

Transforming the effectiveness of the Diploma Supplement – maximizing the use of data

Friday 28th October 2016

Vienna

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Swansea University



Swansea University



SWANSEA UNIVERSITY
PRIFYSGOL ABERTAWE

www.swansea.ac.uk

Historical Context – Bologna Reforms

Purpose of the Diploma Supplement = to Enhance Students' Employability

European requirements

- Issue Diploma Supplement free of charge
- All students on:
 - Bachelor Degree
 - Master's Degree
- Prescribed format

Assumptions

- Initially, paper document
- Restricted to Taught Programmes

No official encouragement for

- Electronic documents
- Diploma Supplement for research students

Review by EC Advisory Group 4

Three main areas of work

- **Template** – work ongoing
- **Format of ‘Document’** – Paper v e-Document – questions include:
 - What is an e-Diploma Supplement – best practice?
 - Can it be introduced internationally?
 - How can future technological achievements be accommodated?
 - What platforms should be used?
 - Compatibility with Student Records systems is essential
 - What are the views of and benefits to employers?
- Extension to **Doctoral Degrees**
 - Should there be a bespoke template?
 - What are the employability-related achievements?
 - Should it be an electronic document?

Aims of Presentation

Through a case study on Swansea University's work, reflect upon:

Format of document

- **Recommending** - an interactive / searchable e-document designed to enhance employability of students by highlighting their achievements.
 - ✓ Advantages from students' perspective
 - ✓ Advantages from the employers' perspective

Doctoral Students' Diploma Supplement [DDS]

- **Recommending** - extending the application of the Diploma Supplement to the 3 cycles (Bachelor, Master's and Doctoral degrees) and sharing good practice
 - ✓ Sharing best practice - the UK endorsed template = HEAR[R]

Future-proofing

- **Considering** further advancements e.g. e-badges, links to social media

Swansea University – Case Study

Background – why is Swansea regarded as being innovative?

- One of the 1st UK universities to issue a Diploma Supplement to Master's and Bachelor students - by the 2005 target date
- Awarded Diploma Supplement Label in 2009 – paper version
- Responded to students' requests by producing an electronic and paper version within the University
- 1st European university to be awarded Diploma Supplement Label for e-Diploma Supplement
- The only university to have been awarded a Diploma Supplement Label for a Higher Education Achievement Report (HEAR)

Swansea University - Case Study *continued*

.....*continued*

- Students' Academic achievements, including the **learning outcomes of the degree**, are recorded
- Students' additional **non-academic achievements**, verified by the university, are recorded e.g. Swansea Employability Award, Student Ambassador award, prizes
- Employers have access to the data and can search and filter for potential employees
- Swansea has led on a UK project on developing a HEAR[R] for research students and has presented to the EUA-CDE

The Electronic Diploma Supplement

Requirements & Characteristics of the Swansea University e-Diploma Supplement, supported by *Gradintelligence*

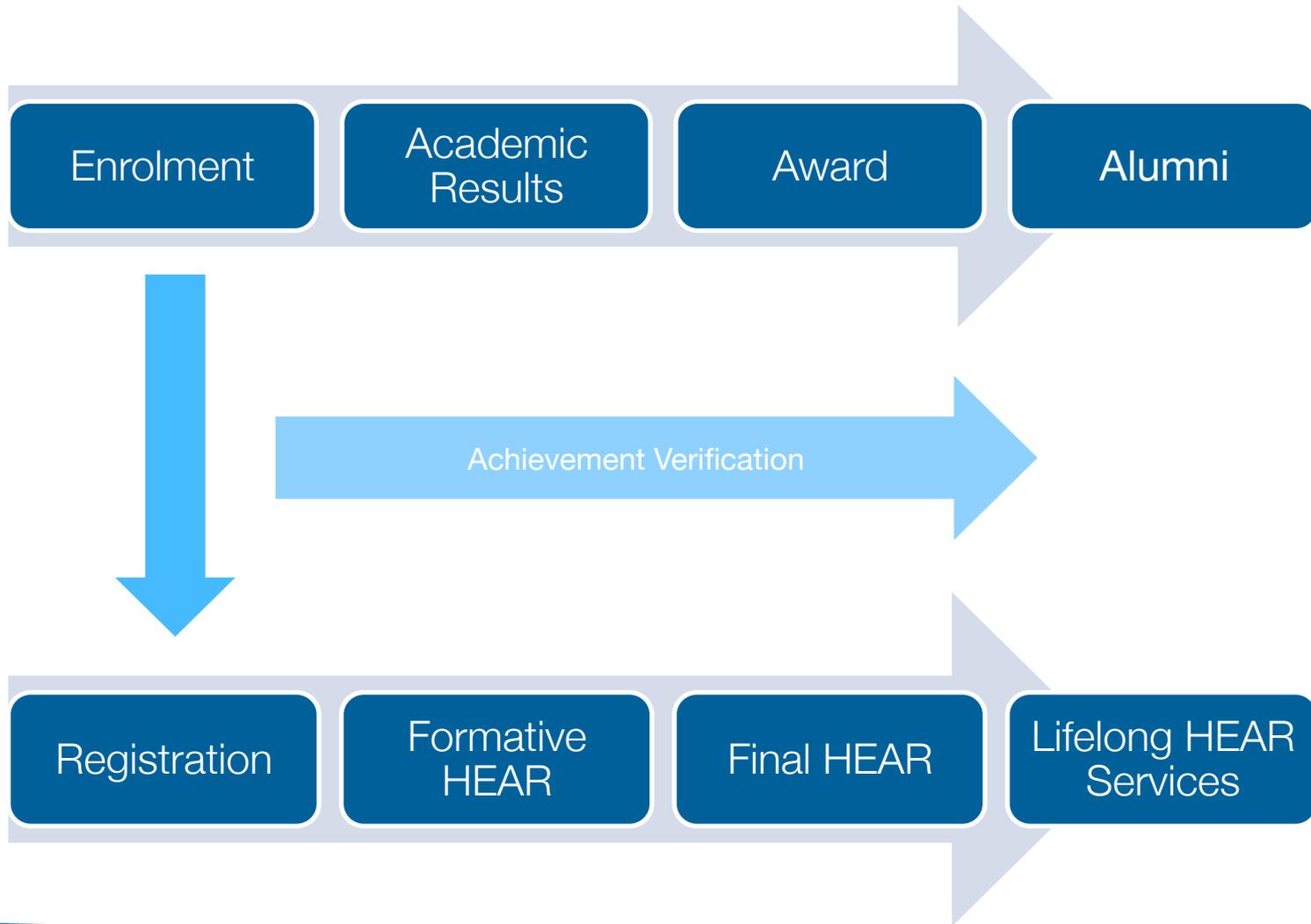
- Compliance with the DS international standards
- A focus on data as well as documents to support and facilitate
 - evidencing academic and non academic achievements
 - evidencing mobility, placements and experience
 - transition to higher education – Masters or Doctoral degrees
 - transition to employment
- Software easily adaptable for a range of source records systems
- A “live” reference tool, promoting students’ engagement

