

# Instructions and Content Guide for Activity Insight by Digital Measures

## The College of Communications







Activity Insight is a web based application that is meant to be a one stop shop for faculty in creating your Curriculum Vitae, NSF or NIH Biosketch, Annual Faculty Review Report and University Dossier. This guide will describe how and where to enter information into Activity Insight.

Penn State faculty may access Activity Insight 24/7 at <https://www.digitalmeasures.com/login/psu/faculty>. Internet Explorer, Mozilla Firefox, Google Chrome and Safari are all supported browsers for this program. You will sign in to the program using Penn State's WebAccess credentials.

All fields are optional in this program. From the database main menu, you are able to input information into General Information, Teaching, Scholarship/Research, and Service/Outreach. Information from AI will be used for the annual faculty review period, Dossier, Biosketch and Curriculum Vitae. Dates are very important. Please be sure that each screen has at least one date field completed. Date parameters have to be chosen when running reports so please enter at least one date for each entry (such as a start or end year) to make your reports work correctly.

### Overview

To access a screen, click its name. The resulting screen displays records that are stored for that screen. There are five possible actions you can take from the resulting screen, although not all of these actions will always be available:

- To add a new record, select the  button.
- To import items in bulk, select the  button (available only for the Intellectual Contributions screen).
- To delete a record, select the appropriate check box, and then select the  button.
- To view or edit a record, select the  icon.
- To copy a record, select the  icon. You cannot copy from one screen to another. If you click on this icon, it opens a duplicate record so that you can easily update. For example, you served on a P & T committee in 2012 and 2013. You may "copy" the 2012 entry by clicking the  icon which will create a duplicate record. All you need to change is the date to 2013 at the bottom of the screen and save.

### Read Only Fields

Data imported by the University Budget Office are Read Only. Read Only Fields are marked with an **R**.

### Saving Records

When working in the system, it is important that you preserve modifications by selecting one of the 'Save' buttons at the top or bottom of the screen. If you attempt to navigate away from a screen containing unsaved changes, a warning message will display to determine whether you would like to return to the screen and save your modifications before proceeding. Changes made will not automatically be saved.

**The College of Communications Activity Insight contact:** Elaine Files 814-863-6307 or [efs2@psu.edu](mailto:efs2@psu.edu).

## Main Menu\*

This screenshot shows the menu on the left side of the screen as well as the Activities Database Main Menu:

Manage Your Activities  
Run Custom Reports

- Contact Our Helpdesk
- Privacy Statement
- Logoff

Welcome, Nicole Gampe. Friday, December 20, 2013

Watch a [video](#) or download a [guide](#) on how to manage your activities.  
Note that you are requested to enter at least the last **one** year of your information.

### Activities Database Main Menu

State Mandated Collection System

#### General Information

- Personal and Contact Information
- Administrative Data - [Permanent Data](#) | [Yearly Data](#)
- [Academic, Government, Military and Professional Positions](#)
- [Administrative Assignments](#)
- [Honors and Awards](#)
- [Education](#)
- [Professional Development](#)
- [Licensures and Certifications](#)
- [Goals and Objectives](#)
- [Narrative Statement for Annual Review](#)
- [Narrative for Associate Deans/Department Heads Annual Activity Review](#)
- [Narrative Statement for P&T Review](#)
- [Narrative Statement for Post-Tenure Review](#)

#### Teaching

- [Academic Advising](#)
- [Student Mentorship and Supervision](#)
- [Non-Credit Instruction Taught](#)
- [Lists of Courses Taught in Resident Instruction](#)
- [SRTE and Teaching Evaluation](#)
- [Course related Instructional Activities](#)

#### Scholarship/Research

- [Creative Activities](#)
- [Biographical Sketch](#)
- [Contracts, Grants, Fellowships and Sponsored Research](#)
- [Publications](#)
- [Administrative Accomplishments](#)
- [Future Research/Creative Activity Efforts](#)
- [Patent Intellectual Property](#)
- [Papers, Presentations, Seminars, Workshops](#)
- [Professional Memberships](#)
- [Technology Transferred/Adapted in the Field](#)
- [Impact in Society of Research Scholarship and Creative Accomplishments/Media Mentions](#)
- [Application of Research Scholarship](#)
- [Pursuit of Advanced Degree and/or Further Academic Studies](#)
- [Report to Sponsor](#)
- [New Course or Program Development](#)
- [New Method of Teaching Established Course/Program](#)
- [Outreach - Editorial Responsibilities](#)
- [Outreach - Peer Review of Grant Proposals](#)
- [Outreach - Peer Review of Manuscripts, etc.](#)
- [Outreach Activities and Engagement Scholarship](#)
- [Consulting/Advising](#)

