



watermark

# Sul Ross University

## Academic Assessment Coordinator

### End User Training

April 3rd,  
2026



# Housekeeping & Log In



## Housekeeping:

There will be a Q&A at the end of the session

## Log in

### Step 1:

Go to the [Academic Assessment](#) page

Locate the "Watermark" section

### Step 2:

Log in (SSO)

- Username: Your SR username (what you use for email, not your alias)
- Click next
- Enter your password

**Step 3:** Once you are on the Watermark selection page Click on **Planning and Self-Study** (PSS).

Welcome to Watermark!

Choose your Watermark Product:

Course  
Evaluations & Surveys

Insights Hub

Planning & Self-Study

Student  
Learning & Licensure

*\*Note - You may have more selections such as Course Evaluations & Surveys, Insights Hub, or Student Learning & Licensure. If you do not see Planning and Self-Study*

# Welcome and Assessment Report Overview

## Assessment Reports Include:

Three Student Learning Outcomes

Two Assessment Methods/Measures for each SLO

Target for each Method/Measure

Analysis of each Method/Measure

Action Plan/ for each Method/Measure

Conclusion/Overall SLO Highlights/Evidence of Improvement from previous year



*Reports must show evidence of seeking continual improvement in teaching and/or learning*

# Why *Planning & Self-Study?*

## **Solution Overview**

### **Planning & Self-Study:**

Collect and report on assessment planning efforts across programs, colleges and departments to meet goals for continuous improvement and accreditation standards.

Planning & Self-Study is markedly different:

- Flexible data collection
- Intelligent curriculum mapping
- Roll-up & longitudinal reporting
- Simple to set up, easy to use
- Part of the Watermark Platform

# Watermark Team Introductions



**Dr. Alex Lejarza**

Senior Product Consultant

# Planning & Self Study: Training Overview



1. Navigating the Home Page
2. Organization Management
3. Assessment Plans

# Welcome to Your **Lead** Home Page!



As a lead of a program; you may see three areas in your system.

**My leadership:** Showcases each area (e.g. program) where you are placed as a lead, with links to any projects and charts showing their progress.

**Enter Program/Profile Progress:** allows quick links to all items in the program.

**Service & committee involvement:** Calls your attention to tasks related to self-studies and program reviews.

**My Leadership**  
View and access the course(s), program(s), or organization(s) you lead. You will receive guided prompts and tasks for effective leadership. Navigate to their profile(s) to access more insights about its progress, success, and improvement.

**BusinessAdmin**  
Program - Jane Chavez

**PROJECTS IN PROGRESS**

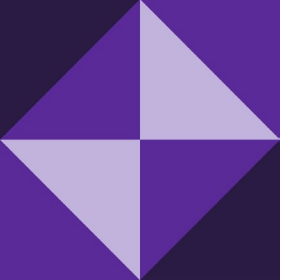
- Academic year 2023-2024**  
1 organization included | 0 outcomes being assessed  
Outcome Progress and Results  
There are no outcomes for this plan.
- Business**  
1 organization included | 0 outcomes being assessed  
Outcome Progress and Results  
There are no outcomes for this plan.
- Review 23-24**  
1 organization included | 0 pieces of evidence  
Sections by Narrative Status  
■ Not Started ■ In Progress ■ Complete

**PROFILE PROGRESS**  
Mission: [View Mission](#)  
Outcomes: 6  
Outcomes Mapped: [Create Map](#)  
Curriculum Map: [Edit Map](#)

**Service & Committee Involvement**  
Access your service tasks such as self-study and program review commitments.

Active

**SACSCOC**  
3/75 narratives in progress  
1 piece of evidence added  
Last edited 06/24/2024 4:06 PM



# Organization Management

Building the foundation of your system

# In Progress Tab

If a Project is open, it will be listed here, and the user can click on its name to access it.

*\*Note - if a Plan has been closed, a report containing its data can be located under the Docs & Reports tab.*

## Projects In Progress

Access, monitor and track this organization's projects that are active and in progress from this page.

Continuous Improvement Project(s) 3 projects

### Academic year 2023 2024

#### DETAILS

Status:	Due:	Last Update:	Last Update by:
In Progress	05/31/2024	05/22/2024	Me

#### QUICK STATS

4 Outcomes 7 Measures 4 Actions Proposed

#### Outcome Progress and Results

■ Not Started ■ In Progress ■ Met ■ Not Met



## Program Information Tab

A space for Mission Statements, Outcomes, and Measures

**If you need changes made, please meet with your Sul Ross University IE team**

# Actions Tab

Once you start participating in Assessment Plans, you will be able to add **Actions**.

