

Digital Measures – Activity Insight (DMAI) FAQs (20170116)

1. What is Digital Measures?

Digital Measures is the name of the company that has developed and supports Activity Insight™.

2. What's the advantage of using Activity Insight?

Once faculty activity information has been entered into Activity Insight, it never again needs to be re-entered. This information can be used to generate reports for all stakeholders from the faculty member his/herself to academic leaders (e.g., department chairs, deans, etc.). Faculty never again need to be asked on a 'one-off' basis for information for every individual report that needs to be prepared such as for accreditation, annual merit appraisals and media surveys.

3. When will faculty have access to their Activity Insight profile?

As of January 2, 2017, all faculty have access.

4. How do I access DMAI?

To log in to the DMAI application, go to the link <http://a.ualr.edu/digitalmeasures> or go the main EIT page and the left menu has a link to an Activity Insight page. You will use your existing **UALR NetID** and **Password** as the login info (if you are already logged into Blackboard or any other UALR application, you will not have to log in again).

5. How do I submit my DMAI report, I do not see a "submit" button?

You will notice that there is no "Submit Report" button in DMAI. Once you have filled out your DMAI report you are done. Academic administrators (e.g., department chairs) will run reports on the due date, capturing the most recent information submitted by you.

6. Can faculty use the previous Professional Annual Reporting (PAR) system for the 2016 annual report?

No, PAR forms should not be used. If you have already entered information into the old form, speak with your chair and we can help you load into the DMAI system. This will avoid problems that arise from the use of multiple systems and importantly allows faculty and EIT to more fully leverage Activity Insight's capabilities.

7. How do I know where to enter data from the previous PAR form into the new DMAI system?

There is a document that provides information on where to enter the responses into the new DMAI system. The document is called, "PAR Mapping."

8. How many years of data must be entered into Activity Insight?

The short answer is that it depends on how many years of data are needed on reports, and by when those reports are needed. To get started, since Activity Insight is replacing PAR for annual reporting,

at a minimum, faculty should enter 2016 data. If a faculty is in a unit that conducts reviews over a longer period such as three years, then three years of data should be entered.

Over time and/or as directed by their home units, faculty can elect to enter more data and prior years. It is worth noting that there is a good chance that citations of faculty publications are already stored in another system (e.g., Web of Science, Google Scholar, PubMed). Via Activity Insight, faculty can automatically import relevant publications into their profile, negating the need to do so manually.

9. How do I add a Course Evaluation, or any other comments/attachments?

You can add one of these or any attachments through the Annual Report Narratives.

Is there a place that has a quick guide with the descriptions for each DMAI screen, and what activities should be added on within each section?

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10. What screens have data imported from UALR? How do faculty update or correct errors on these screens?

Several items, such as scheduled teaching data (both Pedagogical and Individualized instruction) have been loaded from Banner. Errors must be corrected in the Banner source system for the data to be correctly reflected in DMAI. Please communicate errors in this data to your chair.

11. How do I import my publications into Activity Insight?

There are two ways to import publications into Activity Insight – 1) importing a BibTeX file or 2) finding a PubMed file. A BibTeX file can be uploaded from your computer and allows you to import citations from EndNote or Google Scholar. PubMed allows you to search for citations (for publications) based on multiple criteria you specify. Note that Google Scholar provides the ability to export into BibText format.

12. Activity Insight has a lot of screens and data fields on each screen. Do faculty have to complete all of these?

The short answer is "no". Not every screen or field is relevant to every faculty member. Some screens and fields will also be populated from other sources.

13. Who is responsible for entering faculty data?

In general, faculty are responsible for entering their own data and confirming that any imported data (from UALR Banner systems and/or citation systems) is correct. While the use of data proxies

(e.g., staff) is technically allowable, any decision to allocate such resources to this task is left to the discretion of local units.

14. Who owns my data and what can Digital Measures do with it?

All data provided by and collected for UALR by Digital Measures is solely owned by UALR. As per the terms in Digital Measures' standard service agreement, this data cannot be disclosed, reused, sold, or disseminated in any way by Digital Measures.

15. Can I get my data out of Activity Insight?

Yes, faculty and academic administrators can run *standard reports* (e.g., annual review) or use “*Create a new report*” to select exact data elements (and date ranges) of interest. Academic administrators can also decide whether to include all of their faculty or only data from a particular unit(s). Reports are built in real-time using all data entered as of that instant.

While Digital Measures does create extensive backups of all client data, Activity Insight makes it easy to automatically download a full copy of all your data on a periodic basis. These data back-ups are in comma-separated value (.csv) file format, which can be saved to other databases and software applications.

16. Are there any step-by-step video tutorials available for using the DMAI system?

Not at this time.

Please note: Many of these FAQs were gleaned from Digital Measures training both from the company itself and other clients (particularly Indiana University).