

# *Watermark: Course Evaluations & Surveys*

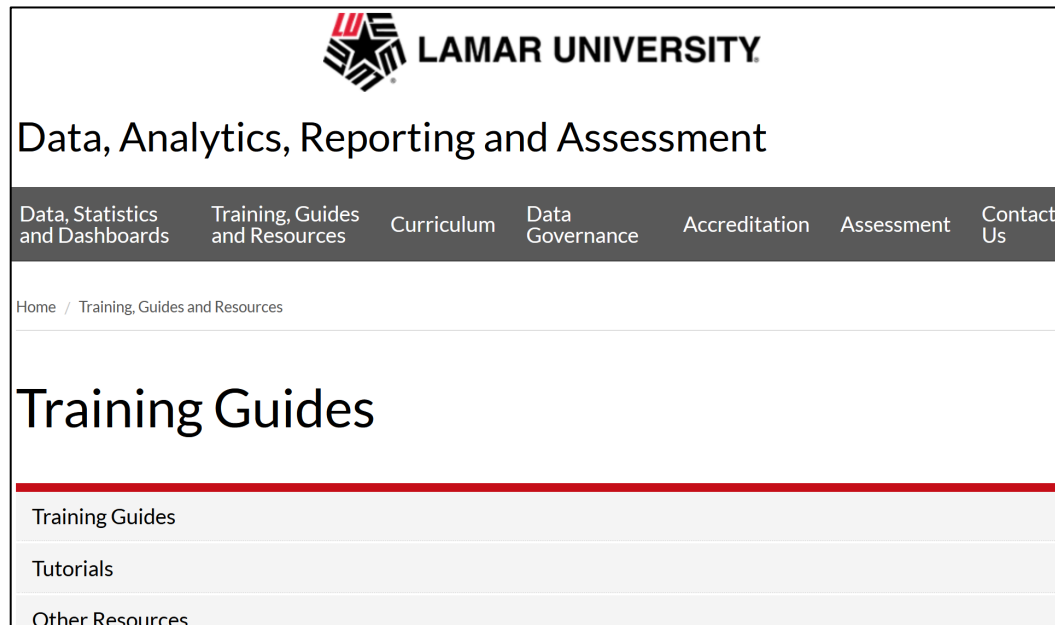
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A GUIDE ON THE COURSE EVALUATION AND GENERAL SURVEY  
SYSTEM AS OF SUMMER 2024

# How to find Watermark Training PowerPoints

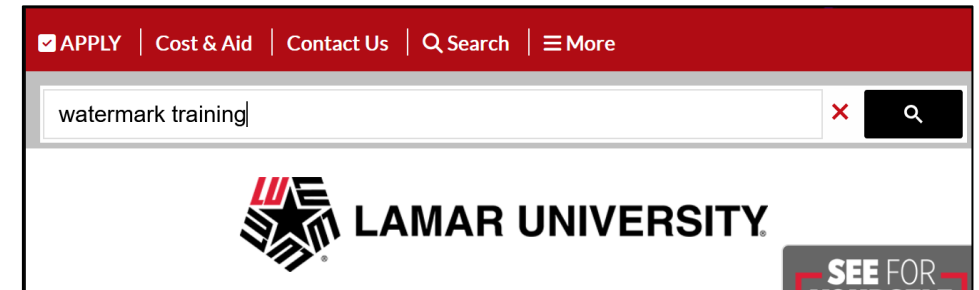
❖ You can access this PowerPoint as well as our Faculty Success presentations by visiting the DARpA training page

3



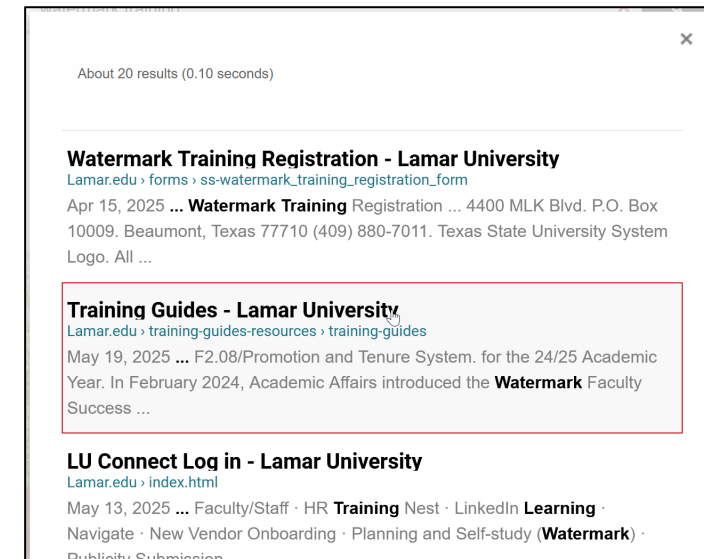
The screenshot shows the Lamar University website. At the top is the Lamar University logo and name. Below it is the section "Data, Analytics, Reporting and Assessment". Under this section is a navigation bar with links: "Data, Statistics and Dashboards", "Training, Guides and Resources", "Curriculum", "Data Governance", "Accreditation", "Assessment", and "Contact Us". Below the navigation bar is a breadcrumb trail: "Home / Training, Guides and Resources". The main heading is "Training Guides". Below this heading is a list of links: "Training Guides", "Tutorials", and "Other Resources".

