

Watermark's Educational Impact Suite

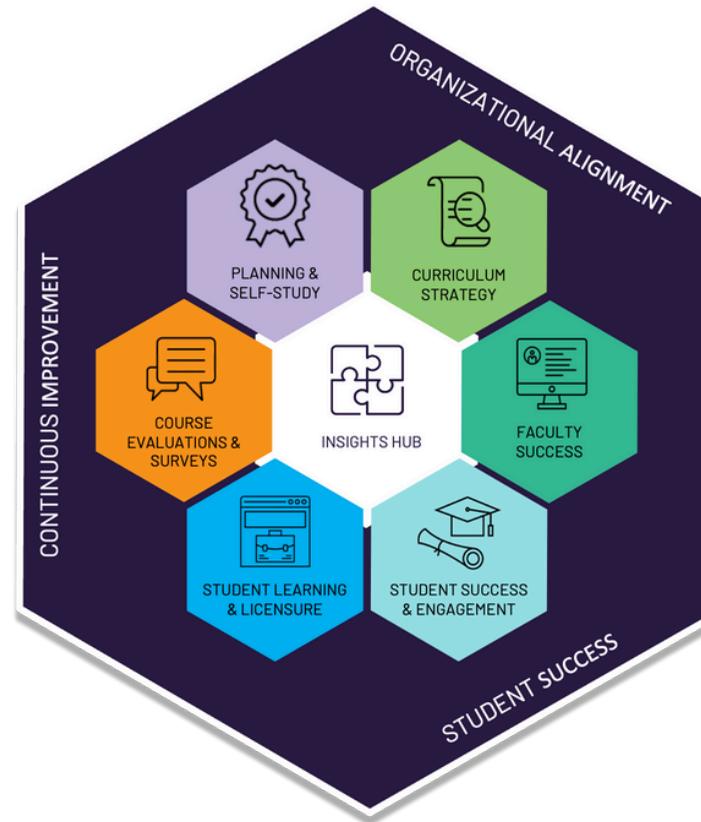
The Watermark difference: *Insights inspire progress.*



Watermark's Educational Impact Suite (EIS) is a hub for your institution to monitor, plan, and use data to enhance academic quality. For over 25 years, our tools have been trusted by over 1,500 colleges and universities to capture and analyze the data that improves student success. By addressing multiple needs in one intelligent, integrated suite, our software empowers institutional leaders to:

- Accelerate data management and analysis to surface reliable insights
- Build an action-oriented culture of understanding
- Demonstrate impact for accreditation, compliance, and reputation

Strong on their own and even better together, each solution in the suite goes deep to support the critical facets of academic operations and to surface your data in context, illuminating what's working, what's not, and inspiring real action to improve outcomes. Streamline essential processes, reclaim time, and focus on making an impact on students, your institution, and the community.



*You hit a ceiling pretty quick running on Excel spreadsheets, Word documents, and paper files shoved in a box somewhere. That's where we were. I no longer feel like I'm facing the strain of that since we've implemented the Watermark tools. **It gives me access – very rapid access – to the data I need to manage and lead.***

Paul Gratton, D.B.A.
Associate Dean & Chair of Business, College of Adult & Graduate Studies
Montreat College

How we serve higher education:

- Insights hub to track your initiatives
- Assessment planning and reporting
- Academic and non-academic outcomes assessment
- Program review with labor market data from Lightcast™
- Accreditation evidence and self-study preparation
- Field placement, program gateways & ePortfolios
- Course evaluations & institutional surveys
- Faculty activity reporting, CVs, and web profiles
- Faculty reviews and career pathways
- Curriculum and catalog management
- Student engagement, support, and retention
- Single-source vendor with LMS, SIS and cross-product integrations

Higher education software to support continuous improvement



Planning & Self-Study

Assessment management | Accreditation self-study | Program review | Strategic plans

Centralize planning, assessment, & program review for continuous improvement across every corner of your campus. Through major LMS integrations, gain a complete, accurate picture of student learning outcomes. Turn data into actionable insights to drive measurable outcomes, streamline accreditation, & demonstrate institutional value year-round.



Course Evaluations & Surveys

Turnkey LMS & SIS Integrations | Comprehensive reporting | Instant, AI-powered insights

Gather reliable student feedback to improve teaching, courses, & faculty development. Deep LMS integration and mobile-friendly surveys boost response rates. Automated results and AI-powered insights enable quick faculty action. Connect feedback to campus-wide growth by integrating results into Watermark Faculty Success and Planning & Self-Study.



Student Learning & Licensure

Rubric assessment | Field placement | Outcomes reporting | Program applications & gateways | ePortfolios

Measure the entire learning experience. Easily assess & report performance against learning outcomes and accreditation standards. Give faculty robust tools and common rubrics to score student work. Students can showcase accomplishments and assess holistic learning from the classroom to the field with ePortfolios, guided by clear program requirements.



Assessment Projects

Juried assessment | Rubrics | Random sampling | Scoring queues | Discrepancy checks

Measure student learning outcomes at scale with rubric-based juried assessment. Quickly identify general education and cross-cutting program improvements with a system that ensures accuracy, mitigates bias, and delivers immediate insights.



Student Success & Engagement

Early alerts | Risk indicators | 360° student view | Guided academic plans | Mobile student engagement

Boost student retention with predictive early alerts. Prioritize advisor caseloads using risk data for timely, personalized support. Unify student data from your SIS & LMS for a holistic view from enrollment to graduation. Guide interventions with validated research, collaborate with students, monitor progress, and enable mobile access for appointments & resources.



Faculty Success

Faculty qualifications | CVs | Web profiles | Activity reporting | Faculty reviews | Career pathways

Capture and showcase faculty credentials, contributions, and impact with an easy-to-use platform. Faculty can efficiently log activities for compliance, auto-update web profiles, and instantly generate CVs and reports. Career paths and digital workflows streamline annual reviews, promotion, and tenure, supporting clearer career advancement and faculty retention.



Curriculum Strategy

Branded, searchable catalogs | Curriculum review | SIS integration

Create & display end-to-end curriculum with real-time updates, streamlined workflows, and stakeholder inputs every step of the way. Streamline review processes & capture the connections between course data, program requirements, & learning outcomes to inform changes for continuous improvement while documenting alignment for accreditation.

 **Ready to see the Watermark Suite?** Visit www.watermarkinsights.com/request-demo