The Electronic Diploma Supplement

Usage of e-data compared with restrictions of PDF / Paper

- ✓ Accessibility by others and searchable by third parties
- ✓ Meets expectations of the younger generations eg mobile
- ✓ Maximises the potential of IT, social media (LinkedIn)
- ✓ Digitally secured and verified by the university
- ✓ Data can be decoupled from the 'document format' & passed to other relevant services (e.g. LinkedIn, employer / HE institution applicant management systems...)
- ✓ **A “live” motivational student reference tool**

University lifecycle – not just an exit statement... most effective when used formatively



Compliant with European standards

- The Diploma Supplement / HEAR is the official record of students & graduates higher education achievements; the prescribed international template and UK criteria defined by the Measuring and Recording Student Achievement Steering Group (Burgess Group)

HIGHER EDUCATION ACHIEVEMENT REPORT (Diploma Supplement)

This Higher Education Achievement Report incorporates the model developed by the European Commission, Council of Europe and UNESCO/CEPES for the Diploma Supplement.

The purpose of the supplement is to provide sufficient recognition of qualifications (diplomas, degrees, certificates etc). It is designed to provide a description of the nature, level, context and status of the studies that were pursued and successfully completed by the individual named on the original qualifications to which this supplement is appended. It should be free from any value judgements, equivalence statements or suggestions about recognition. Information in all eight sections should be provided. Where information is not provided, an explanation should give the reason why.

In hard copy format this Higher Education Achievement Report is printed in black ink on paper watermarked with the crest of the University and carries the official University stamp. It is not valid unless in this format.¹

¹ INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION

- 1.1 Family name(s):
- 1.2 Given name(s):
- 1.3 Date of birth (day/month/year):
- 1.4 Student identification number or code:

² INFORMATION IDENTIFYING THE QUALIFICATION

- 2.1 Name of qualification and (if applicable) title conferred:
- 2.2 Main field(s) of study for the qualification:
- 2.3 Name and status of awarding institution:
- 2.4 Name and status of institution (if different from 2.3) administering studies (in original language):
- 2.5 Language(s) of instruction/examination:

³ INFORMATION ON THE LEVEL OF THE QUALIFICATION

- 3.1 Level of qualification:
- 3.2 Official length of programme:
- 3.3 Access requirements(s):

⁴ INFORMATION ON THE CONTENTS AND RESULTS GAINED

- 4.1 Mode of study:
- 4.2 Programme requirements:
- 4.3 Programme details, and the individual grades/marks/credits obtained:
- 4.4 Grading scheme and, if available, grade distribution guidance:
- 4.5 Overall classification of the qualification (in original language):

⁵ INFORMATION ON THE FUNCTION OF THE QUALIFICATION

- 5.1 Access to further study:
- 5.2 Professional status (if applicable):

⁶ ADDITIONAL INFORMATION

- 6.1 Additional information:
 - Additional Awards (Accredited performance in non-academic contexts);
 - Additional recognised activities undertaken by students which demonstrate achievement;
 - University, Professional and Departmental prizes.
- 6.2 Further information sources:

⁷ CERTIFICATION OF THE HEAR

- 7.1 Date:
- 7.2 Signature:
- 7.3 Capacity:
- 7.4 Official stamp or seal:

Hard copies supplied
See section 6.1 for main difference
Diploma Supplement Label awarded
One document of many for students

Student Advantages - The E-Diploma Supplement

recognising the wider experience



Personal bio



Academic awards
& verified achievements



Skills & experience



Psychometric assessments



User preferences

Student Advantages - The E-Diploma Supplement

User-friendly student access to documents and services



[Home](#) [User Settings](#) [Shopping Basket](#)



Hi AMY NICOLA OTHER, [LOG OUT](#)

- Personal Profile
- My Preferences
- My Opportunities
- My Research
- Online Assessment Centre
- University Services
- Messages

University Services

Bachelor of Science
Mathematics (Phys) Joint AND Physics Joint

Official Documents

Achievements

Careers

Gateway to Employment

SPIN and WOW

This tab allows you to view and share your HEAR. Simply click on the appropriate icons below. When sharing, you will be asked to enter the e-mail address of the person/company you are allowing to view your HEAR, and also the number of times you are allowing them to view it.

There are also links on the right hand side of the page to a FAQ page and some guidance notes.

University Documents

[HEAR Guidance & FAQs](#)

University Id:	743462
Qualification:	Bachelor of Science
Field(s) of Study:	Mathematics (Phys) Joint AND Physics Joint
Registration status:	Registered
Terms accepted:	May 19, 2014

