



# Hallmarks policy

## Section 1 - Preamble

(1) This Policy is effective from 1 March 2022.

## Section 2 - Purpose

(2) This Policy documents the principles governing the awarding of Deakin Hallmarks and the responsibilities and processes for the approval, assessment, award and review of Deakin Hallmarks.

## Section 3 - Scope

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

## Section 4 - Policy

(4) The University awards prizes called Deakin Hallmarks that recognise outstanding achievement of specific graduate capabilities particularly valued in the workplace. Course-specific Deakin Hallmarks recognise achievement of Deakin Graduate Learning Outcomes (set out in the [Higher Education Courses policy](#)). University-wide Hallmarks recognise achievement of other valued graduate capabilities approved by Academic Board.

(5) Deakin Hallmarks:

- a. are awarded in the form of an approved digital credential
- b. reflect the learning of students during their enrolment at Deakin
- c. acknowledge achievement distinct from grades awarded for assessment tasks
- d. are awarded on the basis of holistic judgements about student achievement with reference to approved criteria, standards and evidence
- e. describe the basis for granting the Hallmark and can be shared publicly
- f. are not recognised for the purposes of granting credit towards a Deakin course.

(6) Students are eligible to apply for a Deakin Hallmark if they:

- a. are currently enrolled in an associated course or within three months of completing it; and
- b. meet any other eligibility criteria associated with the Hallmark.

(7) Students who apply for and are not awarded a Deakin Hallmark can re-apply for the same Hallmark once following the original decision.

(8) Clear and accurate information about Deakin Hallmarks is available to students including:

- a. policy and procedure governing the award of Deakin Hallmarks
- b. approved criteria and standards of each Deakin Hallmark
- c. evidence required to demonstrate the achievement of each Deakin Hallmark
- d. process for evaluating student performance for each Deakin Hallmark.

## Section 5 - Procedures

### Approval of new Deakin Hallmarks

(9) Proposals for new course-specific Deakin Hallmarks are:

- a. developed by faculties in consultation with the Senior Deputy Vice-Chancellor Academic portfolio and relevant industry or professional bodies using the approved [Hallmarks proposal template](#)
- b. endorsed by industry or professional partner/s and the Senior Deputy Vice-Chancellor Academic or nominee, and
- c. approved by the Faculty Board.

(10) Proposals for new University-wide Hallmarks are:

- a. developed by the Senior Deputy Vice-Chancellor Academic in consultation with faculties and relevant industry or professional bodies using the approved [Hallmarks proposal template](#)
- b. endorsed by industry or professional partner/s and the Chair, Academic Board or nominee; and
- c. approved by the Academic Board.

(11) Course-specific Hallmark proposals include the following award requirements:

- 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.

(12) University-wide Hallmark proposals include the following award requirements:

- a. title of the Hallmark
- b. standards for outstanding achievement
- c. assessment criteria
- d. description of the Hallmark that will be included as part of the award.

The assessment process and evidence required to demonstrate achievement is the same for all University-wide Hallmarks. They require the submission of a digital portfolio.

(13) Approved course-specific Hallmarks are included in associated course specifications.

### Assessment of Deakin Hallmarks

(14) Deakin Hallmarks are assessed by a panel to determine whether a student has demonstrated outstanding achievement which merits the award of a Deakin Hallmark. Hallmark assessment panels are composed of:

- a. for course-specific Hallmarks: the course director (or nominee) as Chair, at least one other member of the course team and one external member of a relevant industry or professional group
- b. for University-wide Hallmarks: a Hallmark chair (or nominee), approved by the Senior Deputy Vice-Chancellor Academic, at least one other Deakin staff member and one external member of a relevant industry or professional group.

Timing of assessment is determined with reference to course requirements and the needs of different student groups.

(15) Possible outcomes of the assessment of the Hallmark are (1) standards and criteria met: Hallmark to be awarded; or (2) standards and criteria not met: no Hallmark awarded. No further grading is applied.

(16) 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 outstanding achievement.

## **Award of Deakin Hallmarks**

(17) Where the assessment panel determines that an applicant has demonstrated the standards required for the Hallmark, the chair (or nominee) notifies award of the Hallmark to the Executive Dean (as Chair of Faculty Board) for course-specific Hallmarks, or the Chair, Academic Board for University-wide Hallmarks.

(18) Hallmarks are awarded using approved digital credentials that include the:

- a. insignia of Deakin University
- b. icon and name of the Deakin Graduate Learning Outcomes (set out in the [Higher Education Courses policy](#)) associated with the Hallmark (course-specific Hallmark), or other approved graduate capability (University-wide 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)
- g. names and affiliations of the assessment panel; and
- h. a link to an online record of evidence used to assess each application.

(19) Deakin Hallmarks will be recorded as part of the student record of a successful applicant.

(20) 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 publicly and to future employers.

## **Review of Deakin Hallmarks**

(21) Approved Hallmarks are reviewed annually by course teams with a report provided to the Faculty Board (course-specific Hallmarks), or by the Senior Deputy Vice-Chancellor Academic with a report provided to the Academic Board (University-wide Hallmarks), annual reports include:

- 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.

(22) Deakin Hallmarks are approved for continuation annually. Continuation and any revisions to the award requirements are determined by:

- a. Faculty Board for course-specific Hallmarks with revisions to the award requirements first endorsed by the industry or professional partner/s and the Senior Deputy Vice-Chancellor Academic (or nominee).
- b. Academic Board for University-wide Hallmarks with revisions to the award requirements first endorsed by the industry or professional partner/s and the Senior Deputy Vice-Chancellor Academic (or nominee).

Students who have commenced preparation for the achievement of a Hallmark must not be disadvantaged.

## Section 6 - Definitions

(23) For the purpose of this Policy:

- a. 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.
- b. 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.
- c. digital credential: as defined in the [Microcredentials policy](#).

## Status and Details

<b>Status</b>	Current
<b>Effective Date</b>	1st March 2022
<b>Review Date</b>	1st March 2023
<b>Approval Authority</b>	Academic Board
<b>Approval Date</b>	22nd February 2022
<b>Expiry Date</b>	To Be Advised
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