



Credentials for your Career: DeakinDigital

CASE STUDY: Curate, Credential and Carry Forward Digital Learning Evidence: tiny.cc/cccdle

Scenario: Amelia is a Senior Business Analyst and Manager with 25 years' experience in the IT industry, but no formal qualifications in IT or management. Amelia completed her Master of Economics in 1988 and immediately joined an international financial services company to pursue a role as a graduate trainee in their systems department. Since that time, her career has encompassed experience in a variety of professions including roles such as a senior systems engineer on complex mainframes, managing a range of business systems for a mid-size organisation, senior business analyst on large system projects and managing a team of Business Analysts at a large organization for several years. Amelia's career progression has increasingly relied on her resume to communicate her experience, but the ability to verify this information has become difficult over time as companies change and former managers move on. Amelia's current master's degree is not in a relevant discipline and she feels that this may act against her continued career development. As a busy working mother with a full-time job and a wealth of real-life experience she does not want to spend the time or the money returning to university to do a master's degree that will likely teach much of what she already knows. The ability to submit evidence of her capability and secure an independent verification of the professional skills she already has in IT, management, and leadership would be of significant value to her. DeakinDigital's credentialing services can accommodate Amelia's career ambitions, asking her to demonstrate competency and capability to achieve credentials rather than forcing her to study on weeknights and weekends.

[1] What are we doing?

DeakinDigital was established to provide the most highly valued, evidence-based employability credentials for continuous career development using smart systems. DeakinDigital is an alternative to traditional higher education that provides an opportunity for professionals to earn credentials through Recognition of Professional Practice. Credentials have been developed according to a capability-based model (rather than purely competency based) and aligned to Graduate Learning Outcomes, University qualifications, and transferrable workplace skills. A DeakinDigital credential must be earned by satisfying the assessment criteria for that credential. Assessment is comprised of reflective testimony, curated evidence, video interview, and in some cases, additional assessments designed to measure capabilities that are not well measured by traditional higher education assessment. The full DeakinDigital approach will provide readiness assessment prior to applying for formal assessment. Where an individual identifies capability gaps they will be directed to a range of learning options. These learning options range from Deakin University units, DeakinPrime modules, Open Education Resources, MOOCs and OpenCourseWare. Similar to competency-based

models, capability models are also agnostic to how a capability has been achieved. DeakinDigital is deeply concerned with a focus on best practice assessment and assessment innovation.

[2] How are we doing it?


DeakinDigital has developed a Professional Capability Standard (PCS) that aligns to Deakin University's Graduate Learning Outcomes, the Australian Qualification Framework and industry skill frameworks. Once the PCS was established an Assessment Guide was developed to guide credential assessment approaches and ensure assessment parity between credentials and qualifications. The Assessment Guide is customisable to any discipline.

[3] Who is involved?

DeakinDigital has been working closely with international leaders in the field as well as working closely with Deakin University. Several global industry partners have established a relationship with DeakinDigital to establish, promote and advance the model. DeakinDigital has an internationally recognised Advisory Board bringing expertise in higher education leadership and management, assessment best practices and transformational models.



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[4] Why are we doing it?

There has been significant attention and commentary concerning the potential for disruption in higher education, lack of employer satisfaction with graduates and the lack of change in higher education despite the massive change external to the sector. While there are many examples where technology has been incorporated in university practices, neither the student engagement model nor the business model has changed. At the postgraduate level in particular, the lack of change is being rejected by potential consumers of advanced degrees. DeakinDigital's Open Credentialing Services enable professionals to earn credentials through Recognition of Professional Practice. Current models of higher education ignore the knowledge, skills, experience and capability an individual has already achieved, and instead, forces them to re-invest in those things unnecessarily.

[5] What are the challenges?

The most significant challenge in developing a new model such as Open Credentialing is to ensure that

there it has an appropriate and equivalent or higher value compared to traditional models. The structure of the PCS, assessment rubrics, and qualification alignment is the best way to establish value in the short term while working towards displacing current models in the medium term. A key to delivering success with Open Credentialing is an unerring focus on quality while still delivering on innovation. This requires substantial effort.

[6] Where is it heading?

One of the most significant artifacts of digital disruption is that things that were previously monolithic become more granular. This has been the lesson learned in various industries and is the example most commonly cited in music and publishing. Similarly, the monolithic qualifications in education will give way to more granular credentials that are better suited to market needs, especially in the new context of career flexibility and continuous career development.

Contact

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