

Digital Measures – Activity Insight
Frequently Asked Questions
Updated 8/6/2009

1. What is Activity Insight?

Activity Insight™ from Digital Measures is the most reliable, versatile and secure web-based information management system available for managing and reporting on faculty and staff's teaching, research and service activities. Activity Insight™ is used by colleges and universities across the globe to manage critical information for accreditation and personnel management.

Please visit the website at: <http://www.digitalmeasures.com/aitraining/> to review the DEMO of Activity Insight for use by a Faculty Member and by a College Administrator. This is a complete demonstration to help you become familiar with Activity Insight™.

Activity Insight helps you determine the specific activity data and reports you need to satisfy your reporting requirements.

Administrators are able to aggregate individual faculty information and generate reports for accreditation and internal reviews.

2. What are the benefits of using this system?

- Eliminate the time- and effort-consuming task of building reports for faculty and staff
- Make better-informed strategic decisions through instant access to reports
- Benefit from a turn-key solution: software, helpdesk and built-in utilities
- Prepare reports at departmental, college/school, campus and even system-level in real-time and share them immediately
- Keep current information about your faculty and staff's activities, their syllabi and more on your campus' website

3. What does it cost?

The contract with Digital Measures requires payment for each college of \$3500 annually for up to 100 faculty members per college. For those colleges with more than 100 faculty members we pay an additional \$1000. Regional Stewardship currently funds the DM contract.

4. When will it be launched?

MSU Activity Insight has been up and running since April 2009.

5. How much faculty data has to be placed in the system initially? by what date?

Initially, we are asking that every faculty member enter data on activities between July 1, 2008 and June 30, 2009 by August 15, 2009. Data entry for subsequent activities should take place at least twice per year, January 1 and June 30 for the preceding six month period. It is up to each college administrator to request an earlier date, if necessary.

Each college is in various stages of accreditation review so it will be left to the college administrator to determine how much historical information needs to be included in the dataset.

6. Who has access to the data?

This tool is for faculty and college administrative use. The data is on a secure server hosted by Digital Measures. Faculty can only see their individual information. Colleges can only see the college information, not other colleges. Administrators in the designated college can see the information for faculty in their college. At the central administrative level, the President, Provost and Coordinator of Institutional Research have access to this information.

7. Are the records secure?

- Digital Measures has taken all steps necessary to create a safe environment for your information while still providing you easy, secure access to it.
- All data collected over a 128-bit SSL-encrypted connection
- Servers located in a Tier-One datacenter
 - Locked, caged server room
 - Armed, trained security guards on staff 24-hours per day
 - Redundant fire suppression and climate control systems
 - Redundant power and Internet connections
- Secure nightly backups to five geographically-dispersed locations
- Digital Measures signs-off on and is compliant with Family Educational Rights and Privacy Act (FERPA) and the Americans with Disabilities Act (ADA) legislation
- Each client of Digital Measures can securely download a full copy of all of their data at any time, and a secure process can be put in place to do this on an automated basis
- Digital Measures is registered and has certified with the United States Department of Commerce as compliant with the Safe Harbor Principles in effect between the European Commission and US.

8. Who will enter the data?

It is strongly encouraged that faculty enter the data at their discretion since this tool is available on a 7/24/365 schedule. Faculty are being requested to enter one-year of data. It would be difficult for secretarial staff to enter the current annual performance activities for a faculty member. Furthermore, if faculty enter their data, they will quickly see how convenient and easy it is to input data at their leisure throughout the year when they complete an activity.

9. How do we know if the data has been correctly entered?

Currently, faculty enter their individual data on CVs, position descriptions, and annual evaluations and the same expectations will be applied for Activity Insight. The integrity of the data must be annually reviewed by the department administrator during the regular annual evaluation process. It is at the administrator's discretion, to ask for verification of publications, teaching evaluation scores, etc.

10. How will these data be used?

These data will be used to generate reports for both internal (collegiate and university) as well as external (e.g. CPE) reports. A faculty task force will be formed in the fall of 2009 to make recommendations concerning how these data can be used in faculty annual performance reports.