

Empowering Better Learning

Watermark™ empowers institutions with technology to engage administrators, faculty, and students with better data for learning. Our educational intelligence systems support a holistic approach to learning and development that enables colleges and universities to generate key insights and make strategic improvements at every level.

The Watermark Difference

Our approach isn't just about generating and managing data—it's about using better data to make better decisions. When you work with Watermark, you work with people who believe in the value of educational intelligence to improve student outcomes, faculty engagement, program quality, and institutional effectiveness.

We'll work closely with you to configure your Watermark solution for a tailored fit into your existing technical infrastructure, core processes, and campus culture. We back every solution with a level of service that is unmatched in the industry.

Solutions for Every Program

Watermark systems help academic and non-academic departments evaluate their effectiveness to inform improvements at course, program, and unit levels. Here are just some of the areas we support:

- ▶ Institutional Effectiveness
- ▶ Institutional Research
- ▶ General Education
- ▶ Social Work
- ▶ Nursing
- ▶ Business
- ▶ Engineering
- ▶ Educator Preparation
- ▶ Physical & Occupational Therapy
- ▶ Psychology & Counseling
- ▶ Medicine
- ▶ Pharmacy

“ We are able to spend much less time managing the data and much more time analyzing it and figuring out how our students are doing. ”

Dr. Fred Freking, Associate Professor,
University of Southern California

1,700+
institutions worldwide

16M+
student surveys
administered annually

350K+
total faculty stories told



Innovative Technology & Data You Can Trust



Assessment & Accreditation Planning

Establish a solid foundation for institutional assessment by providing transparency, guidance, and clear processes for all stakeholders across campus. Track outcomes assessment, evaluate program quality, and document institutional effectiveness from one central home.

[Accreditation Reporting](#) | [Program Review](#) | [Strategic Planning & Budgeting](#)



Learning Outcomes Measurement

Streamline data collection, scoring, and reporting on learning outcomes achievement with a user-friendly system that simplifies assessment of authentic student work against standard rubrics. Boost faculty engagement and get to outcomes-based data more quickly.

[Flexible Artifact Collection](#) | [Interactive Reports](#) | [Scalable Benchmarking](#)



ePortfolios & Student Assessment

A More Engaging Approach to Assessment

Assess learning wherever it happens—in the classroom, clinical placements, or co-curricular activities. Customizable portfolios make it easy for students to track their progress, reflect on what they've learned, and share their work with others.

[Course-Embedded Assessment](#) | [Experiential Learning](#) | [Showcase Portfolios](#)



Faculty Activity Reporting

Centralize the process of collecting and reporting on faculty activity information for accreditation, grants, annual review, and promotion and tenure. Improve faculty engagement, showcase your institution's accomplishments, and ensure that accurate data on faculty's teaching, research, and service activities is always available.

[Faculty Qualifications](#) | [Custom Vita Creation](#) | [Faculty Web Profiles](#)



Course Evaluation & Institutional Surveys

Simplify the process of capturing feedback across campus. This easy-to-use system enables institutions to create custom surveys for course evaluation and other strategic initiatives that provide faculty and administrators with powerful reports to monitor quality and inform improvements—while boosting response rates and stakeholder engagement.

[Turnkey LMS & SIS Integrations](#) | [Real-Time Reporting](#) | [Tailored Dashboards](#)



Curriculum & Catalog Management

Manage the development of curriculum, catalog, and syllabi through a single, integrated system. Streamline review processes and capture the connections between course data, program requirements, and learning outcomes to inform changes for continuous improvement and document alignment for accreditation.

[Branded, Searchable Catalogs](#) | [Curriculum Review](#) | [Centralized Syllabi](#)