

**CONTRACT MODIFICATION AGREEMENT (CMA)**

**Date:** December 13, 2021

**Contract No.:** LU214-16-009

**Modification No.:** 4

**Issued By:** COMMONWEALTH OF VIRGINIA  
Longwood University  
Farmville, Virginia 23909

**Contractor:** Watermark  
8303 N. MoPac Expressway, Suite A210  
Austin, TX 78759

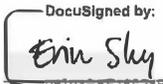
**Commodity:** Assessment, Planning, Budgeting and Accreditation Management System

This Supplemental Agreement is entered into pursuant to the provision of the basic contract.

**Description of Modification:** To exercise the first optional five-year renewal term of the contract for the Assessment, Planning, Budgeting and Accreditation Management System under the terms and conditions of RFP#LU214-16-009 dated December 2, 2015. The term of the renewal is from December 15, 2021 through December 14, 2026. Pricing for the renewal term is provided in Quote #Q-13058-1 dated December 10, 2021 and included as an attachment to this CMA #4. Pricing for year one of the renewal term is Term 2 on Page 2 of 3. Term 1 on Page 1 of 3 is a prorated amount for the period April 1, 2021 to December 14, 2021 and is the result of adding a new product and realigning the billing cycles of all other licenses to that of the contract.

Except for the changes provided herein, all other terms and conditions of this contract remain unchanged and in full force and effect.

**WATERMARK**

DocuSigned by:  
  
By: \_\_\_\_\_  
Signed

Erin Shy  
CEO  
Name and Title

12/14/2021  
Date Signed

**LONGWOOD UNIVERSITY**

  
By: \_\_\_\_\_  
Signed

M. Louise Waller  
Vice President for Administration and Finance  
Name and Title

12/14/2021  
Date Signed

**eVA BUSINESS-TO-GOVERNMENT VENDOR REGISTRATION, CONTRACTS, AND ORDERS:** The eVA Internet electronic procurement solution, web site portal [www.eVA.virginia.gov](http://www.eVA.virginia.gov), streamlines and automates government purchasing activities in the Commonwealth. The eVA portal is the gateway for vendors to conduct business with state agencies and public bodies. All vendors desiring to provide goods and/or services to the Commonwealth shall participate in the eVA Internet e-procurement solution by completing the free eVA Vendor Registration. All bidders or offerors must register in eVA and pay the Vendor Transaction Fees specified below; failure to register will result in the bid/proposal being rejected.

Vendor transaction fees are determined by the date the original purchase order is issued and the current fees are as follows:

- a. For orders issued July 1, 2014, and after, the Vendor Transaction Fee is:
  - (i) DSBSD-certified Small Businesses: 1%, capped at \$500 per order.
  - (ii) Businesses that are not DSBSD-certified Small Businesses: 1%, capped at \$1,500 per order.
- b. Refer to Special Term and Condition "eVA Orders and Contracts" to identify the number of purchase orders that will be issued as a result of this solicitation/contract with the eVA transaction fee specified above assessed for each order.

For orders issued prior to July 1, 2014, the vendor transaction fees can be found at [www.eVA.virginia.gov](http://www.eVA.virginia.gov).

The specified vendor transaction fee will be invoiced, by the Commonwealth of Virginia Department of General Services, typically within 60 days of the order issue date. Any adjustments (increases/decreases) will be handled through purchase order changes.



## Watermark Insights, LLC

71 W 23rd St f15  
New York, New York 10010  
United States

## Quote and Order Form

**Quote #:** Q-13058-1  
**Date:** 12/10/2021  
**Expires On:** 12/17/2021  
**Prepared By:** Austen Adair

### Account Name: Longwood University

201 High St  
Farmville  
Virginia , 23909

Primary Contact: Linda Townsend  
Phone: 4343954954  
Email: townsendlm@longwood.edu

### Billing Information

Bill To : Longwood University  
Attention: Kim Wingo  
Email: wingokb@longwood.edu

Billing Frequency: Annual  
Payment Terms: Net 30  
Effective Start Date: 4/1/2021  
Contract Term Length: 68 Months

### Term 1

#### One-Time Charges

Product / Service	Quantity	Unit of Measure	Total
Student Learning and Licensure - Base - Implementation	1.00	Each	USD 10,000.00
<b>One-Time Charges Total:</b>			<b>USD 10,000.00</b>

#### Subscription Items 4/1/2021 - 12/14/2021

Product / Service	Quantity	Unit of Measure	Total
Course Evaluations and Surveys	4,471.00	Student FTE	USD 6,532.31
Faculty Success - Faculty Accomplishments	25.00	Faculty FTE	USD 3,210.23
Planning and Self-Study	4,471.00	Student FTE	USD 10,561.64
Student Learning and Licensure - Base	4,471.00	Student FTE	USD 1,903.12
Tk20 CampusWide Comp	4,471.00	Student FTE	USD 3,520.55
<b>Subscription Items 4/1/2021 - 12/14/2021 Total:</b>			<b>USD 25,727.85</b>

**Total Term 1: USD 35,727.85**

Full payment for Term 1 in this Order Form has been fulfilled by Longwood University with DO2042623 between the period of 4/1/2021-12/14/2021.

