

A Faculty Guide  
To  
Activity Insight  
(Digital Measures by Watermark)

Specifically Designed for: College of Business

**James Madison University**

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Updated: August 20, 2020

## Why Activity Insight?




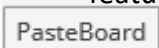
Faculty accomplishments increase the University's prestige, attract students and funding, and draw an even higher caliber of faculty. But just accomplishing these activities isn't enough: they must be promoted to key stakeholders including accreditors, funders, donors, state legislators, the media and others. The College of Business depends heavily on information entered into Activity Insight (Digital Measures) to assist with annual reviews, keeping up-to-date with accomplishments, publications, presentations, service, and more for other reporting needs.


### Overview

Activity Insight organizes and builds reports on teaching, research and service activities. It enables you to keep track of your activity information just once so that many outputs can be prepared, such as annual activity reports, promotion and tenure documents, accreditation reports, your CV and more.

When logging onto Digital Measures you will be on the 'Manage Activities'. From the 'Manage Activities' welcome page, you are able to input information into four sections: General Information; Teaching; Scholarship/Research; and, Service. All screens have records and fields that are optional, but you are encouraged to complete all of the information known. Dates are very important on each screen. You will not be able to save a record without entering at least the year in one of the date fields. Entering the correct dates matter when running reports so please enter at least one date (such as a start or end year) to make reports work correctly. If you enter a start date and leave the end date blank that registers the activity as 'present'.

To access a screen, click on the name of the screen to be taken to the summary screen. The summary screen displays a list of the records already entered into the system under that category. There are three possible actions you can take, depending on the screen that you are viewing:

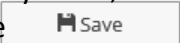
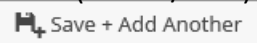
- To Add a new record, select the  button, always located at the top right.
- To delete a record, select the "check box" to the right of the record and then select
- The  button. You will be prompted with a "pop up" window verifying that you wish to delete the selected record.
- To copy a record, select the check box to the right of the record and then select the  button. (Note: You can't copy from one screen to another with this feature. However, you can take information to another screen by selecting the  button located in the top right corner of the screen).

- To import items in bulk, select the  button. (Note: The import option is only available on the publications screen).

### Read Only Fields

Read Only Fields are marked with a lock beside the field. To change the information, please contact Judy Onestak at: [onestajl@jmu.edu](mailto:onestajl@jmu.edu).

### Saving Records

You will be notified if you try to navigate away from a screen without saving, and entry or if you haven't completed required fields. Required are marked with a red asterisk (\*). Please note that date fields don't have asterisk by them, but a portion (month/date) are required. To preserve your changes, select either the  or  the button located in the top right corner of the screen.

### Customizations

Academic Unit Heads wanting to propose modifications to a screen and/or field may send an email to Judy Onestak at: [onestajl@jmu.edu](mailto:onestajl@jmu.edu).

### Logging In

To login, click [here](#).

At or about the time of your new faculty orientation, you will receive an email from Judy Onestak ([onestajl@jmu.edu](mailto:onestajl@jmu.edu)), introducing Digital Measures. Judy will have entered basic *Permanent* and *Education* data about you and initiated an email from Digital Measures that will allow you to log in. You may personalize your login credentials. If you have forgotten your password and/or need assistance, contact Judy.

### Already have Digital Measures (Activity Insight) account

If you used DM (Activity Insight) at a previous employment, email the DM Administrator to request to get your files transferred.

## Screens Available


### A. General Information

1. Personal and Contact Information
  - ❖ You will enter and maintain your faculty profile information such as, office information, biography, teaching and research interests in this screen.
2. Administrative Data – Permanent Data
  - ❖ You will have restricted access to fields on this screen, so please review the information. If you see a field needs changed, please contact the DM Administrator.

3. Administrative Data – Yearly Data
  - ❖ Includes department affiliation, faculty rank, graduate faculty status, sabbatical (educational) leave status, etc. for each academic year.
  - ❖ You will have restricted access to fields on this screen, so please review the information. If you see a field needs changed, please contact the DM Administrator.
4. Academic, Military and Professional Positions
  - ❖ Enter previous/current information as you deem appropriate on this screen.
5. Annual Faculty Report
  - ❖ Enter percentage of teaching, percentage scholarship/practitioner activities, percentage service, etc.
  - ❖ At the beginning of each performance year, enter your goals and other information in reference to teaching, intellectual contributions, and service.
6. Awards and Honors
  - ❖ Enter the name of awards and honors that you have received for teaching, scholarship or service recognition leadership, etc.
7. Education
  - ❖ Enter your degree information for each of your degrees and indicate if it is your highest degree received.
8. Faculty Activity Plan
  - ❖ Enter your goals and strategies for each academic year.
9. Faculty Development Activities
  - ❖ Enter seminars (including web-based), retreats, workshops, etc. if you were an attendee and not a presenter. (i.e., enter conference presentations, etc. within the Presentation screen.)
10. Licensures and Certifications
  - ❖ Enter any licensures and certifications you have obtained.
11. Professional Memberships
  - ❖ Enter current membership information.

