

# Watermark Student Success & Engagement Platform

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## Solution: Watermark Student Success & Engagement Platform

Provider: [Watermark Insights, LLC](#)

Watermark Student Success & Engagement (SS&E) is aimed at improving student course completion, retention, and completion with proactive student engagements, all powered by predictive analytics.

## EdgeMarket Contract Highlights

The EdgeMarket contract includes discounted pricing and favorable terms for our Edge members and EdgeMarket participants for the following Watermark SS&E solutions:

### Student Success & Engagement - Base Package

SS&E Core 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 w/ Course Completion and Persistence models
- Survey Integration w/ 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

### Student Success & Engagement - Enterprise Package

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

- Department-Level Spaces & Module Configuration

- Prospect Management
- Test Environment

### 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](mailto: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 \(2024\)](#)

## Vendor Contact

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