

Watermark Planning & Self Study + Course Evaluations & Surveys

Strengthen assessment planning and reporting by including indirect measures from course evaluations and surveys.

Direct and indirect measures are essential elements of a successful assessment strategy. But it's not always easy to pull together to report on both measures. Watermark Planning & Self-Study and Course Evaluations & Surveys (formerly EvaluationKIT) simplify data collection and reporting to help you easily surface direct and indirect measures and act on your findings.

Take your data further

Watermark Course Evaluations & Surveys offers a simple and streamlined way to design and administer evaluations. Integrations with LMS and other key features have proven to double response rates, creating a robust data set. These data can then be used alongside the information captured in Planning & Self-Study to tell a truly holistic story about student performance against learning outcomes.

More complete assessment reporting

- Include direct and indirect measures in a single report
- Incorporate survey responses, post-event evaluations, and focus group data into assessment plans
- Apply insights to annual assessment and strategic planning

Time savings

- Eliminate manual data entry
- Easily access key metrics
- Review reports in a consistent format

Improved accuracy

- Create consistency and version control with single-source reporting
- Rely on a single source of truth for student feedback
- Ensure the most recent results are included in assessments

A single technology partner

Working with a single vendor makes it easier to implement, manage, and modify processes across campus. Watermark will work with you to create an integrated, seamless assessment experience that supports your program and accreditation requirements while boosting faculty buy-in.

