Maximize your impact.

Watermark streamlines assessment and engagement so you can make a real impact on your students, institution, and community.

The Watermark Difference

When it's time to collaborate across your campus for accreditation reporting, annual reviews, assessment planning, or early-warning systems for student success, Watermark's suite of solutions makes it simple.

But we go deeper, with tools that help you clearly see how you're making an impact. We help you see beyond the data from course evaluations, self-study reports, and portfolios to uncover key insights that help your institution thrive.

Watermark's Educational Impact Suite is purpose-built for higher education, with tools that help academic and non-academic departments evaluate and improve effectiveness at the course, program, unit, and institutional levels. Your drive to improve student outcomes inspires us to create solutions that help you bring your strategic vision to life.

> " 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**

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

- ▶ 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

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Higher education software to support continuous improvement

Planning & Self-Study

Accreditation Reporting | Program Review | Strategic Planning

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. 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—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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