



# With Watermark, Insights Inspire Progress

Built for higher ed, Watermark's solutions give institutions the insights they need to improve, evolve, and empower student success.

## The Watermark Difference

Our approach isn't just about generating and managing data—it's about using insights to make better decisions. When it's time for collaboration across campus in accreditation reporting, annual reviews, curriculum strategy, or assessment planning, Watermark solutions help you gather, share, and glean insights from all your data — simply.

Watermark solutions are purpose-built for higher education by people who know higher education. We understand your drive to improve student outcomes, faculty engagement, program quality, and institutional effectiveness and will 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.

“ 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

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

1,700+  
institutions worldwide

3.9M+  
all-time users

32.7M+  
rubrics scored



watermark

# 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.



## 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.



## 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.



## 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.



## 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.



## 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.



## Student Success & Retention [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.