This screen allows you to **follow the status** of any Actions and **add updates** to Actions.

### Actions

Review proposed Actions from assessment plans and provide status updates to communicate progress.

#### All Reported Actions

Actions reported in assessment plans.

ACTION	DUE DATE	REPORTED FROM +	STATUS
<a href="#">Revise Curriculum</a>		Academic year 2023 2024	Not Started
<a href="#">Implement New Program or Services</a>		Academic year 2023 2024	IN PROGRESS
<a href="#">Revise Benchmark / Target</a>		Academic year 2023 2024	COMPLETE
<a href="#">Gather Additional Data</a>		Academic year 2023 2024	Not Started

# Docs & Reports Tab

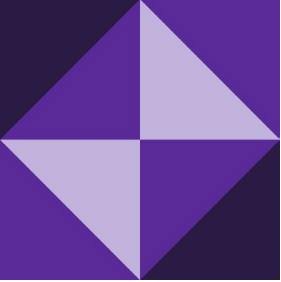
- 1) Access completed assessment plan and archived program reviews
- 2) Upload documents (and manage in folders)

If you are the Lead of an Organization over other Programs or Organizations, you can view their reports.

The screenshot displays the 'Docs & Reports' interface. At the top, there is a header 'Docs & Reports' with a sub-header 'Add documents and access system generated reports to track your continuous improvements and organizational activity.' Below this, there are two tabs: 'DOCUMENTS' (selected) and 'REPORTS'. The 'DOCUMENTS' section includes a search bar with the placeholder 'Find documents by title', a list of acceptable file types (.pdf, .txt, .log, .xml, .doc, .docx, .xls, .xlsx, .ppt, .pptx, .gif, .jpg, .jpeg, .png, .csv), and an 'UPLOAD DOCUMENTS' button. To the right, there is a 'Folders' section with a '+' icon and a button for 'All Documents'. The 'REPORTS' section is also visible, showing a 'Completed & Archived Reports' section with a description and a 'No completed or archived reports yet.' message.

# Questions about Organization Management?





# Plans


Annual plans are used to assess outcomes with measures and related data

# Selecting Outcome

Select Outcomes for Assessment 2 Outcomes Selected [APPLY SELECTION](#)

Academic Affairs DEMO  
Select outcomes for assessment for Academic Year 2022-2023.

**Academic Affairs DEMO Learning Outcomes (1)**  
Outcomes that articulate the knowledge, skills, and dispositions attained by students through learning and/or co-curricular experiences.

<input checked="" type="checkbox"/>	<b>Critical Thinking</b> Analyze and interpret data to produce meaningful conclusions and recommendations in an organizational environment. [Bloom's taxonomy verb] [key learning statement] [contextual]	<i>Last Assessed:</i> Academic Year 2022-2023	
-------------------------------------	---	--	---

[CREATE NEW OUTCOME](#)

When you are invited to participate in an **Assessment Plan**, you'll select via the checkbox next to the Outcomes that the Organization will assess during the Assessment Plan Reporting Year.

- Adding Outcomes begins with clicking the "Select Outcomes" button upon entering the Plan.
- The following page will display a list of all the Organization's Outcomes.

Once you have finalized your selection of Outcomes, click **"Apply Selection"** in the upper right-hand corner of the page.

# Working in an Assessment Plan

When you are invited to participate in an **Assessment Plan**, you can:

- Select Outcomes
- Assess Outcomes Using Measures
- Add Data to Measures
- Identify Whether Measures are *Met or Not*
- Identify Whether Outcomes are *Met or Not*
- Add Actions
- Review/Share Annual Plan .pdf Report

The screenshot displays a dashboard for 'Academic Affairs Learning Outcomes'. The main section is titled 'Information Literacy and Research Skills' with a description: 'Students will acquire information literacy skills, including locating, evaluating, and ethically using information from diverse sources to support academic inquiry and scholarly pursuits.' Below this, there are four measure cards: 'Student Survey' (MET), 'Skills Assessment Tests' (NOT MET), 'Peer Review and Collaboration' (NOT MET), and a 'New Measure' button. An 'Outcome Analysis' section contains a text box stating that 30% of students did not meet expected proficiency levels. At the bottom, there is an 'Outcome Status' dropdown menu set to 'Not Met' and a 'General Outcome Actions' section with a button to 'ADD NEW ACTION' and the text 'Implement New Program or Services'.