1



The screenshot shows the top of the Lamar University website. At the top is a red navigation bar with links: "APPLY", "Cost & Aid", "Contact Us", "Q Search", and "More". Below the navigation bar is a search bar with the text "watermark training" and a search icon. Below the search bar is the Lamar University logo and name. At the bottom right is a button that says "SEE FOR".

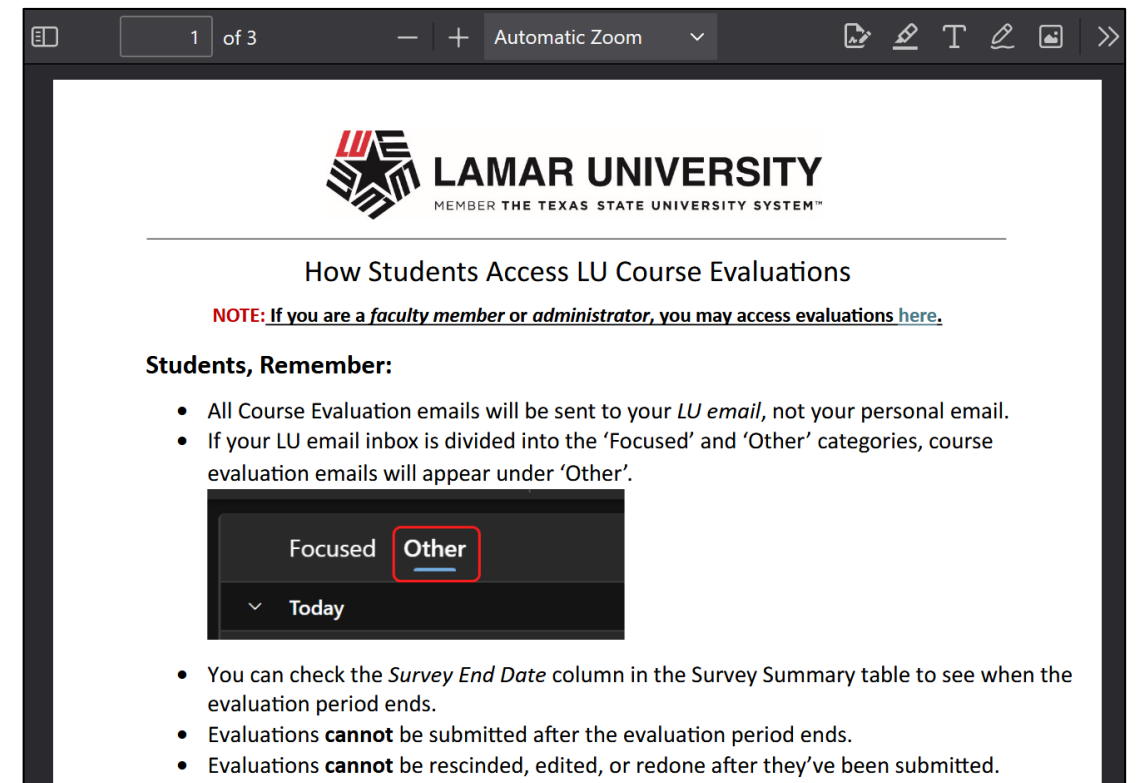
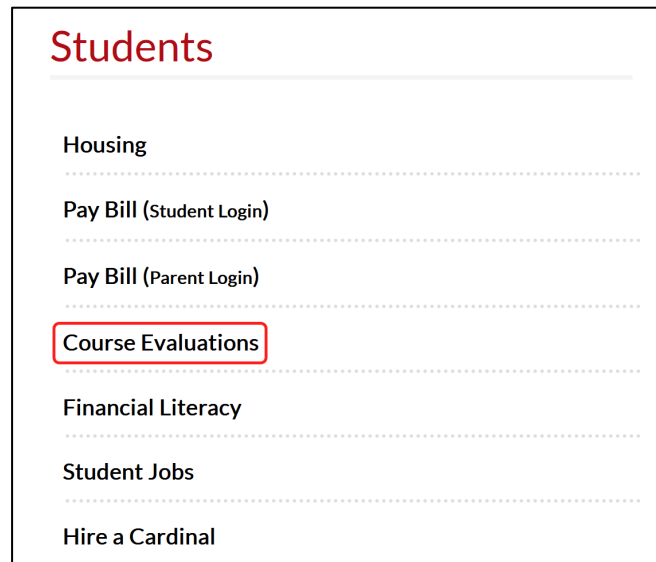
2



The screenshot shows the search results for "watermark training". At the top is a message: "About 20 results (0.10 seconds)". Below this is a list of results. The first result is "Watermark Training Registration - Lamar University" with a link to "Lamar.edu > forms > ss-watermark\_training\_registration\_form". The second result is "Training Guides - Lamar University" with a link to "Lamar.edu > training-guides-resources > training-guides". The third result is "LU Connect Log in - Lamar University" with a link to "Lamar.edu > index.html". An orange arrow points from the "Training Guides" result to the "Training Guides" section of the Lamar University website in the previous screenshot.

