Maximize your impact.

With Watermark, spend less time getting lost in spreadsheets and more time on what really matters: student success.

The Watermark difference

Crafted by higher ed professionals, our tools help you track, manage, and analyze institutional data in one centralized location. But we go deeper, looking beyond the data to uncover key insights that help your institution thrive.

Through Watermark's Educational Impact Suite (EIS) you can complete assessment and accreditation requirements, capture and synthesize student feedback, showcase faculty accomplishments, and boost student engagement. Access your data and see it in context, either within each of our tools or centrally in the Insights Hub. Streamline essential processes to allow more time in your schedule to focus on making an impact on your students, institution, and community.

How we serve higher education:

- ▶ Institutional research and effectiveness
- ▶ Faculty activity reporting
- ▶ Annual review and tenure processes
- ▶ Streamlined student engagement with early warning capabilities
- ▶ Course evaluations that increase response rates
- ▶ Accreditation preparation, including planning and self-study
- ▶ Labor market data powered by Lightcast
- ▶ Portfolios, rubrics, and certification tracking for schools of education
- ▶ Outcomes assessments
- ▶ Institutional surveys
- ▶ Curriculum strategy
- ▶ Deep integrations with LMS
- ▶ Single source vendor with cross-product data integrations
- ▶ Trusted by 1700+ institutions

> " You hit a ceiling pretty quickly running on the 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**

watermark™

Higher education software to support continuous improvement

Planning & Self-Study

Accreditation Reporting | Program Review | Strategic Planning | Labor Market Data

Fuel a culture of engagement, reflection, and action with assessment planning, program planning, and accreditation management that meets you where you are. Establish a solid foundation by providing transparency, guidance, and clear processes for all stakeholders across campus. Reference labor market data powered by Lightcast within your workflows for more consistent and efficient program reviews. Track outcomes assessment, evaluate program quality, and document institutional effectiveness from a single, integrated hub.

Student Success & Engagement (Aviso Enterprise)

Predictive Analysis | LMS & SIS Integrations | Mobile App

Accurately measure and assess student success and risk indicators to support underserved students and increase retention. Turn data from existing institutional systems into actionable insights and use validated research to guide intervention strategies. Collaborate with students to create a plan for success, and monitor progress with helpful notifications and alerts.

Course Evaluations & Surveys (formerly EvaluationKIT)

Turnkey LMS & SIS Integrations | Real-Time Reporting | Tailored Dashboards

Make it easy for students to share feedback from anywhere and flow their insights across your faculty, curriculum, and campus. Easily create custom surveys for course evaluation and other strategic initiatives that provide faculty and administrators with powerful reports to monitor quality and inform improvements — all while boosting response rates and stakeholder engagement.

Faculty Success (formerly Digital Measures)

Faculty Qualifications | Custom CV Creation | Faculty Web Profiles

Improve faculty engagement, showcase your institution's accomplishments, and ensure that accurate data on faculty's teaching, research, and service activities is always available. Easily highlight faculty achievements, create a single source of truth, and streamline annual review cycles. Centralize collecting and reporting on faculty activity information for accreditation, grants, annual review, and promotion and tenure.

Student Learning & Licensure (formerly Via)

Course-Embedded Assessment | Experiential Learning | ePortfolios

Manage rigorous assessment of student learning over the course of a program and robust field placement for internships, clinicals, and educator prep. Track progress to program outcomes while enabling students to share their experiences with future employers. Empower students to track their progress, reflect on what they've learned, and share their work with others through customizable portfolios.

Outcomes Assessment Projects (formerly Aqua)

Flexible Artifact Collection | Interactive Reports | Scalable Benchmarking

Assess student work with advanced rubrics and create structured, meaningful assessment reporting across all types of projects. Organize rubric-based assessment projects and calibrate a pool of evaluators to easily assess learning outcomes. Quickly identify key areas of improvement through intuitive scoring and dynamic reporting.

Curriculum Strategy (formerly SmartCatalog)

Branded, Searchable Catalogs | Curriculum Review | SIS Integration

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

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