Academic Affairs Learning Outcomes

**Information Literacy and Research Skills**  
Students will acquire information literacy skills, including locating, evaluating, and ethically using information from diverse sources to support academic inquiry and scholarly pursuits.

**Student Survey** (MET)  
Action: Collaborate with another Department / Unit / Program  
View Results

**Skills Assessment Tests** (NOT MET)  
Action: Revise Benchmark / Target  
View Results

**Peer Review and Collaboration** (NOT MET)  
Action: Revise Curriculum  
View Results

**New Measure**

**Outcome Analysis**  
The assessment revealed that 30% of students did not meet expected proficiency levels in critical areas of information literacy and research skills. This indicates a significant gap in students' abilities to navigate the research process effectively....  
Read More

**Outcome Status**  
Not Met

**General Outcome Actions**  
ADD NEW ACTION Implement New Program or Services

# Adding Data to a Measure Within a Plan



1 Select your plan 

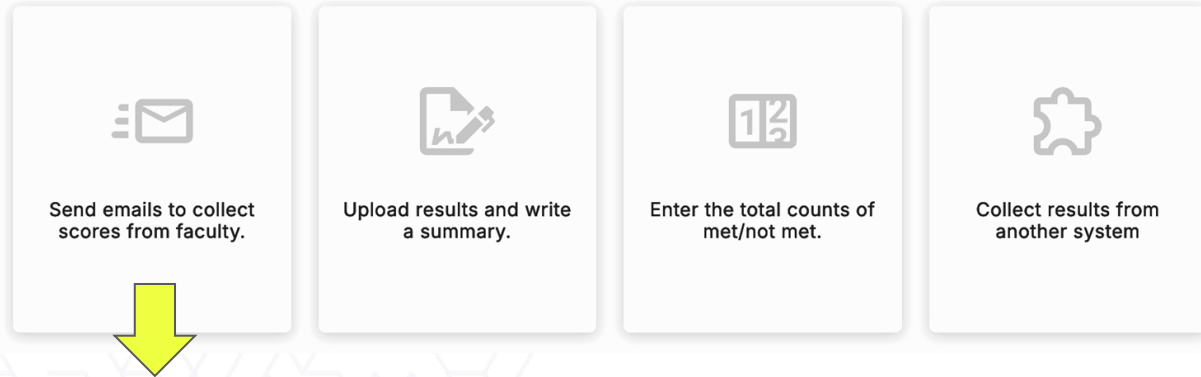
2 Select a Measure & Click on Add Results

ADD RESULTS

## Results

Evaluation of the measure activity

Select the results format that you would like to use for this measure.  
You will also be able to include a summary once results have been added.




**This includes integration with other Watermark products, and LMS systems that Watermark integrates with such as Canvas, Blackboard and D2L.**

**You may or may not see this option depending on files loaded during your product implementation. Talk with your Administrator if you have questions.**

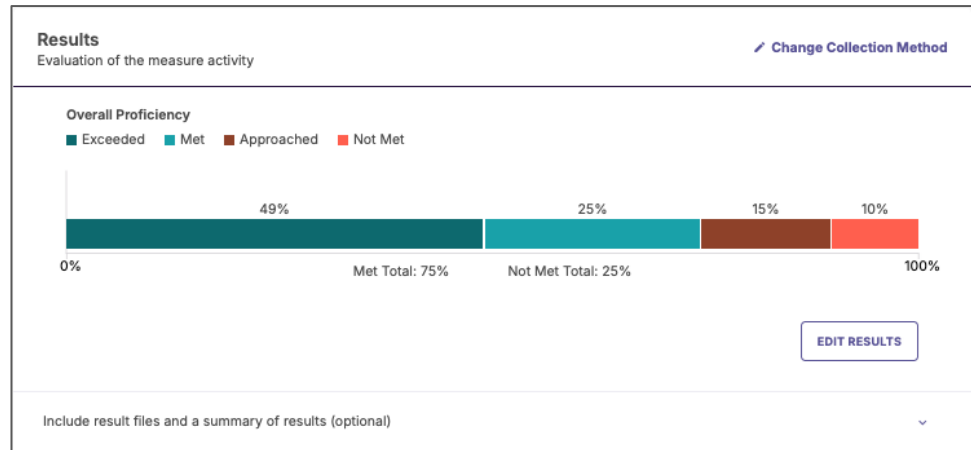


## Assessment Plans: Assess Outcomes/Measures By Entering Numbers in Count Categories

You can **enter numbers in count categories** that will then be converted to percentages of “met” or “not met” to compare to your target for the measure.