# Student Access to Course Evaluation Info

- ❖ If your students have any questions about accessing course evaluations, you can direct them to the informational PDF on the Lamar website.
- ❖ On the LUConnect Page, under the Students tab, they can click on the Course Evaluations link to access it.



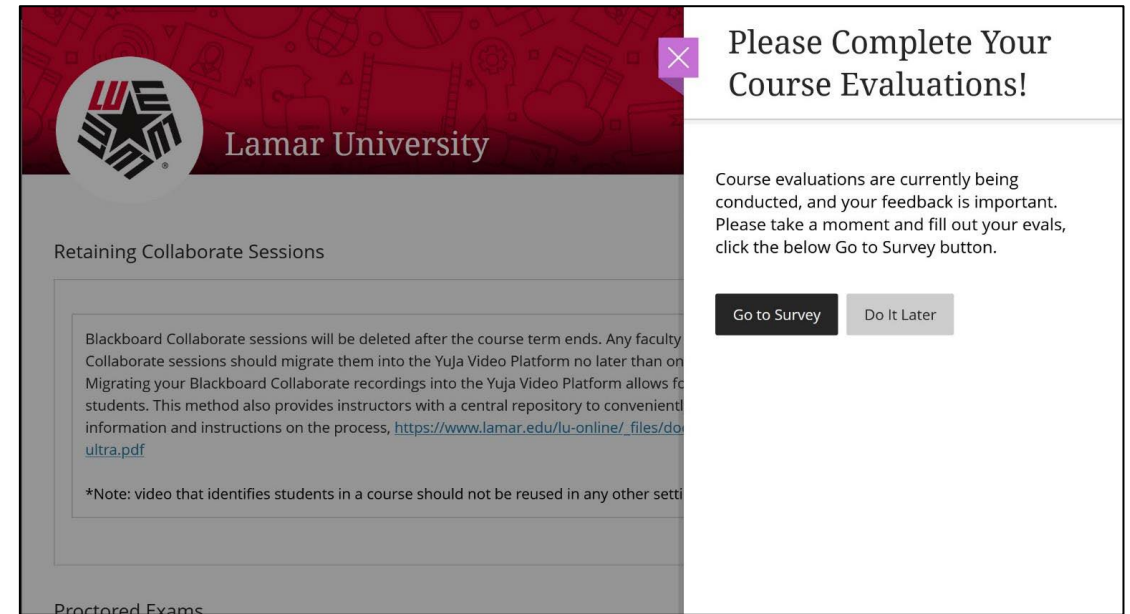
# Evaluation Schedule by Part of Term

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- ❖ *Full Term*: available for 18 days, end on last class day
- ❖ *Half Terms*: available for 2 weeks, end on last day of term
- ❖ *Five Week Terms*: available for 1 week, end on last day of term
- ❖ *May and Winter Minis*: available for 3 days, end on last day of term

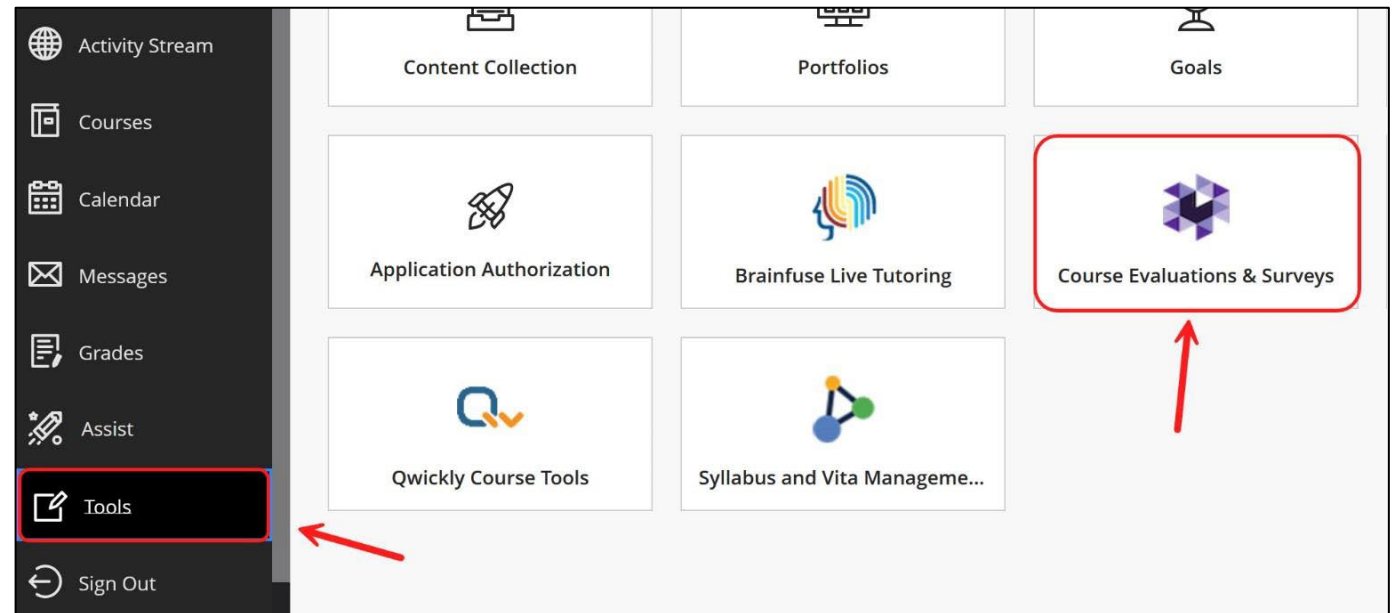
# How students access course evaluations

