Insights Inspire Progress is much more than a tagline.

It's at the center of everything we do. We are clarifying our purpose and reason for "Insights Inspire Progress" to further focus on our goals and deliver on this mission.

To better support alignment with our vision and to show the relationship of our solutions to one another, we are launching new names for many of our products on July 14, 2021. We're excited about the clarity and proud of the commitment they impart. The renamed products are all part of our Watermark Suite, where we focus on product development work to extend functionality and integrations that bring to life our vision of Insights Inspire Progress.

The launch process will be iterative, and include a strategic rollout plan and bridge period to transition to the new names, minimize the impact on end users, and allow enough time to transition support materials.

We are renaming our products for several reasons:

- to reflect the unity of Watermark's philosophy, strategy and priorities,
- to more clearly communicate and differentiate each solution's purpose, and
- to reinforce our commitment to helping you meet these needs through an integrated, efficient, and complementary suite of solutions that produce greater value together than each would on its own.

New Product Names for the Watermark Suite

PREVIOUS NAME	NEW NAME
Watermark Planning & Self-Study	Watermark Planning & Self-Study [no change]
Aqua by Watermark	Watermark Outcomes Assessment Projects
Via by Watermark	Watermark Student Learning & Licensure
Digital Measures by Watermark	Watermark Faculty Success
EvaluationKIT by Watermark	Watermark Course Evaluations & Surveys
SmartCatalog by Watermark	Watermark Curriculum Strategy

We selected the new product names with a collaborative review of our product's strategies, core purposes, and relationships to one another. With reflection and research, client focus groups and interviews, we chose the names because they:

- Crystalize and clearly articulate each product's purpose, reason for being and value proposition
- Reflect our clients' points of view and language used to describe why and how they're useful
- Communicate our focus and commitment for ongoing development and innovation

When and How We'll Introduce the New Product Names

We will begin to incrementally introduce these new names in most products that are part of the Watermark Suite at the end of July 2021 and into August 2021. The first change you will notice is a new Watermark product logo in the app bar, with language noting the former name of the product as well. With the bridge period, our goal is to reduce the risk of confusion for you and your users. The inclusion of the previous product name as well as no immediate updates to product URLs is intended to reduce the need to immediately update any end user documentation and instead allow you to do that on your own time schedule over the next 6 to 12 months.

New Product Names: Rollout Details

Q: How will the new names show up in the product?

- The first change we will introduce is a new Watermark product logo in the app bar, with the former name of the product also appearing there. The previous name will continue to appear alongside the new name for roughly 6 to 12 months after its introduction, to help users acclimate and provide a bridge from the old to the new name. Eventually we will only display the new product name. We hope that by introducing the name change incrementally, it will reduce the pressure to update documentation immediately.
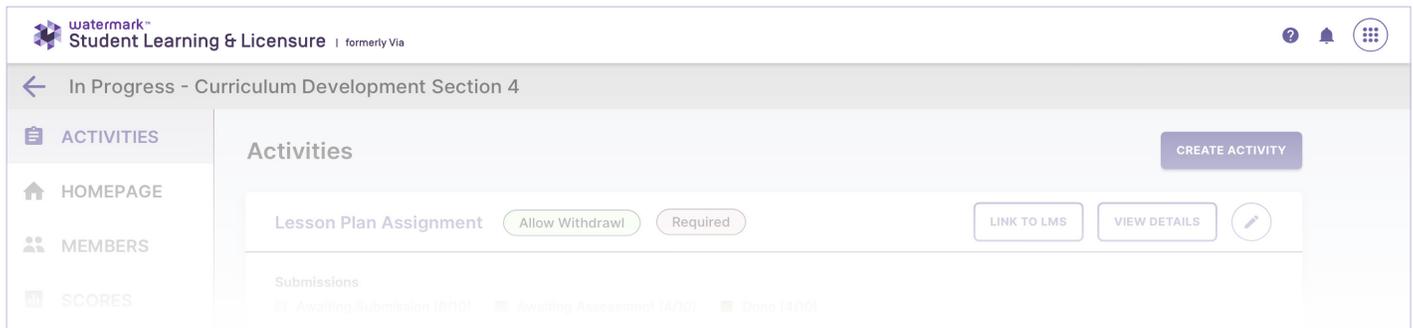
Example from Watermark Student Learning & Licensure (formerly Via)