Add to profile

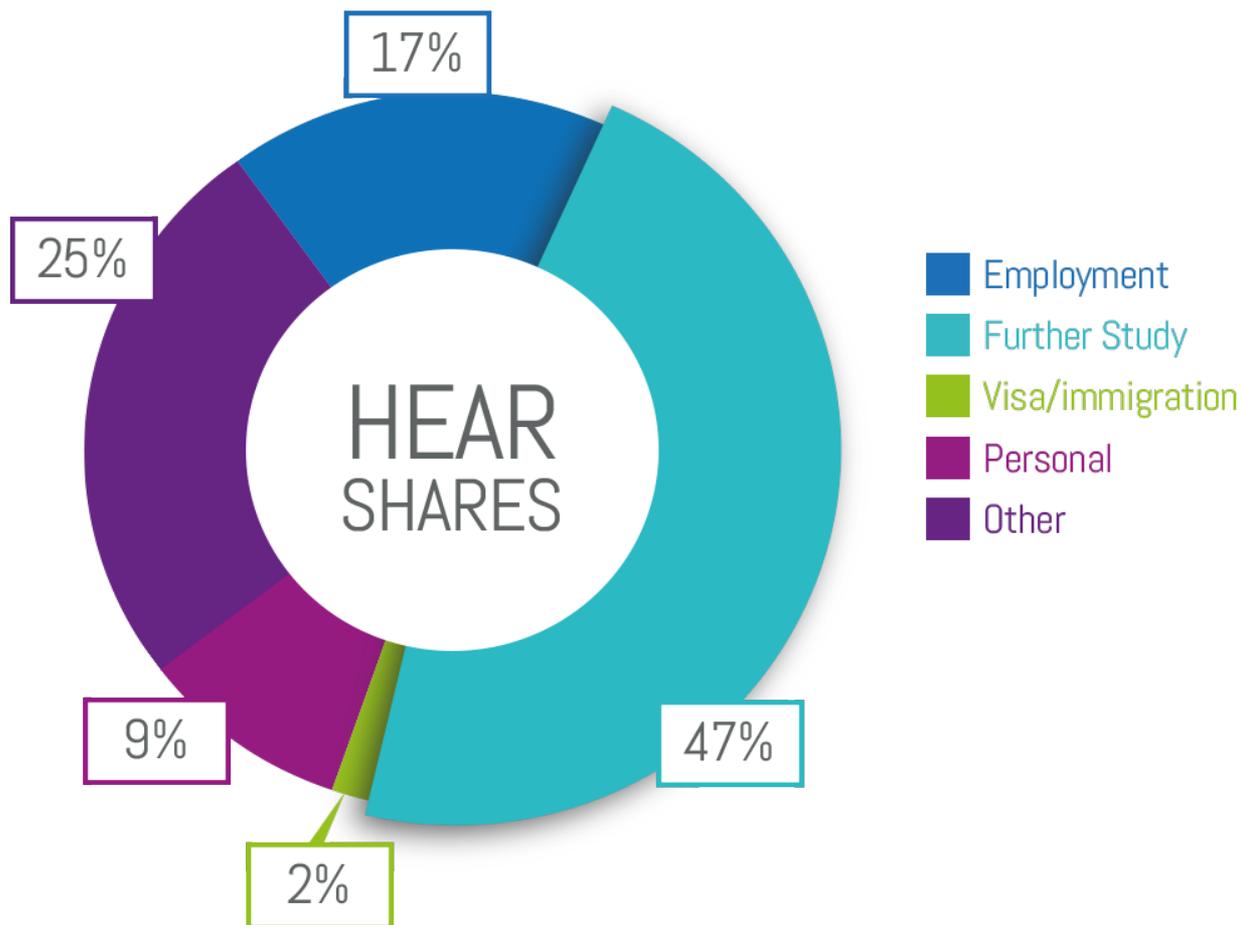
HEAR - Formative
Last Update: May 19, 2014

View

Share

The e-Diploma Supplement

How is it used by students?

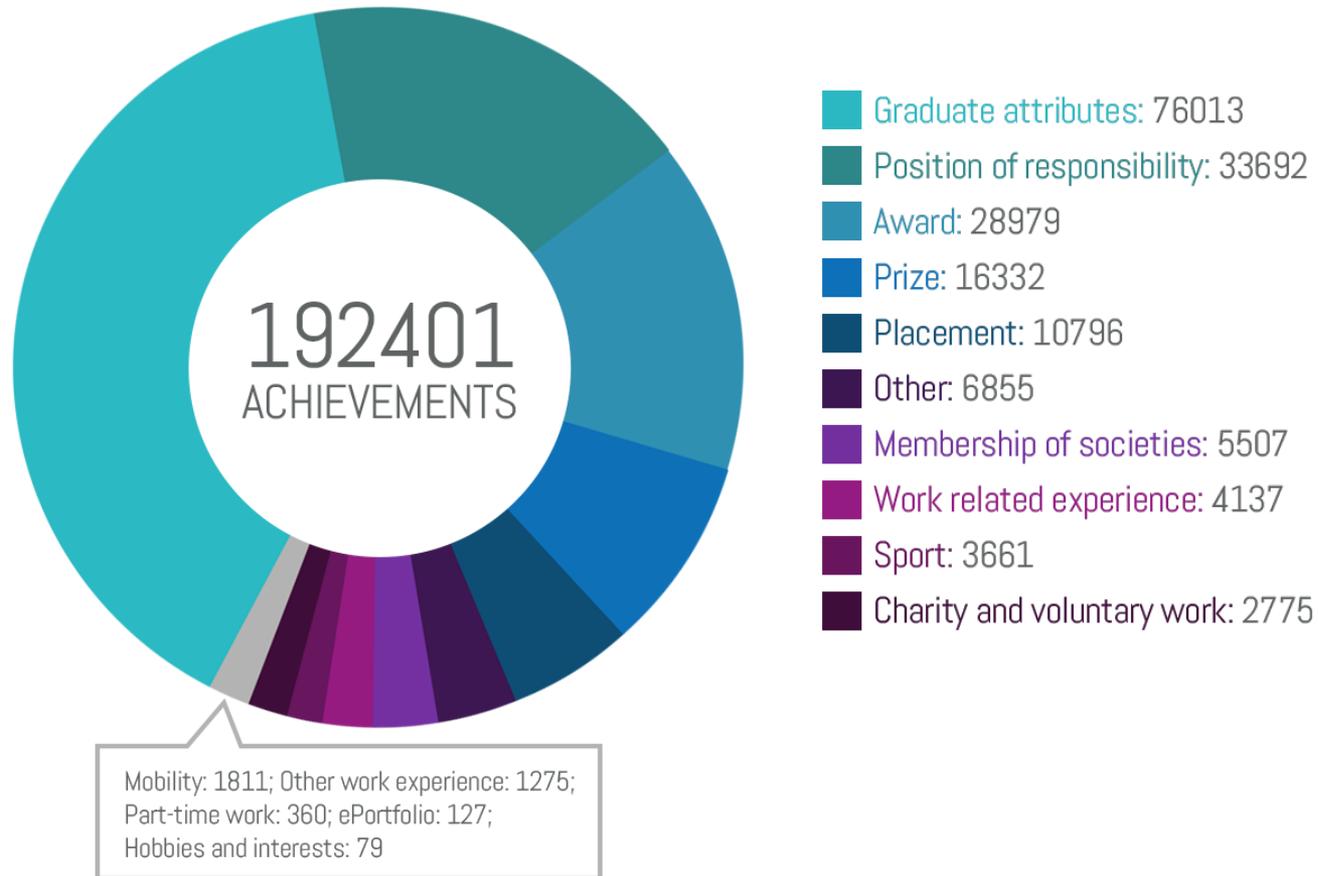


What information enhances a student's employability (generally)?