- 1) The student will receive links to their evaluations in the initial announcement email for the evaluation period as well as in each reminder email. The start and end dates of the evaluation period are stated each time as well.
- 2) Students with unfinished evaluations will also have a pop-up prompt appear every time they log in to Blackboard until they've completed the evaluations.



# How students access course evaluations (cont'd)

- 3) Evaluations can also be manually accessed within Blackboard by navigating to Tools > Course Evaluations & Surveys



# Student Email Schedule

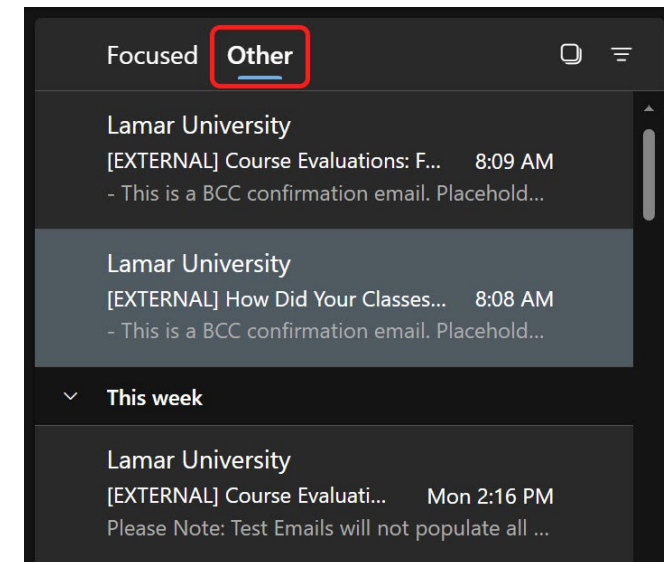
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- ❖ Course Evaluation emails will show up under the 'Other' tab in Outlook, not 'Focused'
- ❖ Students will receive an email announcement when evaluations first launch for each part of term
- ❖ Students with unfinished evaluations will receive reminder emails every 2- 3 days, as well as a final email the day the evaluation period ends
- ❖ When the student completes each evaluation, they will automatically receive a confirmation email, which serves as a proof of completion for instructors who want to give extra credit.

Lamar University

[EXTERNAL] Evaluations Are End... Wed 6/19

Claire, Please take a few minutes to let us kn...



# Faculty Email Schedule

- ❖ **(New, Fall 2025)** A few days before the evaluation launches, faculty will receive an email notice
- ❖ Faculty will receive an email announcement when evaluations first launch for each part of term
- ❖ Roughly halfway through the evaluation period, faculty will receive an email containing the current response rates for their classes
- ❖ The day after the evaluation period has ended, you will receive an email notice that the evaluation results are ready to view.
- ❖ Course Evaluation emails will show up under the **'Other'** tab in Outlook, not **'Focused'**

[EXTERNAL] Fall 2024 1st Half Term: Course Evaluation Response Rates (Test Email)

LU Lamar University <notifications@watermarkinsights.com>  
To: Claire L. Chenault

Wed 9/25/2024 10:37 AM

**Please Note: Test Emails will not populate all Course Evaluations & Surveys Placeholders and some may contain sample data.**

These are your current response rates halfway through this course evaluation period for the First Half Term.

