Hallmark has two sequential stages: 1. Hallmark concept and 2. Hallmark award requirements.

(7) Proposals at each stage are developed by course teams in consultation with relevant industry or professional bodies using the approved [Hallmarks proposal template](#).

(8) Hallmark concepts are endorsed by the Deputy Vice-Chancellor Education (or nominee) and approved by the Executive Dean on strategic grounds.

(9) Hallmark award requirements are endorsed by industry or professional partner/s and the Deputy Vice-Chancellor Education (or nominee), and approved by the Faculty Board on academic grounds. They include:

- a. title of the Hallmark
- b. standards for outstanding achievement
- c. assessment criteria
- d. evidence required to demonstrate achievement
- e. assessment process
- f. description of the Hallmark that will be included as part of the award.

## Assessment of Deakin Hallmarks

(10) A panel is established by the course director to assess whether a student has demonstrated outstanding achievement which merits the award of a Deakin Hallmark. The panel includes the course director (or nominee) as Chair, at least one other member of the course team and one external member of the relevant industry or professional group. Timing of assessment is determined with reference to course requirements and the needs of different student groups.

(11) Possible outcomes of the assessment of the Hallmark are (1) demonstrated achievement meriting award of Hallmark or (2) failure to demonstrate achievement meriting award of Hallmark. No further grading is applied.

(12) Students who apply for but are not awarded a Hallmark will be given timely feedback explaining why the evidence submitted by them did not demonstrate the required level of achievement.

## Award of Deakin Hallmarks

(13) Where the assessment panel determines that an applicant has demonstrated the standards required for the Hallmark, the chair (or nominee) will propose to the Executive Dean (as Chair of Faculty Board) that the Hallmark be awarded. The Executive Dean will approve the award of the Hallmark where satisfied that the requirements for the award have been fulfilled.

(14) Hallmarks are awarded using digital credentials delivered through DeakinSync that include the:

- a. insignia of Deakin University
- b. icon and name of the [Deakin Graduate Learning Outcomes](#) associated with the Hallmark
- c. title of the Hallmark
- d. approved description of the Hallmark
- e. standards and criteria for awarding the Hallmark
- f. name of industry or professional bodies that have endorsed the Hallmark (if agreed to by them), and
- g. a link to an online record of evidence used to assess each application.

(15) Deakin Hallmark awards will be recorded as part of the student record of a successful applicant.

(16) Where possible, the award of a Hallmark will be acknowledged at a public ceremony. Recipients of Deakin Hallmarks will be strongly encouraged to share their digital credential publically and to future employers.

## Review of Deakin Hallmarks

(17) Approved Hallmarks are reviewed annually by course teams and a report is provided to the Faculty Board, including:

- a. number of applications for the Hallmark and the number awarded
- b. student feedback
- c. success of industry or professional partnership/s, including feedback from partner/s
- d. areas for improvement.

(18) Faculty Boards decide whether a Hallmark should continue to be offered and approve any revisions to the award requirements. Revisions to the award requirements must first be endorsed by the industry or professional partner/s and the Deputy Vice-Chancellor Education (or nominee). Students who have commenced preparation for the achievement of a Hallmark must not be disadvantaged.

## Section 6 - Definitions

(19) For the purpose of this Procedure:

- a. Assessment panel: a panel appointed by a Faculty Board for each unit offered by the Faculty in that study period. Each assessment panel will consist of at least two members of the academic staff of the University, one of whom will be the Unit Chair.
- b. Course director: the leading member of a course team responsible to the Executive Dean for the academic leadership of a course or group of courses.
- c. Course team: a group of at least four continuing or fixed-term (term of three years or greater) academic staff members, including representatives from each campus on which the course is offered and at least one active researcher, appointed by the Faculty Board to coordinate the design, ongoing development and review of a course.
- d. DeakinSync: the University's approved online student portal.
- e. Digital credential: an online record of achievement in which metadata attached provides information about the source and value of the award.

## Status and Details

<b>Status</b>	Historic
<b>Effective Date</b>	19th February 2016
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