

Watermark Student Success & Engagement Platform

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Solution: Watermark Student Success & Engagement Platform

Provider: [Watermark Insights, LLC](#)

Watermark Student Success & Engagement is a retention solution that utilizes data from existing institutional systems to provide advisors with actionable insights, early alerts, and guided student pathways. The platform is designed to maximize impact on student success and retention by allowing institutions to proactively identify and support students who are off course.

EdgeMarket Contract Highlights

The EdgeMarket contract includes discounted pricing and favorable terms for our Edge members and EdgeMarket participants for the following Watermark Student Success & Engagement package options:

Student Success & Engagement - Base Package

Includes:

- Achievements
- Action Plans
- Alerts (Automated & Staff-Initiated)
- Appointment Management
- Key Engagements
- Messaging including email & two-way texting*. Gmail Plugin included.
- Outcome-Aware Campaigns
- Predictive Analytics with Course Completion and Persistence models
- Survey Integration with SurveyMonkey & Qualtrics
- Tagging
- Tasks
- *250 numbers and 25,000 messages

Student Success & Engagement - Advanced Package

This is in addition to the core system components listed above for customers who desire our Advanced System package which includes all of the components of our core module as well as:

- Watermark Student Mobile App
- Pipelines, Stages, Opps
- Academic Planning

System Implementation

- One-time cost, not annual

Optional Support

- Bronze, Silver, or Gold

Increase of Text Messaging Limits

- Optional add-on to upgrade two-way texting to 500 #s and 50,000 messages/month

Procurement Information and Documents

See [Student Success and Engagement Platform \(2024\)](#)

EdgeMarket Master Agreement

- [Access EdgeMarket Contracts](#) (A Member-Only login is required to access contracts. Learn how to [create one](#).)

If you do not have a Member-Only login and wish to see the contract documents, contact: edgemarket@njedge.net

EdgeMarket Contract Identification Number (ECIN)

The ECIN for this contract is: **269EMCPS-23-007-EM-WMI**

When you utilize this agreement:

- Please be sure to include the ECIN all purchase orders for goods or services purchased pursuant to this contract vehicle, and ensure that the vendor include the ECIN on relevant invoices.
- Please complete the [EdgeMarket: Notice of Use of EdgeMarket Agreement](#) form.

Return to Solution Category

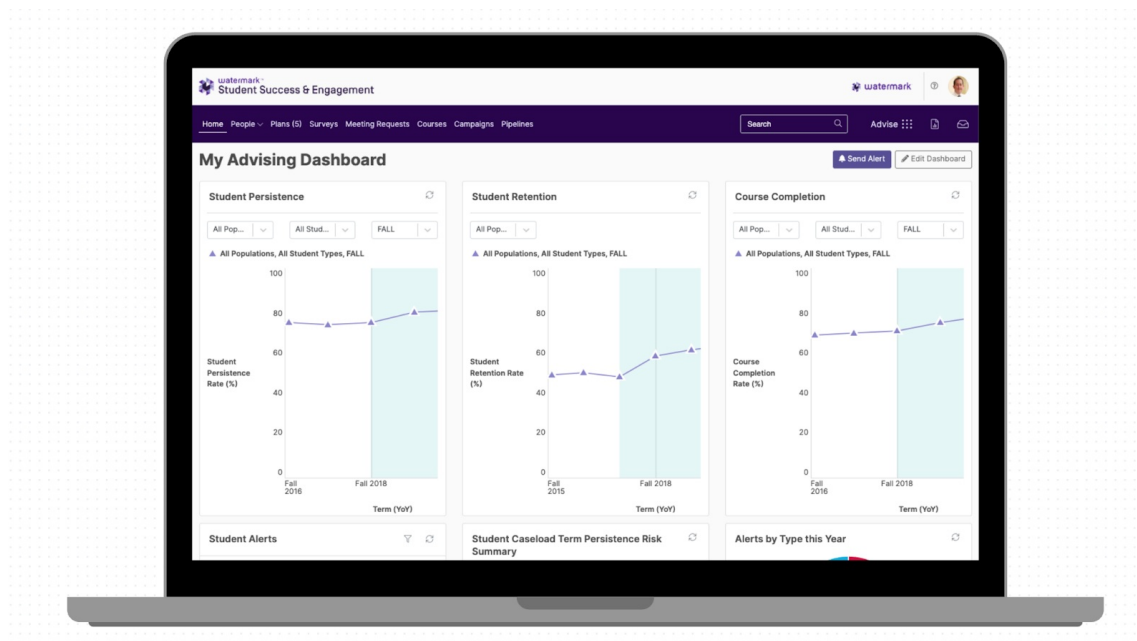
[Student Success and Engagement Platform \(2024\)](#)

Partner-Provided Information

Watermark Student Success & Engagement is part of [Watermark's Educational Impact Suite \(EIS\)](#), an integrated hub of tools tailor-made for higher education that drives critical action in core processes like assessment, accreditation, student success, and faculty review. This student success and retention solution makes it easy to identify the issues preventing success and develop strategies to address them.

Resources:

- [Student Success & Engagement solution overview](#)
- Flyer: [What sets Student Success & Engagement apart?](#)
- Case study: [College of Saint Mary increases student retention 6% in just one year](#)
- Video: [Revolutionizing student performance at Amarillo College](#)
- Blog: [Leveraging student data to drive institutional change: An interview with David Brock](#)



Vendor Contacts

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