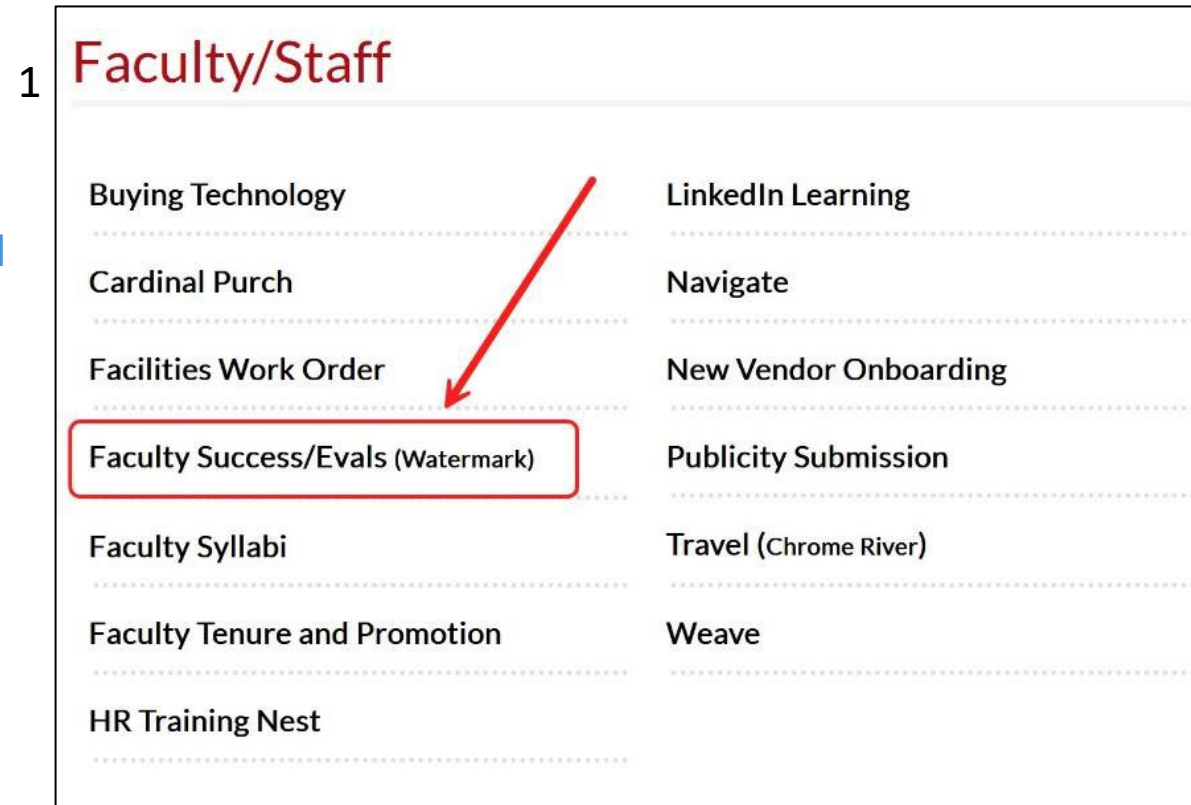
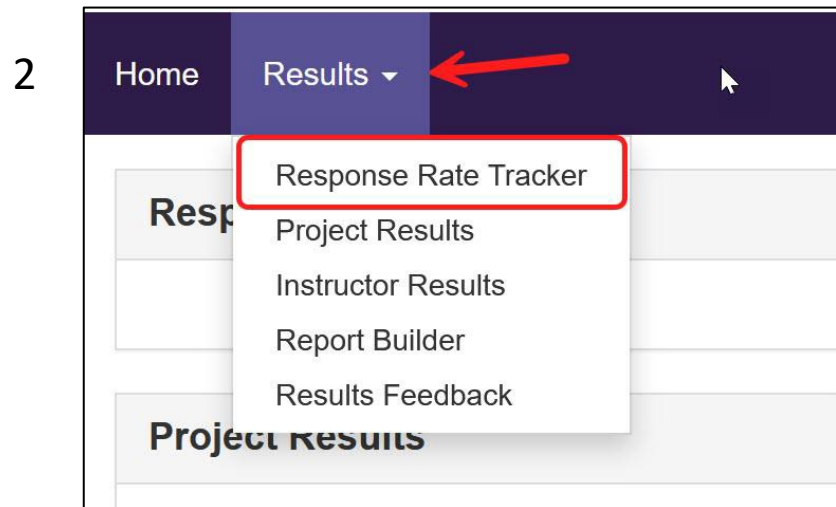
Course Summary					
Course Code	Course Title	Survey Start Date	Survey End Date	Report Access Start	Response Rate
C101	Introduction to Accounting	1/1/2023 12:00 AM	3/31/2024 12:00 AM		0%
C102	Introduction to Information Technology	1/1/2023 12:00 AM	3/31/2024 12:00 AM		0%
C103	History	1/1/2023 12:00 AM	3/31/2024 12:00 AM		0%

You can log in to [Watermark Course Evaluations](#) to check the current response rates for you active evaluations. Once the evaluation period ends, you will be able to access the project results and generate reports. You may reply to this message directly if you have any questions.



# Faculty Response Rates

- ❖ Faculty can access their live response rates at any time during the evaluation period
- ❖ They can log in to <https://www.digitalmeasures.com/login/lamar/sso/dashboard/showDashboard>, which can also be accessed from the LUConnect page, and navigate to **Results > Response Rate Tracker**.



# Accessing Evaluation Results

❖ Once the evaluation period has ended, faculty can log in to **Watermark** and navigate to **Results > Project Results** and click **View**.

❖ Then click **Report** and choose from there. This will both open the report in your browser as well as download a PDF file of it.