#### Service

- [Department](#)
- [College](#)
- [University](#)
- [Professional](#)
- [Society](#)

\*Depending on your access rights, you may see more or less options on the left hand menu.

## Managing your Activities

As faculty after logging into AI, powered by *Digital Measures*, you will be on the 'Manage Your Activities' screen. This will display the *Activities Database - University Main Menu*. From this main menu you are able to access the various links in order to enter information about yourself in the screens that are available in the program. The Activities Database Main Menu follows the University Dossier divider pages, known as rainbow dividers. Please be sure to "Save" after each entry/update on each screen.

### Entering Activity Data – General Information

- Personal and Contact Information
  - Faculty can update fields in this screen as they see fit.
  - Includes office address and phone, email, personal website, and can include a brief (30 words or less) biography, teaching and research interests.
  - Information from this screen will not be shown on any report in the system.
- Administrative Data – *Permanent Data*
  - Permanent Data includes starting rank and date of appointment, date tenure attained or promoted, etc.
  - Some faculty may have data in these fields already, but if you do not, please enter this information as best you can.
  - You may contact the Office of Human Resources (OHR) for specific dates if necessary.
- Administrative Data – *Yearly Data*
  - Includes department and college affiliation, faculty rank, graduate faculty status, leave status, etc.
  - **Department affiliation(s) must be added to all academic years appearing in AI for proper reporting.** You may add more than one affiliation (e.g., home department and center). Department and center names *all* begin with 'CM' (e.g., CM-Advertising/Public Relations, CM–Film-Video and Media Studies).
  - **Department affiliation(s) will carry forward to the next year after the initial update.**
  - You may have restricted access to some fields on this screen, but please fill this screen out as completely as possible. If you need a field changed that you cannot modify, please contact your unit staff assistant, Elaine Files, or the Activity Insight administrators.
- Academic, Government, Military and Professional Positions
  - Fill current and previous positions in Academic, Professional, Military, and Government as appropriate on this screen.
  - The University Dossier will report on this information.
  - Please enter at least one date (month day or year; start or end date)
- Administrative Assignments
  - Enter information about administrative assignments you may have with the University, College or Department. Administrative assignments include positions such as Dean, Associate Dean, Program Chair, Department Head, Director, and Discipline Coordinator.
- Honors and Awards
  - List awards and honors for leadership, teaching, scholarship of research, and service.
  - Historical information may already be entered for you in this screen. Importing of data was done from the previous database. Please check for accuracy, and enter more data into this screen as appropriate.
- Education
  - Enter in your degree information for each of your degrees.

- Professional Development
  - Enter seminars (including web-based), retreats, roundtables, workshops, etc. with the purpose of knowledge acquisition rather than knowledge dissemination, i.e., does not include conference presentations, conference presenter, etc., as those are listed under the Scholarship/Research section.
- Licensures and Certifications
  - Enter any licenses or certifications (either earned or sponsoring).
- Goals and Objectives
  - Enter your goals for next year, the resources you will need, and the expected measurable outcomes. You will also want to document the outcomes attained from your goals from last year.
  - This information prints out in the Faculty Activity Report and Associate Deans/Department Heads Annual Activity Report for your college.
- Narrative Statement screens (*Annual Review* and *P&T Review*)
  - Narrative statement screen has an open text area for you to describe your activities over the last year, and for P & T review. The character limit in this text box is 20,000 characters. You may copy and paste from the pasteboard or Microsoft Word into this field.
- Narrative for Associate Deans/Department Heads Annual Activity Review
  - This narrative statement screen has an open text area. The character limit in this text box is 1,000 words or less. You may copy and paste from the pasteboard or Microsoft Word into this field.
- Narrative Statement screens (*Post-Tenure Review*)
  - Post-tenure review contains two narrative statement screens; one for past accomplishments (1100 words), and one for your plans for the next five years in teaching, research, and service (1100 words). You may copy and paste from the pasteboard or Microsoft Word into this field.

