

What sets Watermark Faculty Success apart?

Faculty first. For real. Get a connected, integrated platform that costs less and does more for faculty success.

"The most helpful aspect of Watermark Faculty Success is that [it gives the power to faculty members](#). [They] are able to showcase all of their accomplishments in one space. The input of this information can be used by countless processes on campus including for applying for sponsored projects, promotion and tenure, and other evaluative processes."

Laura G., Public 4-year institution with over 11,000 enrollment FTE

	Valuable & efficient faculty success tracking	Watermark Faculty Success	Other vendors
	G2 business software reviews	#1 Education HR Software	Not rated
	Modern faculty experience	Faculty-focused interface , refreshed in July 2025 to directly address faculty feedback, save time and reduce burden. Create and format CVs in a few intuitive clicks.	Often clunky, outdated, and complex. Confusing navigation and slow load times make tasks inefficient. CV builder is buggy, with poor formatting.
	Activity entry	AI-powered to save time and effort. (Coming soon!)	Review-based imports that can't be easily repurposed and manual maintenance of ongoing activities.
	Scalable administrative tools	Save significant time managing recurring data needs and processes with reusable templates, bulk scheduling and assignment tools, and reusable review forms. Handle departmental nuances without manual interventions.	Administrative functions don't scale. Users must manually create individual cases for each faculty member up for review, and update large numbers of "templates" to make changes.
	Module integration	Integrated. The modules for activity tracking, faculty reviews, and web profiles seamlessly share faculty details to ensure consistency and prevent duplicative work .	Disconnected. Modules require administrators to manually set up workflows and duplicate data entry, introducing errors and raising concerns about data integrity.
	Flexibility & customization	Highly flexible to meet institutional and discipline-specific needs simultaneously . Refine data elements and customize reports to produce the precise outputs your faculty and institution needs.	Limited and inflexible. No custom reports - administrators have to manually compile data from multiple sources to get what they need.
	Accreditation reporting	Demonstrate faculty credentials, scholarship impact, and faculty development confidently and efficiently with fields and reports designed specifically to meet institutional and programmatic accreditor standards .	Insufficient support for accreditation reporting and custom analysis. Administrators still have to manually compile data, despite having a system.
	Lifecycle management	Career path clarity for both faculty and administrators. Boost faculty confidence and help them stay on track with visual timelines of milestones, requirements, and progress.	No faculty visibility into their career paths and progress. Administrator-focused only.
	Integrate the voice of students	Directly integrated with Watermark Course Evaluations & Surveys to include results in faculty activity reporting and reviews automatically, connecting processes end-to-end.	Reliant on imports, not integrations, leading to inefficiency and delayed access to a full picture.
	Responsive service & support	Accurate assistance in under 4 hours on average. Chat, email, and phone support for administrators so your critical processes don't get held up by unresolved issues.	Slow and lacking IT support. Unresolved issues that add to clients' administrative burden.
	Data privacy	Clients own their data, full stop. Watermark prioritizes data privacy and ensures institutional information remains secure and protected.	Repackaging client data into new offerings for sale raises significant alarms for institutions that are protective of their information security.
	Innovation	Continuous innovation , including client ideas, to add value and reduce burden for faculty and administrators, with AI features coming soon.	Significant gaps between promises and delivered enhancements.

[Learn more about Watermark Faculty Success](#)