2

Project Results				
Name	Project End Date	Results Start	Results End	View
<a href="#">Summer Full Term</a>	7/31/2024	8/1/2024	Open	

3

Project Results			
Course Code	Title	Unique ID	Report
claires_practice_course	Claire's Practice Course	claires_practice_course	
Total 1		Records per page 1000	

Detailed Report  
 Detailed Report + Comments  
 Short Report  
 Short Report + Comments  
 Response Report  
 Raw Data  
 Feedback

1

Home Results

Response Rate Tracker  
Project Results  
Instructor Results  
Report Builder  
Results Feedback  
Blackboard Gradebook Update

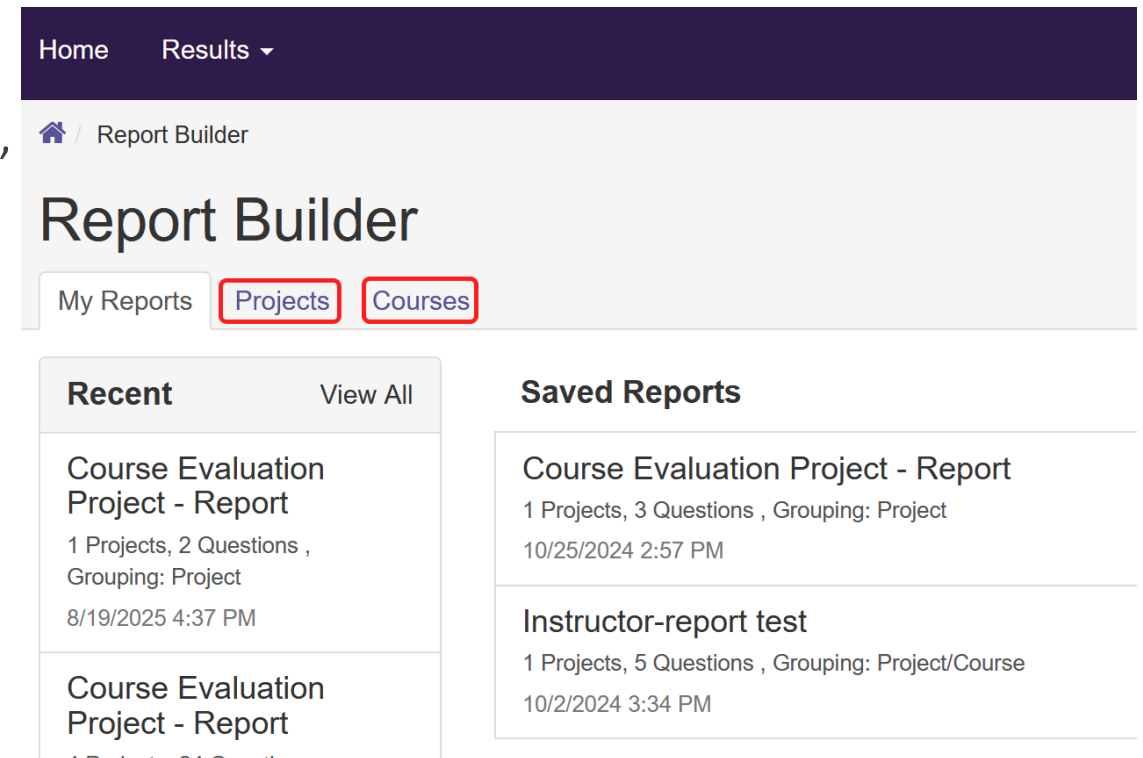
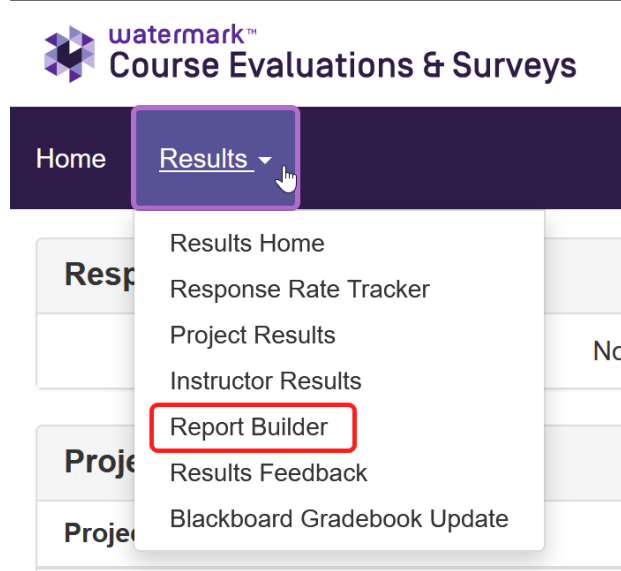
Project Results

[Summer Full Term](#)

claires\_practice\_course

# Customized Reporting

- ❖ If you need a report with more specific parameters than the default, you can use **Report Builder**, which can be found under Results > Report Builder
- ❖ With this, you can create reports based on “Projects” (Parts of Term) or Courses



# Customized Reporting (cont'd)

- ❖ You can select multiple projects or courses to be included in the same report
- ❖ You can specify as many or as few questions as you want
- ❖ Grouping will decide how the results are split
- ❖ Optionally:
  - ❖ You can use filters on questions if you want to look at specific response types
  - ❖ Benchmarks can be added if you want to compare your score with others on a department/college/university level

Report Builder

My Reports Projects Courses

Course Evaluation Project - Report  
Projects: 1 , Questions: 3 , Grouping: Project/Instructor  
9/11/2025 9:15 AM

