Digital Measures by Watermark™

A streamlined system for managing faculty activity

Capture information once, use it infinitely

Digital Measures by Watermark™ streamlines and centralizes the process of collecting and reporting on faculty activity information for accreditation, grants, annual review, and promotion and tenure. Save time and energy by ensuring that accurate data on faculty's teaching, research publications, professional development, and service activities is always at your fingertips.

Centralized processes

Move away from paper-based processes that result in siloed, inaccurate data. Streamlined workflows empower you to track progress and provide guidance to your stakeholders to ensure completion of critical campus processes—from one central location.

User-centric design

Invest in a system your faculty will actually want to use! Our simple, intuitive interface makes it easy for faculty (or designees) to enter information into the system and update it on the fly. They see only what they need for their own workflows, and nothing else.

Robust reporting

Use our standard templates designed for regional and professional accreditation for faster reporting on faculty qualifications, or develop your own custom reports for annual faculty reviews, promotion and tenure, and trustee board updates. Whatever kind of report you need, we'll help you create it.

> " Digital Measures by Watermark allows us to collect information in one location and generate a report seamlessly, transparently, without bothering the faculty every time we need some piece of information. "
>
> **Timothy Bridges**
> **ISOM Professor,**
> **University of Central Oklahoma**

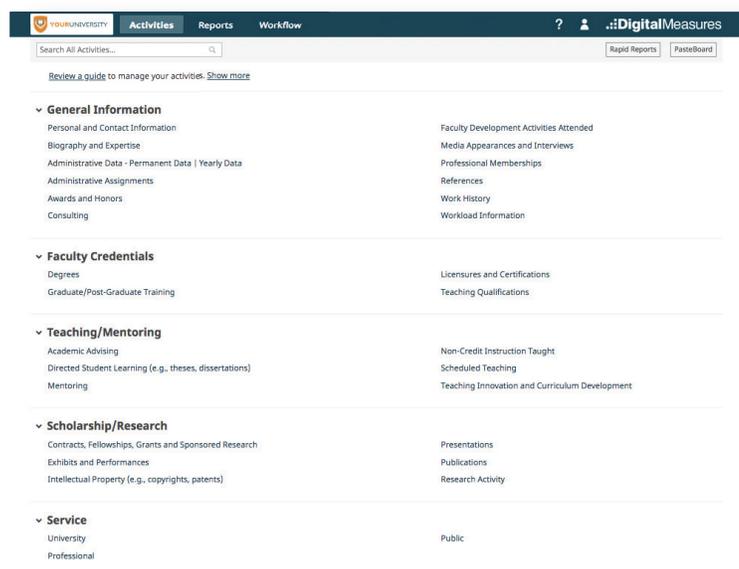## Digital Measures by Watermark makes it easy to:

- ▶ Quickly generate reports for institutional leaders and external stakeholders
- ▶ Track teaching, research and service activity and manage faculty workloads
- ▶ Organize information for grant applications, including NIH and NSF
- ▶ Create customized CVs for faculty from every discipline
- ▶ Import data from existing campus systems, including information on courses taught and grants
- ▶ Publish up-to-date faculty profiles on your campus website

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Customization to meet your needs

Fully configurable workspaces

Your institution is unique, and your faculty activity system should be, too. Our workspaces are flexible to align with your internal processes. Customize data entry screens to meet the needs of each individual program, while mapping fields centrally to enable efficient institution-level reporting.

Simple, user-friendly screens enable faculty and administrators to quickly find and update information in the Digital Measures by Watermark system.

Powerful storytelling

Showcase the accomplishments of your faculty to prospective faculty and students, accreditors, media and funders. Custom reports make it easy to present a clear picture of your faculty's recent publications, grants, and interdisciplinary collaboration and show how you're meeting strategic goals.

Streamlined workflows

Get rid of the binders filling your provost's office and digitize your processes for annual review and promotion and tenure. Configure workflows with flexible steps, and set up deadlines and notifications to ensure that faculty reviews are always secure, on-time, and error-free.

Accurate record-keeping

Our smart system assists faculty with pulling in publication information from major scholarly databases (e.g. Google Scholar, PubMed, Scopus, Web of Science), and citations adhere to disciplinary style guides (e.g., APA, MLA) to ensure the accuracy of reports from the system.

About us

Watermark's mission is to put better data into the hands of administrators, faculty, and learners everywhere to empower them to connect information and gain insights into learning that will drive meaningful improvements. Through its innovative educational intelligence system, Watermark supports institutions in developing an intentional approach to learning and development based on data they can trust. For more information, visit www.watermarkinsights.com.

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