### **Entering Activity Data – Teaching**

- Academic Advising
  - Enter any advising you have done.
  - Enter multiple students into one entry if need be.
  - The important field on this screen is ‘Semester and Year.’ Both boxes need to contain data for proper reporting.
- Student Mentorship and Supervision
  - Enter supervision of graduate and undergraduate dissertations, theses, projects, monographs, performances, productions, and exhibitions required for degrees.
  - Enter multiple students into one entry if need be.
  - An important field on this screen is the ‘Involvement Type’ dropdown. This box and the ‘Explanation of Other’ field should be filled out for proper reporting.
- Non-Credit Instruction Taught
  - Enter courses and workshops taught in support of outreach based instruction, including continuing and distance education, service learning courses, and cooperative extension programs.
  - This information prints out in the Faculty Activity Report and Associate Deans/Department Heads Annual Activity Report for your college.
  - Be sure to enter at least one of the date fields at the bottom of the screen for the reports to print out accurately.

- Lists of Courses Taught in Resident Instruction
  - “Read Only” fields are indicated with an **R**
  - Contrary to the name of the link, the Delivery Modes are as follows:
    - Common Lecture
    - Continuing Education
    - Hybrid
    - Lab/Recitation
    - Resident Instruction
    - Web
    - World Campus
  - This information is uploaded by the Activity Insight administrators after final grade reporting is done at the end of each semester. You should check this screen for accuracy and for the possibility of missing data. Please do not enter information into this screen without checking with the Activity Insight administrators first...duplicate entries may be made.
  - You may store a course syllabus and a peer review on this screen. The syllabus and peer review will not print out with any report.
- SRTE and Teaching Evaluations
  - This information is uploaded by the Activity Insight administrators after final grade reporting is done at the end of each semester. You should check this screen for accuracy and for the possibility of missing data. Please do not enter information into this screen without checking with the Activity Insight administrators first...duplicate entries may be made.
  - “Read Only” fields are indicated with an **R**
  - You can store supplementary document, add peer reviews, and/or SRTE comment summaries. Documents will not print out with any report.
- Course Related Instructional Activities
  - You may enter a narrative about instructional activities that are related to any course you have taught.

## **Entering Activity Data - Scholarship/Research**

- Creative Activities
  - The type of work you want to enter here are Film or Video Projects, Photography Projects, Webpage and Online Programs, and any other types of work.
  - This information prints out in the Faculty Activity Report and Associate Deans/Department Heads Annual Activity Report for your college.
- Contracts, Grants, Fellowships and Sponsored Research
  - This information is entered by the Activity Insight administrators; the information comes from the Office of Sponsored Programs (OSP).
  - Faculty members should ensure the accuracy of the information after the import, which is done at the end of each semester.
- Publications
  - You can manually enter, use ‘pasteboard’ or import information about your publications.
  - You can choose to import items by uploading BibTex files from any of the following reference managers: EndNote, Google Scholar, Mendeley, PubMed, RefWorks, Web of Science, Web of Knowledge, and/or Zotero. Please see <http://info.digitalmeasures.com/bibtex.html> for more detailed information.
  - Important fields in this section are:
    - Contribution Type