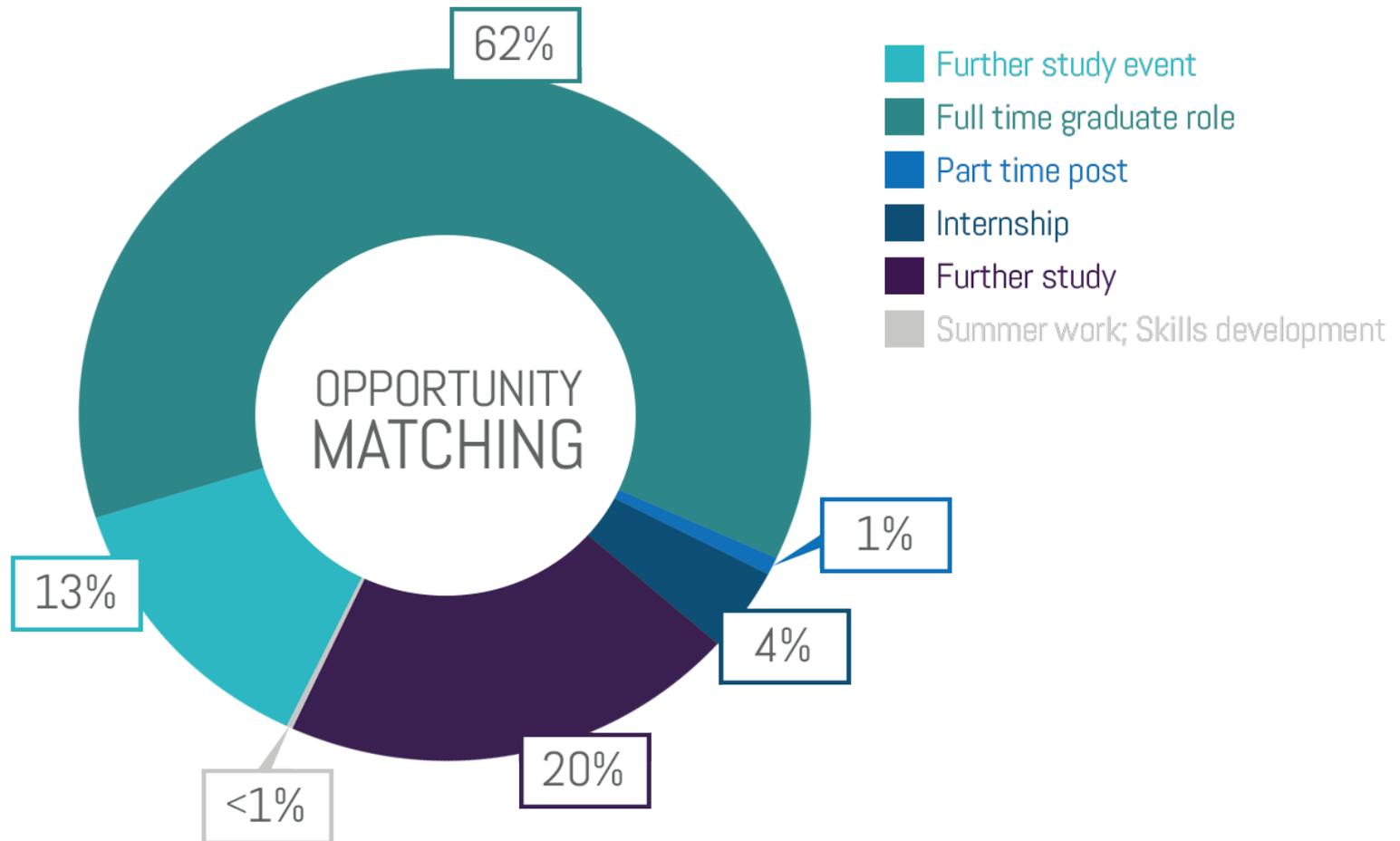
- Academic records - Marks / Learning Outcomes / Enrolment Records
- Placements (mobility / industrial)
- University Prizes
- Student Engagement
 - Ambassadorial Role
 - Students' Union activities – societies, operational contribution
 - Sporting Success
 - Language activities
- Further Qualifications
 - Language skills
 - Teaching qualifications (TEFL) etc.