- These changes will be introduced as part of our regular product release notes and messaging. We will communicate with you about each change as it comes, to ensure you're fully informed and answer any questions.
- The product name will be updated at all places it appears in text within the product (with reference to the previous name).
- Product URLs won't change at this time; they will be updated on a future incremental schedule with plenty of notice.

Q: Is anything changing about the functionality of my products?

No. This name change does not affect the current functionality of your products. Over the coming month you'll only see us begin to introduce the new name in the product itself.

Q: When should I start using this product name?

You can begin to use the new names now. For example, please use them when referring to your Watermark solutions in conversations with colleagues, and as time permits, update documentation or website messaging that you've created about these products to support your users. Keep in mind that the previous name will appear to help negate the need for any immediate updates.

Q: Can we refer to the products as simply "Watermark?"

Yes, to simplify for faculty and students, you can refer to the products going forward as simply "Watermark" and use the individual product name(s) for situations where you need to differentiate the use of more than one product. All of these products are part of the Watermark Suite and will become more tightly integrated over time. The use of "Watermark" also simplifies your documentation, with less dependency on individual product names.

Q: What about other products in the Watermark family that aren't mentioned here? Are they being renamed?

Taskstream, LiveText and Tk20 are still very much a part of our family of products. We are not changing their product names to honor their long legacy. We recognize that over one half of our client partners use LiveText, Taskstream and Tk20. We will continue to support the solutions you rely on today, and you will not be forced to upgrade. We are confident that over time, the improved user experience and expanded functionality of the Watermark Suite will add value for all our clients, and in the future you may be interested in exploring it further. We will work with you to understand your goals and needs and help you determine the best product fit for you.

About the Watermark Suite: New Product Names

Together, the products we are renaming are known as the Watermark Suite. We will continue to focus the majority of our product development on ensuring they are best of breed, integrated and connected to deliver on our vision and ensure Insights Inspire Progress.

Q: What does this mean for what I can expect from the Watermark Suite products I currently use?

You can expect to see developments and innovation for the products in the Watermark Suite that are guided by, and support you in, each aspect of "Insights Inspire Progress". This "Why" will serve as a guide for day-to-day work and decision-making at Watermark. This means features and experiences that:

- Make it easy to understand, show and share what your data is saying
- Foster engagement, reflection, and data-informed inspiration
- Help you turn observations into actions that drive progress

Q: How will we, as faculty and leaders, benefit from the Watermark Product Suite?

- Faculty: Enjoy an improved, consistent user experience, and access to more valuable data for your progress. We equip you with the longitudinal data on teaching activities, student outcomes achievement, and professional development/work/service to inform continuous improvement toward your goals.
- Organization Effectiveness leaders: Benefit from a more holistic picture of effectiveness, with the ability to tap into a comprehensive and integrated source of data. You will make more informed strategic improvements to teaching and learning, in your programs, as well as in faculty personnel decisions. Eliminate the need to access multiple diverse or disconnected systems, or run numerous manual and often cumbersome reports.

About Each Product & Additional Product Name Questions

Watermark Planning & Self Study

Watermark Planning & Self-Study offers a streamlined and intuitive system for gathering, comprehending, reflecting, and acting on assessment and other programmatic data, leveraging integrations with other Watermark products and campus systems to reduce redundant tasks, achieve stronger faculty engagement, and foster productive, action-oriented discussions about continuous improvement.

Q: It looks like the name for Planning & Self Study has not changed. Is that right?

Yes, that is correct. Planning & Self Study continues with our new naming framework already in place.

Watermark Outcomes Assessment Projects (formerly Aqua)

Watermark Outcomes Assessment Projects supports advanced rubric-based assessment of learning outcomes, done through discrete assessment projects.