Enter the total counts of met/not met.





## Assessment Plans: Outcome Analysis

After you have analyzed at least one measure, you can determine whether your outcome is met or not

Assessing your outcome overall will generate useful reports

### Business Administration Learning Outcomes

#### Leadership and Teamwork

Students will collaborate effectively in diverse team settings, demonstrating leadership qualities, interpersonal skills, and the ability to motivate and influence others toward common goals.

##### 360-Degree Feedback

**MET**

Action: **Additional Training**

[View Results](#)

##### Leadership Simulation Exercises

**NOT MET**

Action: **Revise Curriculum**

[View Results](#)



New Measure

#### Outcome Analysis

B i U FONT FAMILY [font settings icons]

[Rich text editor area]

Characters : 0/2000

#### Outcome Status

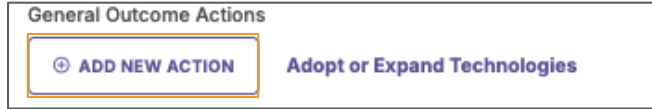
Select Status

#### General Outcome Actions

ADD NEW ACTION

Adopt or Expand Technologies

## Assessment Plans: Entering Actions



Actions > Add New Action ×

### Add New Action

Select the type of action you recommend.

- Revise Curriculum
- Restructure Outcome Statement
- Revise Measurement / Assessment
- Gather Additional Data
- Revise Benchmark / Target
- Implement New Program Or Services
- Community Partnership
- Modify Position / Personnel
- Modify Policies / Procedures
- Adopt Or Expand Technologies
- Additional Training
- Collaborate With Another Department / Unit / Program
- Modify Physical Environment
- Maintain Assessment Strategy
- Other ▾

Once you determine whether a measure (or outcome) is met or not met, you can assign an **appropriate action** at the measure or outcome level (or both)

For example, if a measure is not met, an action might be to “Revise Curriculum.”

# Assessment Plans: Plan PDF report

Outcomes, measures within those outcomes, actions and other data added within a Plan can be shared and downloaded on an annual Plan report in PDF format.

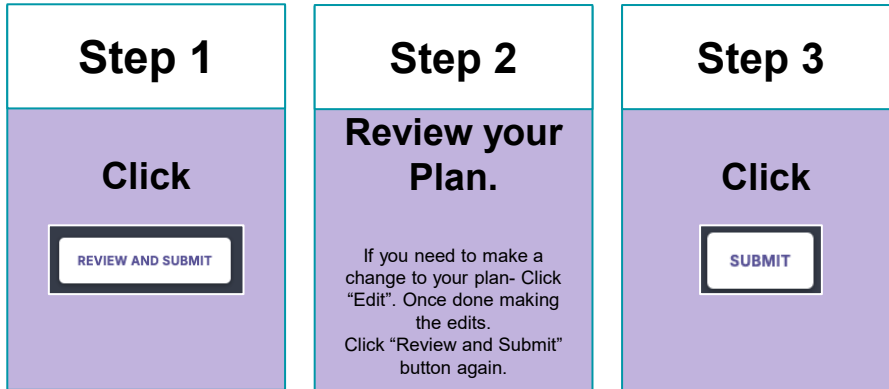
These reports are available for every program and organization (e.g. department) in your hierarchy individually that are included in an Assessment Plan.