The e-Diploma Supplement

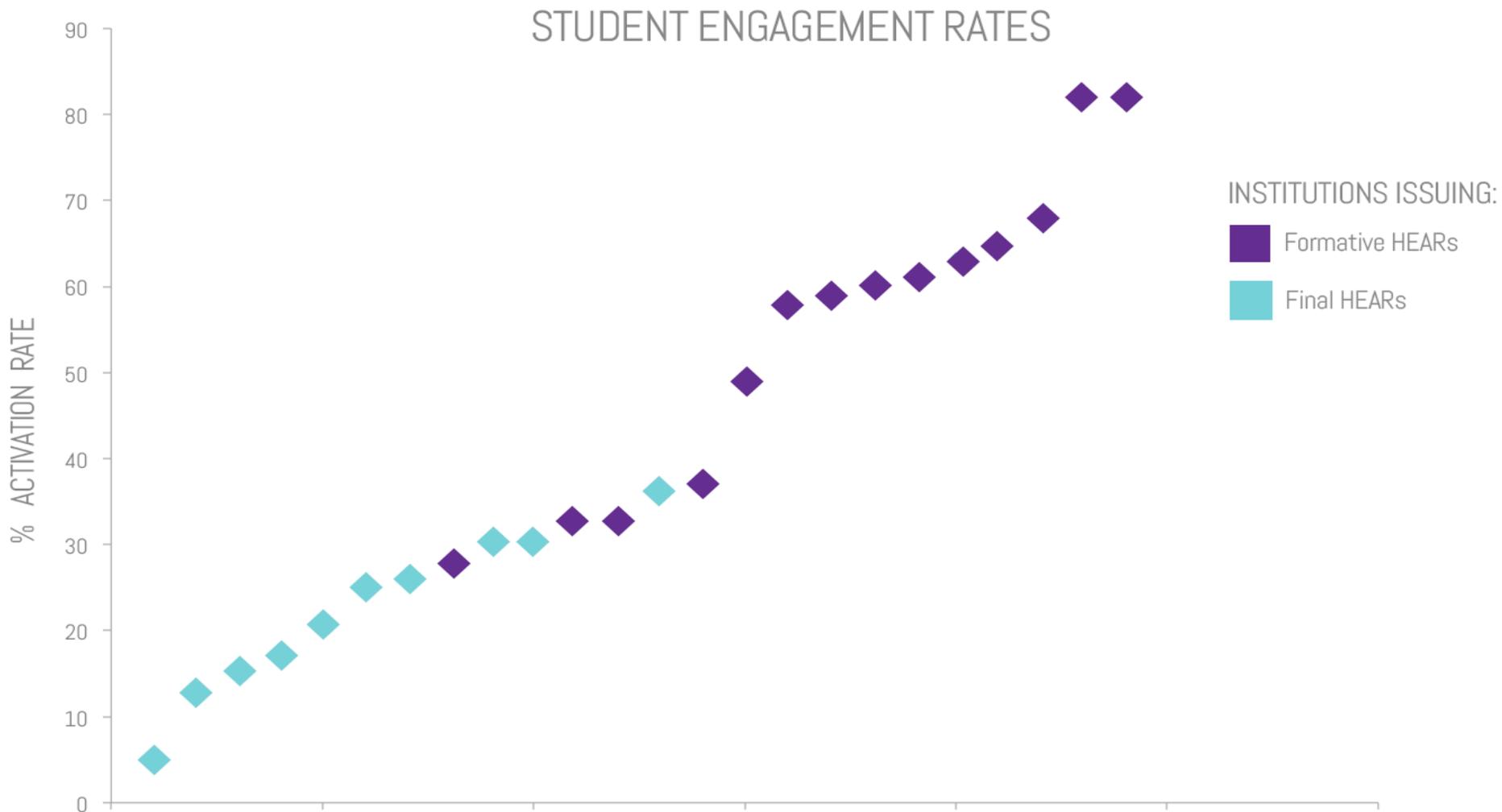
Overview of non-academic achievements



Connecting students with opportunities

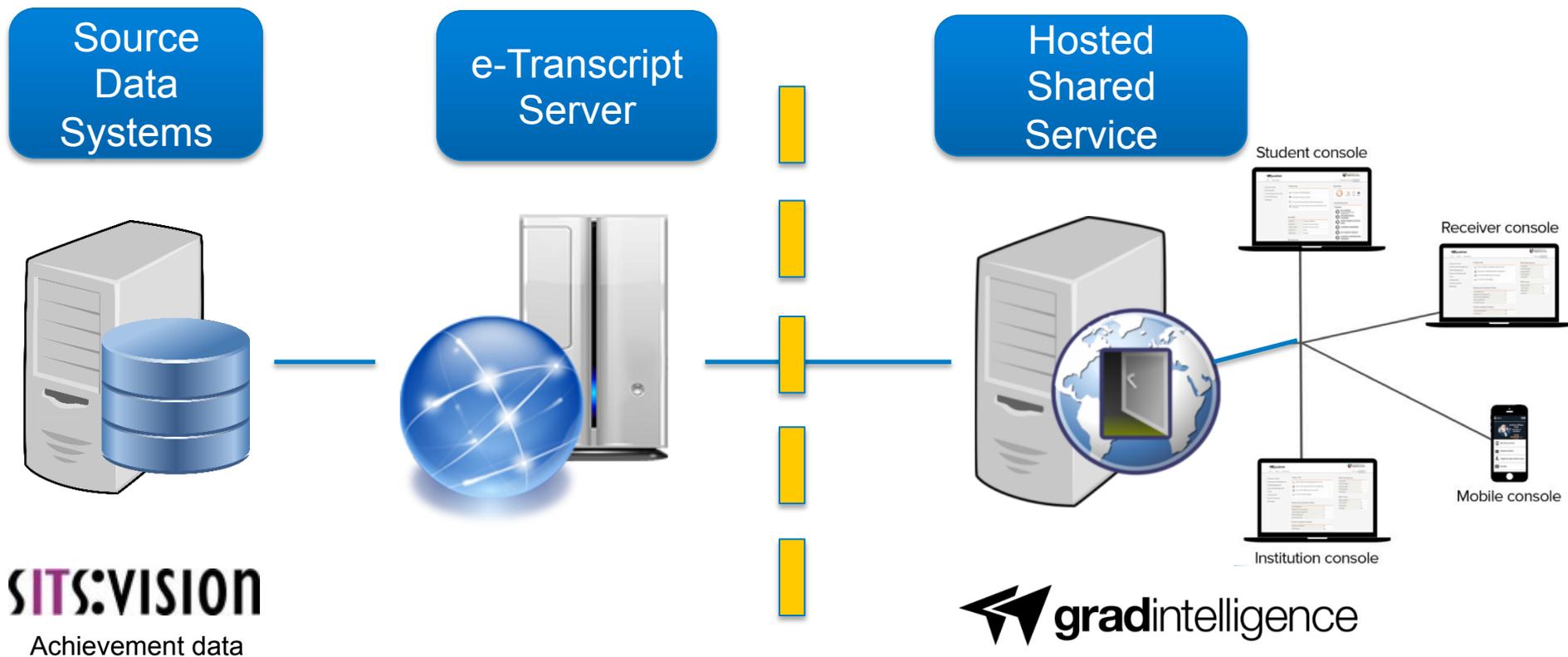


Key to issue HEAR as a formative document to build student engagement



Service behind the e-Transcript / Diploma Supplement

A hosted shared service that securely connects to university student records and achievement data sources to automate student registration, document upload and document management processes.



SITS:VISION
Achievement data

gradintelligence

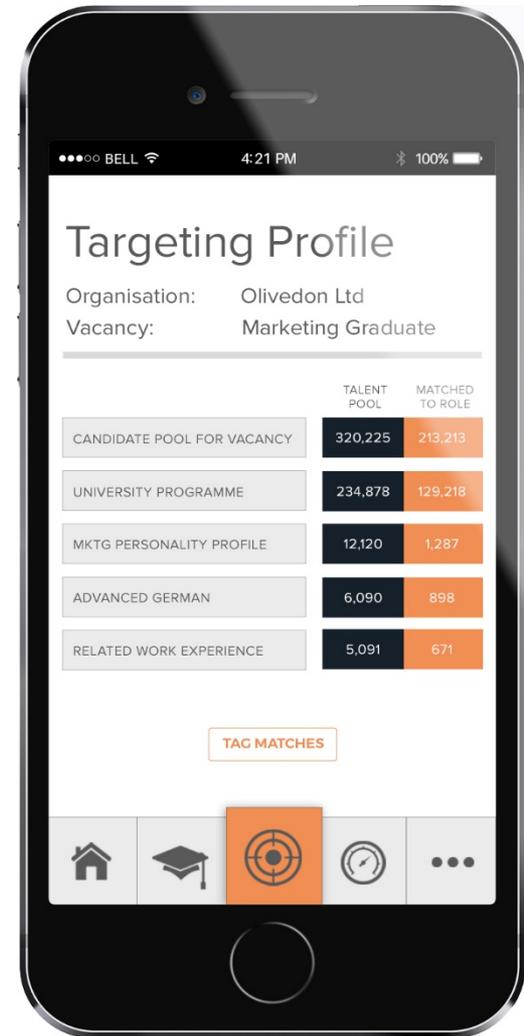
The E-Diploma Supplement

The Employer's Perspective - a Talent Pool

Who's out there?

Speedy connection?

Search options?