- Title of Contribution – use this field to enter titles of articles, books, book chapters, book reviews, encyclopedia entries, journal articles, etc.
  - Journal/Periodical Title – use this field to enter ONLY Journals/Periodical titles.
  - Published in – use this field to enter titles of larger work when the “Title of Contribution” field has information.
- You can add multiple authors. The first author will always be you until you add a second author. You can move authors into any position by using the up and down arrows on the right side of the authors box.
- In order for this section to print out properly in your University Dossier or FAR, make sure the Contribution Type and one of the four date fields contains information.
- Administrative Accomplishment
  - Enter college, departmental, and University administrative assignments, including brief description of responsibilities.
- Future Research/Creative Activity Efforts – 9 faculty have used this screen
  - Enter information based on your program or research/creative activity, what publications or projects will be the center of your efforts for the next academic year?
  - This information prints out in the Associate Deans/Department Heads Annual Activity Report for your college.
- Papers, Presentations, Seminars, Workshops
  - This is where you will enter any papers and presentations at technical and professional meetings.
  - You can have more than one presenter/author; the first presenter/author will always be you until you add a second. You can move them into any position by using the up and down arrows to the right of the presenters/authors box.
- Professional Memberships
  - Be sure to fill in the dates and the field Scope of Organization for this section; these fields are important for the University Dossier.
- Technology Transferred/Adapted in the Field
  - Faculty should include in-progress and completed transfers of technology transferred or adopted in this screen.
  - You can have more than one developer/inventor; the first developer/inventor will always be you until you add a second. You can move them into any position by using the up and down arrows to the right of the developers/inventors box.
- Impact in Society of Research Scholarship and Creative Accomplishments/Media Mentions.
  - The important field for this section is Type of Publicity; this field is important for the University Dossier.
  - List evidence of impact in society of research scholarship and creative accomplishments such as interviews and television appearances.
- Application of Research Scholarship
  - Indicate new applications developed and tested; new or enhanced systems and procedures demonstrated or evaluated for government agencies, professional and industrial associations, educational institutions, etc.
  - This section does not print out in the University Dossier.
- Pursuit of Advanced Degree and/or Further Academic Studies
  - This information prints out in the Faculty Activity Report and Associate Deans/Department Heads Annual Activity Report for your college
- Report to Sponsor
  - Interim or final reports due to for sponsored projects.

- New Course or Program Development
  - This screen will allow you to enter multiple sections for the Course Prefix, Course Numbers, and Developers. You can have more than one developer; the first developer will always be you until you add a second. You can move them into any position by using the up and down arrows to the right of the developer's box.
- New method of Teaching Established Course/Program
  - This screen will allow you to enter multiple sections for the Course Prefix, Course Numbers, and Developers. You can have more than one developer; the first developer will always be you until you add a second. You can move them into any position by using the up and down arrows to the right of the developer's box.
- Outreach – Editorial Responsibilities
  - Indicate title of journal or book series and your role including editor, co-editor, associate editor, subject matter editor, book review editor, and editorial board.
- Outreach – Peer Review of Grant Proposals
  - Indicate Funding Agency and Agency Program for responsibilities as panel manager, panel member, and ad-hoc reviewer.
- Outreach – Peer Review of Manuscripts, etc.
  - Indicate the title of the journal or book, number of articles reviewed, and your role as editor, editorial board member, ad-hoc reviewer, reviewer and other.
- Outreach Activities and Engagement Scholarship
  - Outreach and engagement includes all civic and community engagement research, teaching, and service. Service learning and public scholarship are reported here. (Even if activities and scholarship are described elsewhere in this program, report it here.)
- Consulting/Advising
  - Optional; record consulting activities such as those identified by policy HR80 Private Consulting Practice (<http://guru.psu.edu/policies/OHR/hr80.html>).

### **Entering Activity Data - Service**

- Department, College and University (3 individual sections)
  - Included in each of the three sections:
    - Committee Work at Campus, College, Department and University Levels
    - Participation in Campus and/or University-Wide Governance Bodies and Related Activities
    - Administrative Support Work
    - Contribution to University's Programs to Enhance Equal Opportunity/Cultural Diversity
    - Assistance to Student Organizations
    - Participation in Recruitment and Retention Activities
    - Participation in Development Activities
    - Other
- Professional
  - Included in this section:
    - Administrative Support Work
    - Committee Member
    - Organizing Conferences
    - Service on Conferences Committees
    - Voluntary Consultation and Advising

- Other Professional Responsibilities
- Other
- Society
  - Included in this section:
    - Administrative Support Work
    - Participation in Community Affairs
    - Service to Business and Industry
    - Service to Charitable Organizations
    - Service to Citizen/Client Group
    - Service to Governmental Agencies
    - Service to Public and Private Organizations
    - Testifying as an Expert Witness
    - Other

**Please SAVE your entries before navigating away from every page.**

Activity Insight administrators are available Monday through Friday, 8 a.m. to 5 p.m., at [l-ai-support@lists.psu.edu](mailto:l-ai-support@lists.psu.edu).  
Mike Naputano - 814-865-3490 and Nicole Gampe - 814-865-8428.