Q: Since Watermark Outcomes Assessment Projects (formerly Aqua), is part of the Watermark Suite, does that mean it will be integrated with other products?

Yes. It is currently integrated with Planning & Self Study, and we are actively working to refine plans for further integrations and improvements to the product as part of the suite.

Watermark Student Learning & Licensure (formerly Via)

Watermark Student Learning & Licensure offers a holistic approach to understanding student achievement over the course of a program. With centralized rubric assessment and dynamic reporting, programs can track student learning against program learning outcomes and performance standards both in the classroom and beyond. Watermark helps programs that result in licensure in particular by facilitating the gathering and tracking of student information from admissions, field eligibility, internship placement, to performance on licensure exams.

Q: Does this name change affect how students will purchase Student Learning & Licensure (formerly Via)? Will students need to use a different URL to purchase the system now?

No, not immediately. While we do anticipate updating the vialivetext.com URL that students use to purchase their accounts, we will be working to minimize the impact of the name change. Any changes that need to be communicated to your students, faculty, IT teams, etc. will be done with advance notice, likely next year.

Q: Will changing the product name impact our integrations with our LMS?

The name change will not impact the functionality of your LMS integrations. However, for institutions that use the LTI 1.1 and 1.3 integrations, LMS System Administrators may need to update the external tool label from 'Via' to 'Student Learning & Licensure' in the admin area of their LMS so that it is consistent with the new product name. Updating the label name will not change the functionality of the tool.

Example from Watermark Student Learning & Licensure (formerly Via)

Watermark Faculty Success [formerly Digital Measures]

Watermark Faculty Success enables university leaders and faculty members themselves to understand and celebrate the impact that their work has on their spheres of influence, including students, their discipline, the institution, and their community. It also enables them to identify and facilitate development opportunities that further their progress and success. The modules of Watermark Faculty Success (formerly Digital Measures) are being renamed as follows:

- "Activity Insight" will be "Faculty Accomplishments"
- "Workflow" will be "Reviews, Promotion and Tenure"
- The "Web Profiles" module will retain its current name

Q: We call this product a "[custom name]" on campus. Will that have to change? Can we still use our name in the product itself?

We appreciate how the process of naming something can really build buy-in and trust, and respect the purpose your name for Digital Measures has served on campus. We are not looking to change that. As far as the branding in the product goes, we will be introducing a revised app bar that incorporates both the new Watermark name for this product and the logo your institution has provided. "Watermark Faculty Success (formerly Digital Measures)" will appear in the top left, and your logo will appear in the top right.

Q: I license Activity Insight / Workflow. Is my subscription changing? Does the new naming for Faculty Success (formerly Digital Measures) and its modules affect what I have access to?

No, the new names do not change which functionality you have access to use. Activity Insight will simply be named "Faculty Accomplishments" going forward, in recognition that the core purpose is enabling the collection and reporting of faculty activities and accomplishments. Workflow's new name is "Reviews, Promotion and Tenure" to reflect the specific campus workflows that these tools were developed to support.

Watermark Course Evaluations & Surveys [formerly EvaluationKIT]

Watermark Course Evaluations & Surveys empowers leaders to collect and analyze indirect measure data to improve learning and success outcomes.

Q: Will this name change impact our integrations between Watermark Course Evaluation & Surveys [formerly EvaluationKIT] and our LMS or SIS?

No, this name change will not impact your LMS or SIS integrations.

Watermark Curriculum Strategy [formerly SmartCatalog]

Watermark Curriculum Strategy engages institutions in developing relevant and meaningful curriculum, from proposal and review to publishing changes and improvements in catalogs, handbooks, and institutional reports.

Q: The new name is "Curriculum Strategy." Does this mean you aren't going to support Catalog or Syllabus management anymore?

No, catalog and curriculum go hand in hand! Curriculum strategy builds the catalog, and we're committed to investing in supporting this full end to end process. We are dedicated to continuing support for those of you using Syllabus, and our focus over the next year will be to streamline curriculum processes.