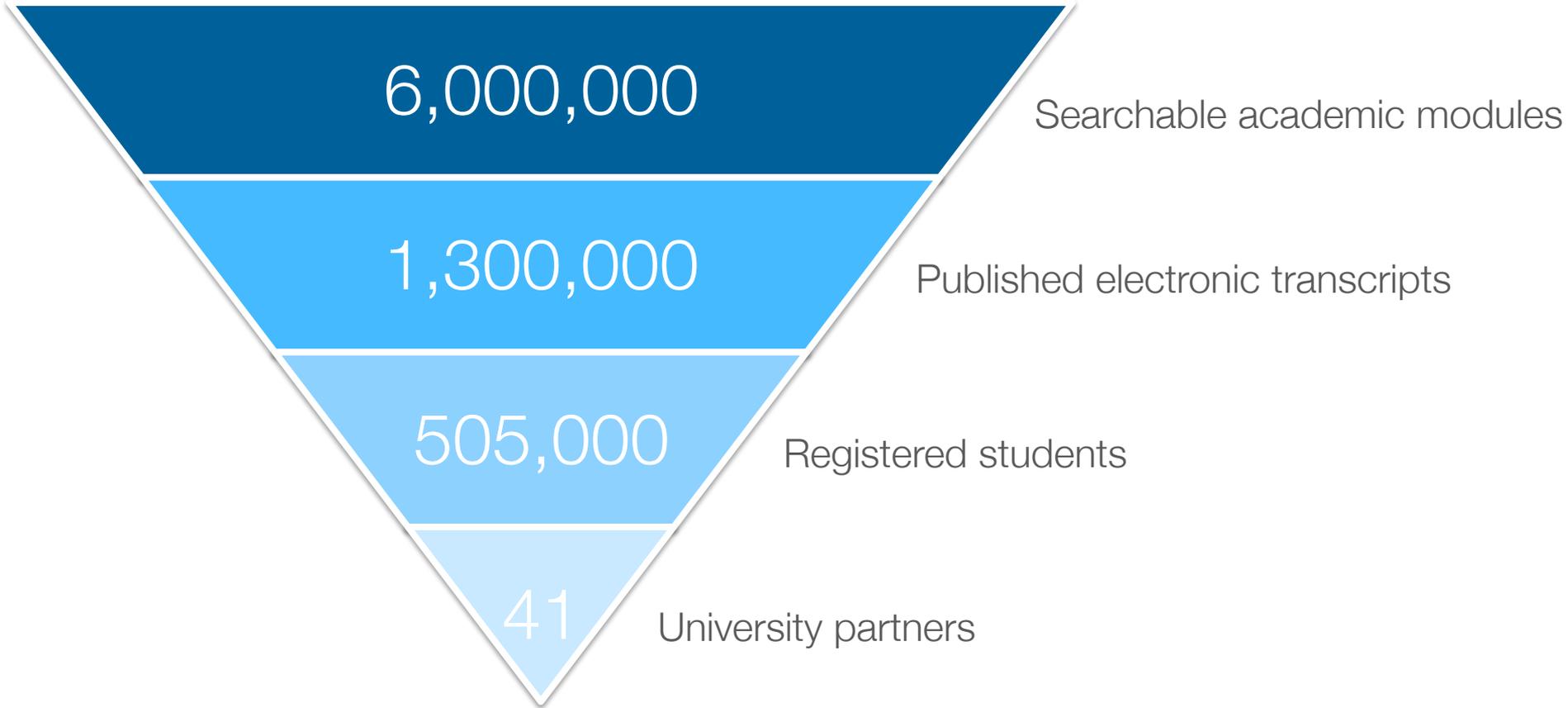
The E-Diploma Supplement

The Employer's Perspective - Talent Pool search

	Talent Pool	Matched
<p>Candidate Pool for this Vacancy</p> <p>Category Full-time post Start date 01/11/2016 Salary 35000</p> <p>Job Function(s) Research or science Add candidates with no Job Function preference</p> <p>Business Sector Science Add candidates with no Business Sector preference</p> <p>Distance Radius search 50 km from vacancy post code YO30 4RY using candidate Contact, Home, University, Other post codes</p>	507354	3359
<p>Higher Education Programme</p> <p>Graduating in: 2014,2015,2016</p> <p>Required Award(s): Doctoral, Masters Research, Masters Taught</p> <p>Principal Subject(s): Artificial intelligence, Business studies, Computer science, Design studies, Electronic and Electrical Engineering, Games, Information Services, Information systems, Management studies, Mathematics, Operational Research, Others in Computer sciences, Others in Physical Sciences, Physics, Software engineering, Statistics</p> <p>Award classification: 1st - First class honours, 2.1 - Upper second class honours, 2.2 - Lower second class honours</p>	20837	179
<p>Psychometric Profile</p> <p>Matching Profile: Sales Description Sales Role Profile Target Profile Fit 90</p>	4344	8

The Employer's Perspective

High level stats on service volumes



Enhancing Employability – customer testimonials

“

Gradintelligence was an invaluable tool in assisting us to find the best candidates. The candidate profiling capability enabled us to target attributes in candidates that were not readily apparent in most traditional CVs. I strongly recommend employers take a look at gradintel.com as part of their graduate recruitment programme - it will save lots of time and expense.

”

Rob Kennedy
VP Sales



“

The information we received on potential candidates included useful insights into their performance on individual modules as well as their previous employment and extra-curricular activities, all of which helped to provide a rounded candidate profile for our decision making. We'd definitely use Gradintelligence again.

”

Kandy Woodfield
Head of Social Sciences



“

So much more than a job board: very helpful support, useful stats, and a slick, modern interface. They really know the market and the graduate audience so could offer genuine advice. Very reasonable pricing too.

”

Oliver Savill
Director



The Employer's Perspective

Enhancing Employability – Case Study

ADVA were looking for a Sales and Marketing role.

The working style of the candidate was critical.

Highly analytical but with strong interpersonal skills.

Single vacancy.



The process in numbers

3.5k

Matched Prospects

502

Responses

108

Pipeline

46

Applications

10

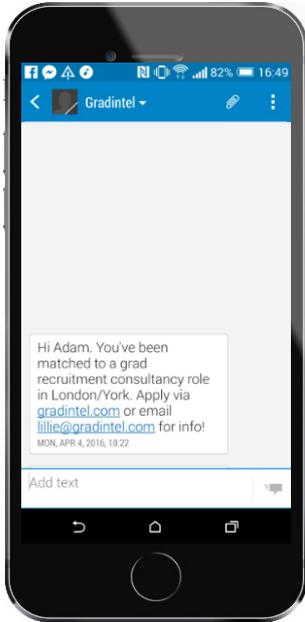
Interviews

4

Formal interviews

The Employer's Perspective

Student opportunity matching experience



Hi Adam,

We have exciting news! Based on your academic profile and other information Gradintelligence account, you have been matched to the following opportunity

Job Title: Graduate consultant
Business Name: Talentmark
Salary: Competitive salary + attractive benefits package
Location: London or York

Responsibilities: Full candidate and account management of key and existin consultant at Talentmark could be working on a large global account where the do to do 50+ hires per year! Assignments range from entry-level positions to direc vacancies across Europe and/or US.