ACADEMIC YEAR 2024-2025																
BusinessAdmin																
Mission																
<p>Fostering dynamic leaders and innovative thinkers, our Business Administration program is committed to delivering excellence in education, research, and professional development. Grounded in integrity, collaboration, and adaptability principles, we empower our students to navigate the complexities of the global business landscape with confidence and creativity. Through interdisciplinary learning, experiential opportunities, and ethical leadership development, we cultivate a community of thriving learners who drive sustainable growth, embrace diversity, and inspire positive change in the world of business and beyond.</p>																
Academic Year 2024-2025																
Business Administration Learning Outcomes																
Leadership and Teamwork																
Students will collaborate effectively in diverse team settings, demonstrating leadership qualities, interpersonal skills, and the ability to motivate and influence others toward common goals.																
MEASURING	RESULTS	ACTIONS														
<b>360-Degree Feedback</b>  Collect feedback from peers, supervisors, and subordinates on the individual's leadership skills.  In-Direct - Focus Group Business Communication: BADM107  <b>Target</b>  Use structured surveys or interviews that evaluate essential leadership qualities.	<b>MET</b>  Article, Gen ED options (0/above)  <b>Analysis</b> <ul style="list-style-type: none"><li>• <b>Collaboration and Cooperation</b><ul style="list-style-type: none"><li>• Evaluate how effectively the individual works with others to achieve common goals.</li><li>• Rating Scale: Always works collaboratively, Sometimes cooperates with team members, Often struggles to work collaboratively.</li></ul></li></ul>	<b>Additional Training</b>  Not Started  Measure the degree to which the individual takes responsibility for their contributions to the team's success or failure. Rating Scale: Always accountable for their role in projects, Occasionally avoids responsibility, Rarely takes accountability for their actions.														
<b>Leadership Simulation Exercises</b>  Assess the ability to guide the team, resolve conflicts, and make decisions under pressure.  Direct - Assignment Business: BGS3000  <b>Target</b>  80% of the students will achieve a score of 8 or above.	<b>NOT MET</b>  <b>Leadership Simulation Exercises</b> <ul style="list-style-type: none"><li>■ Exceeded</li><li>■ Met</li><li>■ Approached</li><li>■ Not Met</li></ul> <table border="1"><thead><tr><th>Category</th><th>Percentage</th></tr></thead><tbody><tr><td>Exceeded</td><td>40%</td></tr><tr><td>Met</td><td>25%</td></tr><tr><td>Approached</td><td>15%</td></tr><tr><td>Not Met</td><td>15%</td></tr><tr><td><b>Met Total</b></td><td><b>75%</b></td></tr><tr><td><b>Not Met Total</b></td><td><b>25%</b></td></tr></tbody></table> <b>Analysis</b> <ul style="list-style-type: none"><li>• Use comprehension capstone projects where students must demonstrate leadership and teamwork to solve a business problem.</li><li>• <b>How to Measure</b>: Assess leadership in guiding the project and teamwork in collaboration, using a rubric that includes both components.</li></ul> <b>Leadership Simulation Exercises</b> Students engage in realistic, interactive scenarios designed to develop and test their leadership abilities. These scenarios mimic real-world business challenges where students must assume leadership roles, make strategic decisions, and guide their teams through complex situations. Each simulation provides opportunities to demonstrate key leadership skills, such as conflict resolution, decision-making, communication, and adaptability. Students receive immediate feedback on their performance, allowing for reflection and growth.	Category	Percentage	Exceeded	40%	Met	25%	Approached	15%	Not Met	15%	<b>Met Total</b>	<b>75%</b>	<b>Not Met Total</b>	<b>25%</b>	<b>Revise Curriculum</b>  Not Started  Performance in the simulation is evaluated through instructor observation, peer feedback, and self-assessments. Scoring criteria include decision-making effectiveness, team guidance, problem-solving, and overall leadership presence.
Category	Percentage															
Exceeded	40%															
Met	25%															
Approached	15%															
Not Met	15%															
<b>Met Total</b>	<b>75%</b>															
<b>Not Met Total</b>	<b>25%</b>															

## Assessment Plans | Review process | How to Submit?

Once you have selected your **Outcomes**, accessed the **Measures** and defined **Actions** for your Plan you will be able to **Submit** your Plan for review.



### Few things to note

Once you have Submitted your Plan for review:

- The "EDIT" button will continue to show as an option TILL your reviewer starts to review your plan. If you click "EDIT" during this time you will need to re-submit your plan.

Questions  
about  
Plans?



# Watermark Support



## Watermark Help Center

The Help Center is managed by our Client Support Team and its knowledge base is a useful tool that displays information by Watermark product and user role. As a Watermark Administrator, you can easily search for, navigate, and learn key information that will help in your daily tasks of managing Watermark's solutions.

- **Knowledge articles and guidance**
- **News & Updates/  
Releases**
- **Training Resources**

## The IE Office is here to help!

- Technical Support
- Plan Creation Help
- Navigation Assistance
- and more!

Contact us:

[ie@sulross.edu](mailto:ie@sulross.edu)

April Aultman Becker

[april.becker@sulross.edu](mailto:april.becker@sulross.edu)

Isabella Lujan

[isabella.lujan@sulross.edu](mailto:isabella.lujan@sulross.edu)

### → **Submit a Request:**

- ◆ Click on "question mark icon" - upper right corner of P&SS to get to Help Center

### → **Live Chat:**

- ◆ Via **Help Center** website - lower right hand corner

# Thanks

FOR YOUR ATTENTION

Please stick around and enter  
your 2024-25 report into  
Watermark with IE today!



**watermark**<sup>™</sup>

©2024 Watermark Insights, LLC. All Rights Reserved.