## **B. Teaching**

1. Scheduled Teaching
  - ❖ Information on classes will be imported by the DM Administrator at the beginning of each semester.

- ❖ Grades and additional information will be imported by the DM Administrator at the conclusion of each semester.
2. Directed Student Learning
    - ❖ Use this screen to identify the involvement you had with student(s).
    - ❖ Enter multiple students in one entry by clicking the ADD button, if more than one is needed. If you want to delete a student, click on the trash can  to the right of the student's name.
  3. Non-Credit Instruction Taught
    - ❖ Enter courses and workshops taught in support of outreach-based instruction, including continuing and distance education, service learning courses, cooperative extension programs, and instructional activities that are not for credit.

### C. Scholarship/Research


1. Intellectual Contributions
  - ❖ Enter titles and dates of journals, newspaper articles etc. that you have completed or submitted.
  - ❖ To import data uploading a BibTeX file from any reference manager: for example EndNote, Google Scholar, Mendeley, REFWorks, HeinOnline, and/or Zotero. Please see <http://info.digitalmeasures.com/bibtex.html> for more detailed information.
  - ❖ To import from a Third Party from either the Crossref/PubMed service.
  - ❖ 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 author's box.
2. Presentations
  - ❖ Enter data from professional meetings where you presented
  - ❖ If it is a presentation given more than once, you can duplicate the entry and update all the necessary fields.
3. Research Currently in Progress and Not Mentioned Elsewhere in the Database
  - ❖ Place any research that is not mentioned elsewhere in the database.
  - ❖ If you have collaborators, you enter their information to "tag" them.
4. Summer Research Grants and Teaching Grants
  - ❖ Enter information about your funded/unfunded research and teaching grants.
  - ❖ Important fields: Calendar Year, Grant Type, Title, AACSB Classification (Basic or Discovery Scholarship, Applied or Integration/Application Scholarship, or Teaching and learning Scholarship), Abstract, Project Narrative, Current Status, Amount, Donor, Grant Outcomes.
5. Contracts, Grants and Sponsored Research

- ❖ Enter information about your funded/unfunded/in-progress contracts, grants and sponsored research.
- ❖ Update the status of the contract, grant and sponsored research as the process proceeds.

#### D. Service

1. Editorial and Review Activities
  - ❖ Enter titles of publications you have reviewed/edited, your role, and more.
2. General Service
  - ❖ Enter your service type, the organization, your role, etc.
  - ❖ Be mindful of JMU’s Vision - Engaged Learning, Civic Engagement, Community Engagement, and Campus Engagement.

### Running Reports

- A. Rapid Reports - Allows you to select any of the preconfigured reports from a screen or record. This will help you check to make sure your records are going into the correct location of the report.
  - ❖ You can find the  button in the top right corner of each screen.
  - ❖ To run academic year reports, select the start month date as September and end month date of August.

**Rapid Reports** ✕

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Select a report template, date range and file format, then run the report.  
**Rapid Reports are generated using data only from the user you are currently managing.**

Report:

Start Date:

End Date:

File Format:

Note: Changes to Microsoft Word reports do not change data in the system.

- B. Run Reports will take you to a screen where you select a preconfigured report, like the one above, but you will have more report style options to choose from.

### Helpful Hints

- A. You are encouraged to enter all known data.

- B. Print out reports to see how the information is shown. Make modifications to the text and copy/paste back in to the appropriate text field.
- C. Update information as you perform the activity, schedule the presentation, etc. You can go back and edit the information, but at least it serves as a reminder of what you have done.
- D. If you don't feel that reports are running properly, make sure that date fields within your data been entered.
- E. Utilize **PasteBoard** when submitting information that could pertain to two screens (Example – Faculty Activity Plan/Annual Faculty Report).
- F. You may upload attachments for reference, but remember that this system is built for data, so if you want your information to be included within reports, you need to complete the text fields.
- G. You are encouraged to check information that is uploaded from another source. (Example - Check the information within this screen to make sure the section, credit hours, degree program, AACSB class, delivery mode, etc. have been uploaded).

For further guidance, see:

- DM Training Sessions Update -1 <https://www.jmu.edu/cob/faculty/files/dm-training-august-2019.pdf>
- DM Training Sessions Update -2 <https://www.jmu.edu/cob/faculty/files/dm-training-september-2019.pdf>
- DM Training Sessions Update -3 <https://www.jmu.edu/cob/faculty/files/dm-training-october-2019.pdf>