Results Run Save Delete Copy

Course Evaluation Project	1 Selected	x	▼	+
Questions	3 Selected	x	▼	+
Grouping	Project/Instructor	x	▼	
Question Filters	None		▼	+
Benchmarks	None		▼	+

# Customized Reporting (cont'd)

- ❖ The Question Results tab lists the metrics for individual questions
- ❖ The Aggregated Results tab will show you the combined metrics for everything you have selected
- ❖ There are several options available for the view. Chart is the default. I recommend the Mean as the simplest and easiest to read
- ❖ You can edit the filters, save the report, or export it as a .csv or.pdf

The screenshot displays the 'Report Builder' interface. At the top, there's a navigation bar with 'Home' and 'Results' (with a dropdown arrow). On the right, it shows 'Instructor' and 'Claire Chenault' (with a dropdown arrow). Below this is a breadcrumb trail: 'Home / Report Builder / Report Builder Projects / Report Builder Results'. The main heading is 'Report Builder', followed by tabs for 'My Reports', 'Projects', and 'Courses'. The current report is titled 'Course Evaluation Project - Report' with details: 'Projects: 1, Questions: 3, Grouping: Project/Instructor' and a timestamp '9/11/2025 9:15 AM'. A toolbar contains icons for 'Filters', 'Save', 'Delete', 'Copy', 'Excel', and 'PDF'. Below the toolbar are two tabs: 'Question Results (3)' and 'Aggregated Results (1)'. The 'Aggregated Results' tab is active, showing a question: 'Q1 The learning objectives and course requirements were adequately explained.' Below the question, it lists 'Summer Full Term' and 'Chenault, Claire'. The response summary shows '1 of 1 responded (100.00%)' and 'Mean 5.00 / STD 0.00'. On the right side, a dropdown menu is open, showing 'View : Mean' with options: 'Mean', 'Percent', 'Box Plot', 'Chart', and 'All'. The 'Mean' option is selected.

# Customized Reporting (cont'd)

❖ **Deans and Chairs** can create customized reports with information from their entire college or department

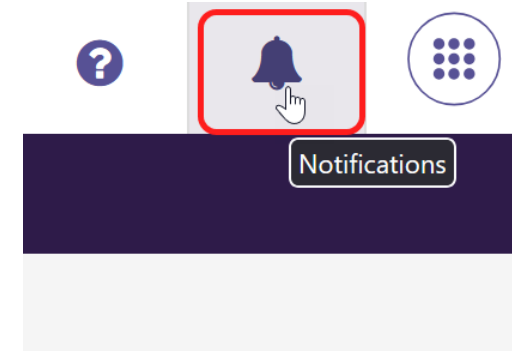
❖ **Ex.** *Averaging the scores of all instructors in the College of Education during the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Five Week Terms of Spring 2025*

❖ **Instructors** can create reports with only their own information

❖ **Ex.** *Your department wants a report containing results for 5 specific questions*

❖ **Ex.** *You taught in the 1<sup>st</sup> Half, 2<sup>nd</sup> Half, and Full Term POTs in Spring 2025 and want to see your average score for the entire semester*

❖ *Large reports can take a few minutes to process and will show up in the notifications tab at the top right corner when complete.*



❖ If you need help with the custom report settings, email [darpa@lamar.edu](mailto:darpa@lamar.edu) and I can assist you.

# General Survey Capabilities

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- ❖ In addition to the course evaluations, Watermark can also be used for general surveys.
- ❖ Types of questions available:
  - ❖ **Single Selection** – select one answer
  - ❖ **Multiple Selection** – select multiple answers
  - ❖ **Matrix** – a grid of questions with the same answer pool
  - ❖ **Numeric Selection** – a numeric answer with a set range and increment
  - ❖ **Write-in** – an open-ended response, can have a set character limit of 1000, 4000, or unlimited
- ❖ Single select questions can have simple logic attached to them to create conditional questions
  - ❖ *i.e. If they answer Yes to question 1, show question 2*

# General Survey Capabilities (cont'd)

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## ❖ Users:

- ❖ The surveys can either be distributed to specific people from provided email addresses, or it can be available on a public page and open to anyone
- ❖ If on a public page, you can choose to limit the number of responses allowed; i.e. setting a maximum of 500 responses before it closes

## ❖ Communication:

- ❖ Reminder emails can be sent to non-respondents throughout the evaluation period
- ❖ Admins can be notified when results are available

If you are interested in utilizing a general survey, contact us at [darpa@lamar.edu](mailto:darpa@lamar.edu)



# Course Evaluations and Faculty Success

- ❖ We are currently working on integrating Course Evaluations with Faculty Success.
- ❖ When this goes into effect, you will no longer have to manually upload your course evaluation reports to your F2.08
- ❖ Here is an example of what it will look like when it's added to the F2.08 report. The hyperlinks will take you directly to the corresponding report.



