Watermark Legacy and Resources

We are experts committed to supporting continuous improvement in higher education

1600+ Institutions
75+ Years Combined Experience
380+ Employees
Watermark Corporate Updates

Digital Measures by Watermark™

- Faculty activity reporting & credentialing
- Promotion, tenure, and annual review
- Online faculty profiles
- Used in >70% of AACSB-accredited schools of business

Evaluation KIT by Watermark™

- Online course evaluation
- Student surveys
- 2-time SIIA CODiE Award winner
- Deep integrations with all leading higher ed learning management systems
An Expanding Set of Solutions for Higher Education

- Learning Outcomes Measurement
- Assessment & Accreditation Planning
- ePortfolios & Student Assessment
- Course Evaluations & Student Surveys
- Faculty Activity Reporting
We’re building an infrastructure that will enable institutions to connect disparate sources of data to generate powerful insights.

Learning Outcomes Measurement

Data Integration

Robust Reporting

External Data (e.g., SIS) → Assessment & Accreditation Planning

Course Evaluations & Student Surveys

Faculty Activity Reporting

ePortfolios & Student Assessment

External Data (e.g., LMS)
Our Purpose: Watermark strives to align campus workflows and connect disparate data to help institutions address these imperatives more efficiently and effectively.
Educational Intelligence is Critical for Any Campus Data Ecosystem

Watermark’s vision for educational intelligence enables a holistic approach to assessment that provides a picture of institution-wide achievement and supports ongoing improvements at all levels.

Student Information System (SIS)
Used for enrollment, course registration, billing, and other administrative student services.

Educational Intelligence System (EIS)
Used to leverage campus-wide data (including from the SIS and LMS) on learning outcomes, faculty activity, course evaluations, and more to inform strategic decision-making.

Learning Management System (LMS)
Used to organize and distribute course content, such as syllabi and learning materials. Serves as the course “storefront.”
How would you rate your institution’s maturity when it comes to assessment?

75% Selected “Beginner” or “Intermediate”

Survey conducted by Taskstream in June 2016
We support institutions in developing an intentional, strategic approach to assessment

Learning Outcomes Assessment
To generate actionable insights, you need to collect the right data through a strategic, efficient approach to assessing learning outcomes achievement.

ePortfolios & Student Learning Assessment
To achieve the ultimate goal of intentional assessment -- improved student learning -- students must be involved in reflecting on and integrating their learning.

Assessment & Accreditation Planning
The foundation for meaningful institutional assessment is an intentional process, clear guidance for all stakeholders, and transparency.
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• How do we make sure we are prepared for our next accreditation report/visit?

• How can I engage others in this work in a meaningful and productive way?

• How can we move from compliance-driven to strategic assessment?
Learning Outcomes Assessment

To generate actionable insights, you need to collect the right data through a strategic, efficient approach to assessing learning outcomes achievement.

• How can we better engage faculty in assessment and turn it into less of a chore?

• How can we assess large volumes of student work in a way that is streamlined, efficient, and effective?

• How can we make sure that we have meaningful data on student learning for program improvement and accreditation?
To achieve the ultimate goal of intentional assessment – improved student learning – students must be involved in reflecting on and integrating their learning.

• How can we motivate students to engage in their own learning more deeply across courses and experiences?

• How can we capture critical learning moments that students, faculty, and programs can use to track student growth over time?

• How can we create a comprehensive, compelling picture of student achievement to share with key stakeholders?
Thank you!

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