**Term 2**

**Subscription items in Term 2 have been reduced to reflect a total credit of \$13,770.60 from payment issued with DO2042623 for the period of 12/15/2021-3/31/2022**

*Subscription Items 12/15/2021 - 12/14/2022*

<b>Product / Service</b>	<b>Quantity</b>	<b>Unit of Measure</b>	<b>Total</b>
Course Evaluations and Surveys	4,471.00	Student FTE	USD 13,454.91
Faculty Success - Faculty Accomplishments	25.00	Faculty FTE	USD 5,529.22
Planning and Self-Study	4,471.00	Student FTE	USD 26,461.64
Student Learning and Licensure - Base	4,471.00	Student FTE	USD 30,785.86
Tk20 CampusWide Comp	4,471.00	Student FTE	USD 8,520.55
<b>Subscription Items 12/15/2021 - 12/14/2022 Total:</b>			<b>USD 84,752.18</b>

**Term 3**

*Subscription Items 12/15/2022 - 12/14/2023*

<b>Product / Service</b>	<b>Quantity</b>	<b>Unit of Measure</b>	<b>Total</b>
Course Evaluations and Surveys	4,471.00	Student FTE	USD 17,496.00
Faculty Success - Faculty Accomplishments	25.00	Faculty FTE	USD 7,428.52
Planning and Self-Study	4,471.00	Student FTE	USD 31,827.00
Student Learning and Licensure - Base	4,471.00	Student FTE	USD 35,979.72
Tk20 CampusWide Comp	4,471.00	Student FTE	USD 10,000.00
<b>Subscription Items 12/15/2022 - 12/14/2023 Total:</b>			<b>USD 102,731.24</b>

**Term 4**

*Subscription Items 12/15/2023 - 12/14/2024*

<b>Product / Service</b>	<b>Quantity</b>	<b>Unit of Measure</b>	<b>Total</b>
Course Evaluations and Surveys	4,471.00	Student FTE	USD 18,895.68
Faculty Success - Faculty Accomplishments	25.00	Faculty FTE	USD 8,166.71
Planning and Self-Study	4,471.00	Student FTE	USD 34,373.16
Student Learning and Licensure - Base	4,471.00	Student FTE	USD 38,786.61
Tk20 CampusWide Comp	4,471.00	Student FTE	USD 10,000.00
<b>Subscription Items 12/15/2023 - 12/14/2024 Total:</b>			<b>USD 110,222.16</b>

**Term 5**

*Subscription Items 12/15/2024 - 12/14/2025*

<b>Product / Service</b>	<b>Quantity</b>	<b>Unit of Measure</b>	<b>Total</b>
Course Evaluations and Surveys	4,471.00	Student FTE	USD 20,407.33
Faculty Success - Faculty Accomplishments	25.00	Faculty FTE	USD 8,820.05
Planning and Self-Study	4,471.00	Student FTE	USD 35,404.35
Student Learning and Licensure - Base	4,471.00	Student FTE	USD 41,889.54

Product / Service	Quantity	Unit of Measure	Total
Tk20 CampusWide Comp	4,471.00	Student FTE	USD 10,000.00
<b>Subscription Items 12/15/2024 - 12/14/2025 Total:</b>			<b>USD 116,521.27</b>

**Term 6**

*Subscription Items 12/15/2025 - 12/14/2026*

Product / Service	Quantity	Unit of Measure	Total
Course Evaluations and Surveys	4,471.00	Student FTE	USD 22,039.92
Faculty Success - Faculty Accomplishments	25.00	Faculty FTE	USD 9,525.65
Planning and Self-Study	4,471.00	Student FTE	USD 36,466.49
Student Learning and Licensure - Base	4,471.00	Student FTE	USD 45,240.70
Tk20 CampusWide Comp	4,471.00	Student FTE	USD 10,000.00
<b>Subscription Items 12/15/2025 - 12/14/2026 Total:</b>			<b>USD 123,272.76</b>

**Terms and Conditions**

**Master Subscription Agreement**

Organization is a member of the Virginia Association of State College & University Purchasing Professionals (<http://vascupp.org>) and as a VASCUPP member, is authorized to utilize existing contracts that have formally competed. Licensee is referencing terms of the Tk20 by Watermark agreement with Longwood University (agreement #LU214-16-009). Use of Watermark Software and Services is subject to the terms and conditions of such agreement, which is hereby incorporated by reference. This Agreement is entered into as one of the date on which the Order Form is fully executed by the Parties (the "Effective Date").

This Agreement supersedes and replaces the Agreement between the parties dated March 4, 2021.

**Professional Services**

Organization's purchase of Implementation Services shall expire six (6) months from the date of execution of the Order Form. Organization's purchase of Professional Services, other than Implementation Services, shall expire twelve (12) months from the date of execution of the Order Form.

**Watermark Insights, LLC**

By:  08794BAE15F24BB...

Name: Erin Shy

Title: CEO

Date: 12/14/2021

**Longwood University**

By:

Name:

Title:

Date:

Legal Approved: 



# Updated Product Names

Effective July 14, 2021

On July 14, 2021, Watermark introduced new names for several of the products you've come to know, in order to more clearly articulate each one's core purpose and how it supports your institution's efforts to inspire progress. These new names also reinforce our focus and commitment to bringing you an integrated and efficient Watermark Product Suite.

This **does not** change the functionality or access to features in the products you use.

The names for the affected products have been changed as follows:

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

The names of the following products **did not** change:

- Watermark Planning & Self-Study
- LiveText by Watermark
- Taskstream AMS by Watermark
- Taskstream LAT by Watermark
- Tk20 by Watermark