## Summer\_60 2024

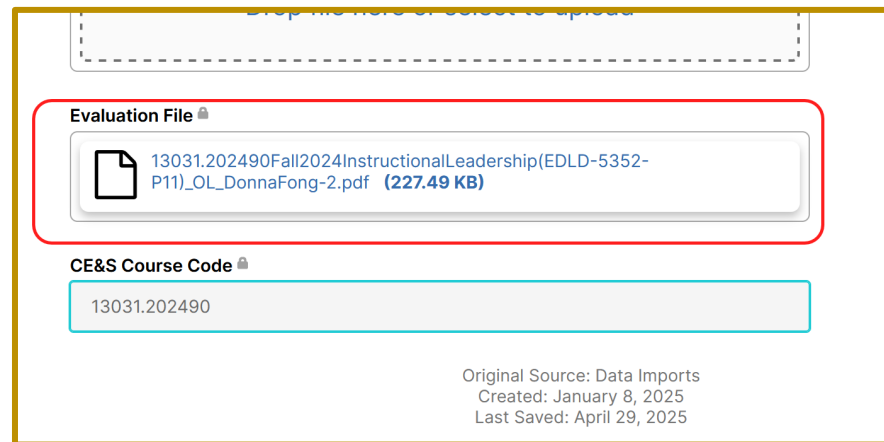
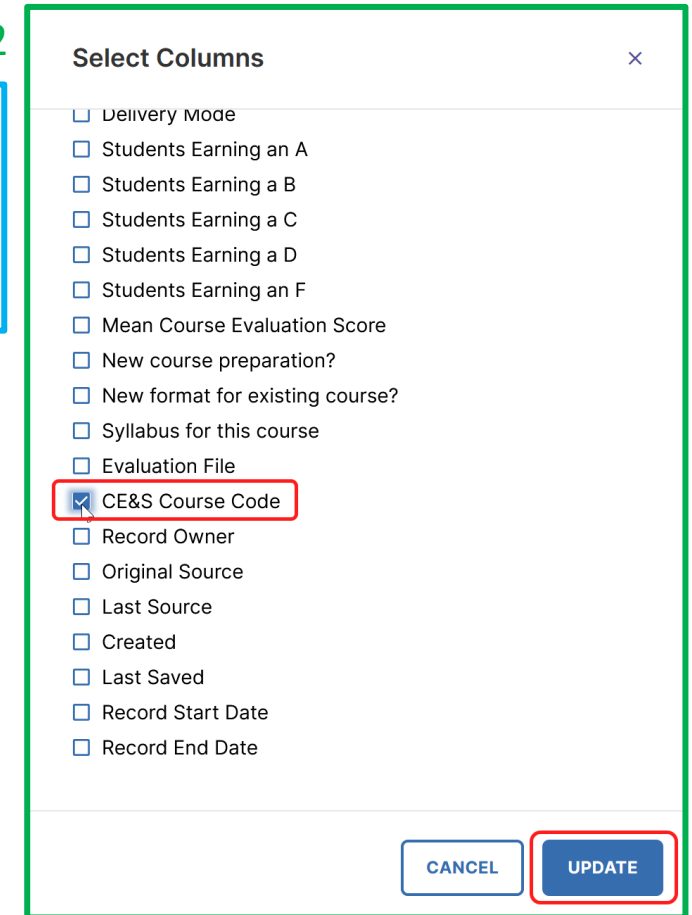
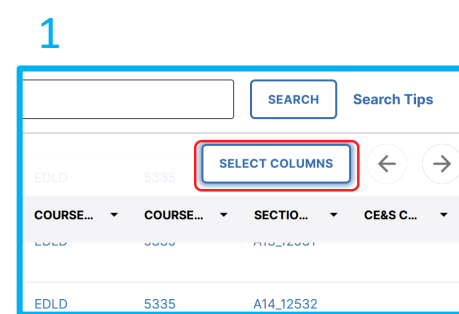
EDLD					Summer_60 2024
Course Number	Title	Section	Credit Hours	Enrollment	Instructor
5333	Leadership for Accountability <a href="#">Course Evaluation</a>	A22_1110 7	3	114	Fong, Donna L.
5333	Leadership for Accountability <a href="#">Course Evaluation</a>	P22_1112 6	3	11	Fong, Donna L.
5345	Human Resources Development	48F_1135 5	3	1	Fong, Donna L.
5345	Human Resources Development	A32_1111 6	3	107	Fong, Donna L.
5345	Human Resources Development <a href="#">Course Evaluation</a>	P34_1113 3	3	62	Fong, Donna L.

EDUD					Summer_60 2024
Course Number	Title	Section	Credit Hours	Enrollment	Instructor
6362	Dissertation II Proposal Defen	54F_1104 7	3	2	Fong, Donna L.

# Course Evaluations and Faculty Success (Cont'd)

❖ You will be able to tell if your course has its evaluations attached by checking the **CE&S Course Code** column in *Scheduled Teaching*. If it's not visible to you:

- ❖ Click **Select Columns**, check off **CE&S Course Code**, and click **Update**
- ❖ When you click a link in that column, it will take you to that course's page where the Evaluation File is kept
- ❖ Clicking on the file will allow you to open and download the evaluation report



# Contact us

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For any questions regarding **Course Evaluations & General Surveys**,  
please email [darpa@lamar.edu](mailto:darpa@lamar.edu)