

Faculty Web Profiles Guidelines

Watermark Faculty Success integrates with the SHSU website, enabling faculty members to share information from their CVs directly to their [online faculty profiles](#). There are seven tabs of information that can be populated on faculty web profiles from Watermark Faculty Success. They are: Biography, Scholarly & Creative Works, Grants, Research, Service, Teaching, and Awards.

Faculty must opt-in to display information on their public web profile, with the exception of the Biography tab. The Biography tab pulls information from the “Brief Biography” box in Watermark Faculty Success. If there is any text entered into Brief Biography, then it will be displayed on the Biography tab on the faculty member’s web profile. *Users are encouraged to draft their biographies elsewhere to avoid publishing draft versions.*

The following Watermark Faculty Success screens have **sharing enabled** and provide the opportunity to populate the seven tabs:

Biography tab

- Biography and Expertise

Scholarly & Creative Works tab

- Publications
- Presentations
- Exhibits and Performances

Grants tab

- Contracts, Fellowships, Grants and Sponsored Research
- Intellectual Property

Research tab

- Research Activity

Service tab

- University Service
- Professional Service
- Public Service

Teaching tab

- Scheduled Teaching

Awards tab

- Awards and Honors

Tip: After selecting or clearing the sharing option for a record, allow up to 12 hours for the change to be reflected on your public faculty profile.

Tabs Displayed on Faculty Web Profile

If a faculty member chooses *not* to opt in to any activities under a tab, that tab will be hidden on your faculty web profile. For example, if you do not opt in to share any items from the Contracts, Fellowships, Grants and Sponsored Research OR Intellectual Property screens in Watermark Faculty Success, a “Grants” tab will not display on your faculty web profile.

Brief Biography Best Practices

The biography displayed on your public faculty profile comes from the **Brief Biography** field in Watermark Faculty Success. This field has a 3,600-character limit, including spaces, punctuation, and formatting.

When preparing your biography:

- Highlight your role and areas of expertise.
- Keep content concise and easy to read online. Use short paragraphs (1-3 sentences) and plain language.
- Check for spelling, grammar, punctuation, and factual accuracy.
- Avoid external links and duplicate information.
- Remember that the biography is publicly visible and should be appropriate for a broad audience.

Maintaining Your Faculty Profile

Faculty are responsible for reviewing and maintaining their profile information to ensure it is accurate, current, and appropriate for public display. Because faculty profiles serve as professional representations on the university website, faculty should:

- Review and update their profiles regularly, especially when their role, expertise, biography, or other professional information changes.
- Review their profile at least **annually**.

- Check their public-facing profile after making significant updates to confirm that information is displaying as expected.
- Report any display issues or inaccuracies to the appropriate college representative, Faculty Success administrator, or website support team.
- Adhere to any relevant college or departmental level guidelines.

Colleges may establish additional guidelines regarding profile content. Within those guidelines, **faculty are ultimately responsible for the accuracy, professionalism, and completeness of the information displayed on their public profile.**