**ADMINISTRATOR FORM LETTER TO FACULTY**

**BEST USE: When Implementing Multiple WM Solutions for Faculty – customize as needed based on combination of solutions**

\*planning, assessment, course eval, FAR, curriculum

From: Provost, President, VP, Chief Academic Officers, or Dean

To: Faculty Members

Re: Using Watermark

Dear Faculty Members:

I write to you to share some exciting news!

As you know, <INSTITUTION NAME> is committed to making meaningful improvements in our student learning, program quality, and institutional outcomes. To do that effectively, we must have the right tools in place, which is why we’re partnering with Watermark, whose systems support a holistic approach to learning and development that will enable us to generate key insights and make strategic improvements at every level.

We’ll use Watermark to increase efficiencies and integrate institutional effectiveness processes across campus, including strategic assessment planning, program review, learning outcomes assessment, course evaluation, and accreditation reporting. Further, we’ll leverage their technologies to break down data silos, reduce redundancy and time spent on manual processes, and provide more longitudinal transparency around plans, goals, outcomes, and results – which will support a variety of internal and external needs.

Specifically, Watermark will support our quality and improvement efforts in the areas of <assessment planning, outcomes assessment, course evaluation, faculty activity reporting, and curriculum & catalog management>.

**Assessment & Accreditation Planning…**a solutionfor institutional assessment by providing transparency, guidance,and clear processes for all stakeholders across campus. We’ll better track outcomes assessment, evaluateprogram quality, and document institutional effectiveness from one central place.

**Learning Outcomes Measurement & Student Assessment…**a solution for collecting, scoring, and reporting on learning outcomes achievement. We’ll be able to more easily assess learning wherever it happens—in the classroom, clinical placements, or co-curricular activities and provide students with an opportunity to track their own learning journeys and share that with others.

**Faculty Activity Reporting…**acentralized process for collecting and reporting on faculty activity information for accreditation,grants, annual review, and promotion and tenure, while providing you with better opportunities to provide a fuller picture of all of your work and contributions to the institution and your field.

**Course Evaluations & Institutional Surveys…**a centralizedprocess of capturing feedback across campus so that we can monitor quality and inform improvements.

**Curriculum & Catalog Management...**the ability to manage and streamline the development of curriculum, catalog, and syllabi through a single, integrated system. We’ll automate connections between related content and streamline committee review workflows so that we can ensure curriculum updates are transparent and achieve intended learning outcomes.

In addition to supporting our efforts in these areas, we’re choosing to become a Watermark campus because of a proven track record of supporting institutions with goals similar to ours in these areas.

More information on your role and how to access our account(s) will be provided soon. We thank you for your continued support in our improvement efforts.

Sincerely,

FirstName LastName  
Title