Sample Email to Faculty and Students About Watermark's New Product Names

We offer the **sample email** below as a starting point for sharing the news of Watermark's new descriptive product names with your stakeholders. The core message we hope to convey is that while the name is changing, the product itself is the same, and serves the same purposes it always has on campus. This is also a great opportunity to remind your stakeholders what you use the product for and why, and reinforce any new expectations or capabilities you want to be sure they make note of!

Please also consider mentioning these same points in relevant **orientation sessions** you're holding with faculty, staff and students as they return from their summer breaks.

The product changes will reference the previous name and will be largely visual, so rather than updating all of your documentation now, please consider just adding a short but prominent **note to the top of your resources** that informs readers of the new product name, like:

As of August 10th, 2021, <Old Name> is now called <New Name>.

You can then plan more comprehensive updates on a timeline that fits your schedule and/or when we release enhancements to the products.

Sample Email

From: Administrator
To: Faculty, Staff and/or Students
Regarding: New Watermark product names

Dear Faculty Members/Students:

As you likely recall from last year, we use <Old Name (see crosswalk)>, a software solution provided by Watermark, to <insert purpose>. Over the summer, Watermark renamed this solution to <New Name (see crosswalk)> to more clearly articulate its core focus and how it supports us in recognizing achievement and inspiring progress. In reaching out to let you know of this specific change, we hope to minimize any disruption it might cause. *Beyond noting the information below, no action is needed from you*.

What's changing?

You will soon see the new name start to show up in the product itself, starting with updates to logos and text references. Both the old and new product names will appear together for a period of time to ease the transition.

<insert screenshot>

We'll also start to refer to this product by its new name. As time permits, we'll update help materials <link to your campus help resources if applicable> as well, although all of the how-tos and expectations noted there remain the same.

What's not changing?

No workflows are changing, and you'll continue to access this software just as you always have <link to resources you have on logging in, if applicable>.

<This is also a great place to add anything you'd like to reinforce the importance of using this product, expectations for their engagement in the coming year, etc.>

Thank you for your understanding and adjusting to this change with us! If you have questions, please contact <name/office> at <email address and/or phone number>.

Sincerely,

<Signature>

Proposed Text for Placeholders

Name Crosswalk

This table includes the product names as well as the names of their modules, for your reference. However, we encourage you to use the product name as your primary reference wherever possible.

Old Name	New Name
Aqua by Watermark	Watermark Outcomes Assessment Projects
Digital Measures by Watermark	Watermark Faculty Success
Activity Insight	Faculty Accomplishments module
Workflow	Reviews, Promotion and Tenure (RPT) module
Web Profiles	Web Profiles (unchanged) module
EvaluationKIT by Watermark	Watermark Course Evaluations & Surveys
SmartCatalog by Watermark	Watermark Curriculum Strategy
Catalog Management	Catalog module
Curriculum Management	Curriculum module
Syllabus Management	Syllabus module
Via by Watermark	Watermark Student Learning & Licensure

Product Purposes

Watermark Outcomes Assessment Projects (formerly Aqua)… to assess learning outcomes achievement for our general education program with advanced rubric-based assessment projects.

Watermark Faculty Success (formerly Digital Measures)… to collect, understand and report on faculty activities and accomplishments for accreditation, grants, annual review, and promotion and tenure, and to provide you with better resources to showcase and reflect on the full picture of your work and contributions to the institution and your field.

Watermark Course Evaluations & Surveys (formerly EvaluationKIT)… to centralize the process of capturing feedback across campus so that we can monitor quality and inform improvements.

Watermark Curriculum Strategy (formerly SmartCatalog)… to manage and streamline the process of developing and publishing our curriculum, catalog, and syllabi.

Watermark Student Learning & Licensure (formerly Via)… to assess student learning in the classroom, field, and co-curricular activities, report on learning outcomes achievement, and provide students with timelines of work and ePortfolios to track and share their learning journeys.

Screenshots to Illustrate the New Product Names

You can find all of these screenshots [here].

Watermark Outcomes Assessment Projects (formerly Aqua)

Get file >>

Watermark Faculty Success (formerly Digital Measures)

Get file >>

Watermark Course Evaluations & Surveys (formerly EvaluationKIT)

Get file >>

Watermark Curriculum Strategy (formerly SmartCatalog)

Get file >>

Watermark Student Learning & Licensure (formerly Via)

[Get file >>](#)