To find out more information about this role, login to your Gradintelligence acc the opportunity details. If you like the sound of it, accept your tag and apply q If it's not for you, decline the tag - it's as simple as that!

If you require any assistance, email lillie@gradintel.com and I will be happy to

Best Regards,

Lillie

Gradintelligence Customer Services
customerservices@gradintel.com

Talentmark
Graduate Consultant
Close date: 22/04/2016



Home User Settings Shopping Basket



- Personal Profile
- My Preferences
- My Opportunities
- Online Assessment Centre
- University Services
- Messages

My Opportunities

Matched Opportunities Submitted Applications Archive

Options...

Tags



75 days, 12 hrs
Full-time post
Tag
No salary, PG programme
UK(all regions)

DETAILS
DECLINE



28 days, 12 hrs
Graduate recruitment scheme
Tag
€20,000 - based on the assessed level of...
UK(all regions)

DETAILS
DECLINE



33 days, 12 hrs
Graduate recruitment scheme
Tag
Attractive package consisting of a starting...
UK(all regions)

DETAILS
DECLINE

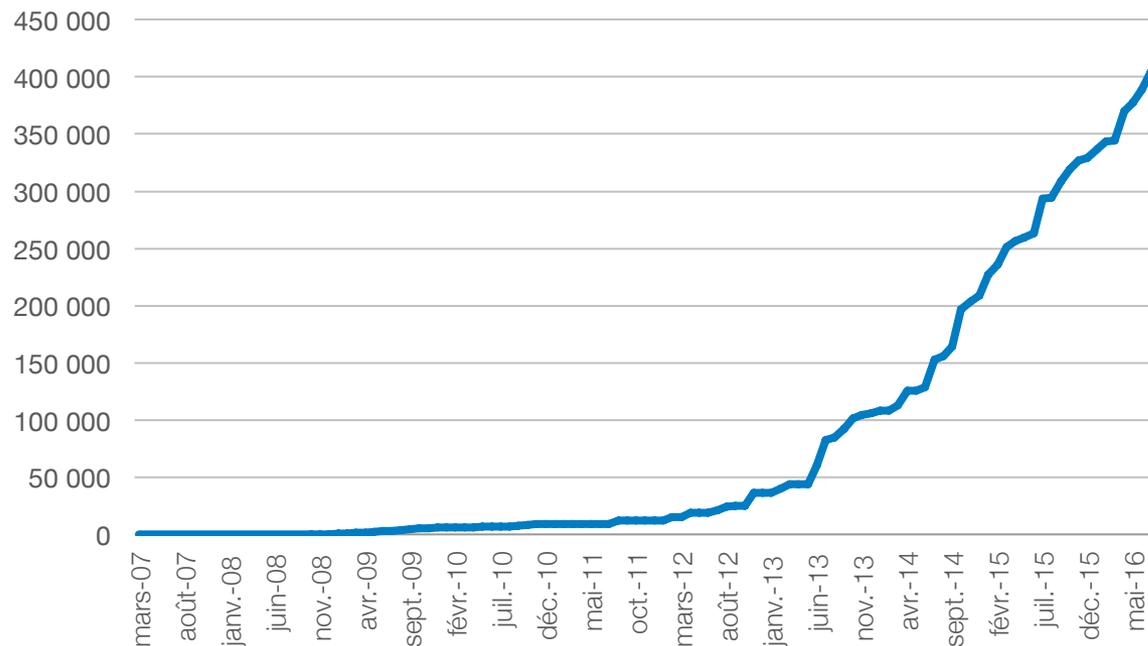
APPLY

If you no longer wish to be discovered for opportunities or receive communications from Gradintelligence, please go to [my account](#) where you can unsubscribe from emails and SMS, login to refine your preferences or request [deletion of your account](#).

The snowball effect of exponential growth

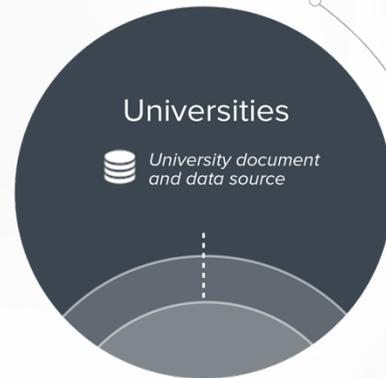
Over 500,000 registered students and approximately 1.3 million digital credentials have been issued by partner institutions to date.

Students receiving electronic HEAR



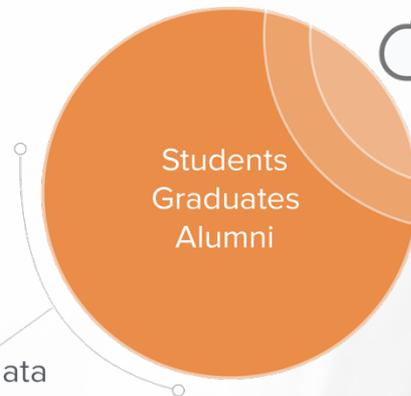
Overview of the Gradintelligence System

Connecting students and recent Graduates with highly relevant opportunities



Achievement Data Management

- Verified electronic documents
- Employability solutions
- Employment matching
- PG recruitment



Be Discovered

- Access to achievement data
- Share verified transcripts
- Improve employability
- Opportunity matching



Talent Matching

- Graduate programmes
- Internships & placements
- Early student engagement
- Entry level vacancies

The e-Doctoral Diploma Supplement

- *additional employment-enhancing achievements*

- Research topics
- Supervisors
- Publications
- Conferences
- Industrial Placements / External Research Work
- International Work
- Teaching Experience
- Training / Skills

Conclusion = a bespoke template should be developed
– UK HEAR[R] a possible template?

The e-Doctoral Diploma Supplement or HEAR[R] Software solution

Official Documents

Achievements

Careers

Gateway to Employment

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There are also links on the right hand side of the page to a FAQ page and some guidance notes.

University Documents

HEAR Guidance & FAQs



College Id:	0300600
Qualification:	Doctor of Philosophy
Field(s) of Study:	Medical Research
Registration status:	Registered
Terms accepted:	August 10, 2016



HEAR[R] - Formative

Last Update: August 11, 2016



View



Share



The e-Doctoral Diploma Supplement or HEAR[R] *Input & Verification - non-academic achievements*

The Diploma Supplement issued and endorsed by the University as an official record

Employers must be able to trust the information

The achievements need to be captured and recorded

- Academic achievements drawn from University records - no issues.
- ‘Additional’ achievements must be verified, confirmed and recorded.
- How has Swansea University verified the achievements (the different approaches)?

The e-Doctoral Diploma Supplement or HEAR[R]

Student Input and Engagement

Add New Achievement

Your university allows these achievements to be self-recorded by their students.

