









What sets Watermark Planning & Self-Study apart?

Connected processes for better outcomes. Get the integrated, user-friendly solution your institution deserves. Simplify institutional effectiveness across your organization to surface findings quickly and act with agility and confidence.

"[Watermark Planning & Self-Study] is easy to use and is intuitive for infrequent users. My favorite feature is the ability to build onto your program reviews year after year. This provides clear documentation of student learning outcomes, measures, actions, changes, adapted student learning outcomes, new measures, new actions, and so on to show a culture of assessment and continual improvement."

- Jana VanderTook, M.S., Director of Faculty Services and Assessment, Oklahoma Baptist University

	The toolkit for planning and improvement	Watermark Planning & Self-Study	Other vendors
	G2 Business Software reviews	Top 50 Best Education Products for 2025.	Not rated
	Centralized, optimized processes	Consolidate planning, assessment, program review, and accreditation processes into a unified, efficient system .	Disjointed, fragmented systems means siloed data and workflows.
	Integrated measurement	Robust integrations with major LMS platforms let you directly tap assessment data, allowing you to analyze student learning outcomes at a granular and macro level .	Lack of critical LMS integrations forces manual data transfer, disjointed data, and complicates assessment.
	Intuitive user experience	Modern and intuitive interface to simplify complex tasks so it's easy to participate in assessment and get the full picture you need to understand your outcomes.	Platforms are complex and cumbersome. Faculty and staff struggle to learn and use them effectively.
	Actionable insights	Real-time dashboards and dynamic reports provide instant answers about engagement and outcomes . Understand what's happening quickly and act with agility.	Clunky or a lack of real reports mean ambiguous data, inhibiting effective strategic decisions and campus planning.
	Accreditation-ready evidence hub	Capture evidence centrally , hyperlink it across unlimited self-studies. Use templates pre-built for your accreditors and export confidently.	Scattered evidence, difficult hyperlinking, limited self-studies, and export restrictions impede accreditation readiness and efficiency.
	Program relevance and foresight	Integrated with Lightcast to give program and institutional leaders labor market context to inform program and curricular changes.	No integrated labor market data. Program leaders have to find it themselves or work without it.
	Campus-wide impact	Unify academic and non-academic assessment, operationalizing CAS standards and integrating data from other Watermark tools for a complete view of institutional effectiveness and strategic alignment .	Most are siloed from other systems, lack the built-in guidance and tools to assess administrative programs and services, hindering campus-wide alignment.
	Innovation	Actively evolving to refine the user experience, deliver new insights, and streamline processes with AI .	Systems are frequently outdated, lacking modern features and consistent development.
	Expert service and support	A true partner, not just a provider. Our dedicated, responsive team ensures a seamless transition and empowers your institution to drive institutional progress.	Ranges from inconsistent, slow, and lacking in dedicated guidance to solid but unable to compensate for product shortcomings.

[Learn more about Watermark Planning & Self-Study](#)