All Award Prize Achievement

 <p>Business Award</p> <p>This prize is awarded by the academic staff of the business school for the most promising first year student in business</p>	 <p>E-portfolio</p> <p>Publish your personal e-portfolio</p>	 <p>Examiner</p> <p>Examiner appointments for research peer review</p>	 <p>NUS Society President</p> <p>The above named student was elected and served a term of at least 1 year as a NUS Society President.</p>
 <p>President of Swansea SU</p> <p>Student was elected as President of Swansea SU society</p>	 <p>Publications</p> <p>Records of any Original Research Publications in which student has participated</p>	 <p>Research</p> <p>Records of published Research work done by student</p>	 <p>Research Proposals</p> <p>Any Research proposals submitted by student for approval</p>
 <p>Swansea Award</p> <p>Swansea Academic performance award</p>	 <p>Swansea Enterprise Award</p> <p>The Swansea Enterprise Award recognises students who have demonstrated exceptional initiative</p>	 <p>Swansea Finance Publication Award</p> <p>The Swansea Finance Publication Award honors the students who wrote a publication, which is deemed to be</p>	 <p>Swansea Management</p> <p>The Swansea Management Enterprise Award recognises students who have demonstrated</p>
 <p>Year 2 Prize</p> <p>Highest credit weighted average for year 2 PG honours</p>			

Swansea Research

Please complete and submit all the required activities of this research.

The data of some activities might be provided by your institution.
If you have any questions regarding the data, you can make a query to your institution.

1	<p>Research Title Single Entry Institution</p> <p>Entry Ref: 1983 Creation Date: 2016-09-01 Year: 2013/4 Status: Verified</p> <p>Research Text: To research and devise new architectures for implementing dependable state machine controllers. To develop methodologies for optimal design techniques.</p>
	+
2	<p>Candidate status Single Entry Institution</p> <p>Entry Ref: 1984 Creation Date: 2016-09-01 Year: 2013/4 Status: Verified</p> <p>Research Text: Postgraduate research student</p>
	+
3	<p>Synopsis Single Entry Student</p> <p>Entry Ref: 625 Creation Date: 2016-08-10 Year: 2013/4 Status: Verified</p> <p>Research Text: Around half a million people in the UK have severe, difficult to treat asthma. They frequently experience frightening severe asthma attacks and have almost continual asthma symptoms despite being prescribed high levels of asthma medicines. In recent years, doctors and scientists have discovered that severe asthma is not a single condition. Instead, symptoms can be caused by a diverse</p>
	+
4	<p>Nature of research programme Single Entry Institution</p> <p>Entry Ref: 620 Creation Date: 2016-08-10 Year: 2013/4 Status: Verified</p> <p>Research Text: Master Degree</p>
	+

Extra-curricular Achievements recognition on the HEAR & integration of Open Badges

6. PERSONAL AND PROFESSIONAL DEVELOPMENT

6.1 Professional Development & Training; Candidate's Achievements

This section contains evidence of how candidates have acquired and demonstrated knowledge, skills and personal competencies. All claims will be verified by the University, in accordance with agreed QA mechanisms and procedures. Such achievements could be organised with reference to the four domains described in the Vitae Researcher Development Framework i.e. knowledge and intellectual abilities; personal effectiveness; research governance and administration; and engagement, influence and impact. If it was wished to structure material and thinking even more precisely the RDF sub-domains may serve for this purpose see <https://www.vitae.ac.uk/vitae-publications/rdf-related/introducing-the-vitae-researcher-development-framework-rdf-to-employers-2011.pdf>.

6.1.1 Training and Skills

Awarded the Research Skills Award by the Swansea University's training department and validated by the vitae UK (transcript available)

6.1.2 Placements (Industrial and Overseas)

This candidate's research and experiences have been informed by placements overseas and within research institutions in the UK. These are listed in section 5.3 above.

6.1.3 Teaching Experience

Employed at Swansea University as a Tutor on a 8 hr a week contract. Conducted Laboratory Demonstrations to undergraduate students
Led an annual undergraduate Field Trip to the Gower Peninsula

6.1.4 Teaching or other qualifications

Teaching Certificate of Swansea University April 2014

6.1.5 Other achievements (Prizes and Awards)

Swansea University's Ambassador Award (In recognition of the promotion of Welsh-medium provision)

6.2 Further information sources

Further information can be found at www.swansea.ac.uk/postgraduate-hear



e-Badge links to an external Swansea University web page with further information about the Award and its eligibility criteria

Swansea University Prifysgol Abertawe

THE UNIVERSITY RESEARCH UNDERGRADUATE POSTGRADUATE INTERNATIONAL ALUMNI BUSINESS

Undergraduate courses
Undergraduate Open Days
Undergraduate prospectus
Virtual tour
Why Swansea?
Apply
Fees and funding
Accommodation
Student life
Student Services
Careers and employability

Employability Awards

Preparing you for life after Swansea

Enhancing your job prospects

Make an undergraduate enquiry

Swansea Employment Award Register and participate in the SEA

Discovery Award

University perspective - Tracking and managing the e-Diploma Supplement & Personal profile



Home Version User Settings



Hi Tribal Consultant, [LOG OUT](#)

Achievements

	Registered	Submitted	Verified	Queried	Declined	Total
Awards	0	36	1619	0	8	1663
Prizes	0	0	1344	0	0	1344
Achievements	1	115	557	0	0	673
Charitable and voluntary work	0	8	157	0	0	165
E-portfolio	0	0	0	0	0	0
Full-time Work	0	0	0	0	0	0
Hobbies and interests	0	0	0	0	0	0
Membership of societies	0	0	0	0	0	0
Mobility	0	0	0	0	0	0
Other	1	107	400	0	0	508
Other work experience	0	0	0	0	0	0
Part-time Work	0	0	0	0	0	0
Personal statement	0	0	0	0	0	0
Personal web-space	0	0	0	0	0	0
Placement	0	0	0	0	0	0
Positions of responsibility	0	0	0	0	0	0
Sports	0	0	0	0	0	0
Work related experience	0	0	0	0	0	0
	1	151	3520	0	8	3680

Future considerations

- The importance of compatible data standards and technical standards to enhance the portability of student credentials and student mobility
 - HEAR technical spec and HEAR[R] developments as an exemplar for the electronic Diploma Supplement
 - Groningen Network and 'ERASMUS without paper' developments
- Importance of structured information on the wider students experience to benefit employability including
 - Extra-curricular and co-curricular achievements
 - Competencies and Open Badges
- Services to promote and simplify employer engagement and access to further study
 - Talent pool analysis and opportunity matching

Questions and Comments?

Contact details

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Gradintelligence

www.gradintel.com

