



Activity Insight

Frequently Asked Questions

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Please see below for a list of common questions about Digital Measures Activity Insight. If you have a question not listed here please send an email to dmhelp@ua.edu.

General Questions/Security

- **What is Activity Insight/Digital Measures?**

Activity Insight, is a secure online database developed by Digital Measures. Activity Insight is designed to collect, manage and report faculty achievements including teaching, research, creative and service activities, along with accomplishments and professional activities.

- **What's the advantage of using Activity Insight?**

One of the many advantages of using Activity Insight is the system stores all faculty activity in one location. It will also streamline faculty processes such as Promotion and Tenure, Sabbatical Leave, and Annual Reviews and reduce reliance on paper documents associated with these processes. After faculty activity information has been entered into Activity Insight, it is stored indefinitely. The information entered can be used to generate reports for all stakeholders from the faculty member to academic leaders (e.g., department chairs, deans, etc.). As long as the information is entered timely and accurately, Faculty will never again have to be asked on a 'one-off' basis every time information is needed for an individual report that needs to be prepared such as for accreditation, annual merit appraisals and media surveys.

- **How secure is the Faculty Activity System?**

Digital Measures has taken many steps to create a safe environment for your information while ensuring access to your data.

All data provided by and collected for The University of Alabama by Digital Measures is solely owned by The University of Alabama. Further, Digital Measures legally agrees to take steps to protect your confidential data just as we would any confidential data belonging to us.

To read more about how Digital Measures handles the security of the data, click [here](#). To read more about data privacy, click [here](#).

- **Where can I find training information?**

All training/user guide information is located on The University of Alabama Digital Measures screen under the tab "Activity Insight".

- **Who owns my data and what can Digital Measures do with it?**

All data provided by and collected for The University of Alabama by Digital Measures is solely owned by The University of Alabama. 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. Further, Digital Measures legally agrees to take steps to protect your confidential data just as we would any confidential data belonging to us.

- **Who can see data in Activity Insight?**

The University of Alabama determines user access and permissions for faculty and academic leadership. Your access/permissions in the system will be determined by your role within the University. Typically, those with access/visibility to your data include you, your academic leadership chain, and other university-level administrators who are responsible for satisfying various reporting needs in Activity Insight. Basically, the same individuals who already have access to your data will continue to have access to your data. Normal security role configurations include:

Role	Access
Faculty	View and run reports on their own data
Department heads/Directors and designees	View data and run reports for the individuals in their own department
Deans and staff designees	View data and run reports for the individuals in their own college.
Designated individuals in the Provost's Office	View data and run reports for everyone on campus

- **How do I log in?**

Digital Measures and The University of Alabama have partnered to provide faculty members access to the system through single sign on. To access Activity Insight, log into myBama and click on the faculty tab. You will see the Digital Measures/Activity Insight logo under the Faculty tab. Once you click on the Activity Insight logo you will be logged into the system and may start entering your data.

New faculty will automatically be added to the system. If you receive notification that the system does not recognize your information due to not being in the database, please contact dmhelp@ua.edu.

Information on Data

- **How many years of data must be entered into Activity Insight?**

The Office for Academic Affairs encourages Faculty members to enter all of their current and historical data since the system will be used for many reporting and accreditation purposes. We do understand many faculty have multiple years of data to enter and in those cases, would like faculty to enter in a minimum of 7 years of data.

In many cases publications can be automatically imported in your faculty profile in Activity Insight by utilizing the integration Digital Measures has established with publication databases (e.g., Web of Science, Google Scholar, PubMed, Scopus), negating the need to do so manually.

- **Who is responsible for entering faculty data?**

As a whole, faculty are responsible for entering their own data and confirming any imported data (from UA 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.

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

No, not every screen or field is relevant to every faculty member and certain screens and fields will also be populated from other systems. Not all fields available on the screen are required to be completed. All required fields are marked with an asterisk (*).

- **Is there a place that has a quick guide with the descriptions for each screen within Activity Insight, and what activities should be added in each section?**

For a description summary list of each screen, please refer to the [UA Screen Summary Reference Guide](#).

- **How do the date fields work within Activity Insight?**

It is important to complete the date fields when entering in activities because the date fields are what the report builder uses in order to know whether to include them in each report or not. Screens with a date field will prompt you to add a date and will not allow you to save an activity until you have entered a date.

Note: For activities that are/were only on one day, leave the start date blank and specify the end date. For activities that you have started but have not yet completed, there are two options:

- If it is an ongoing activity with a known end date in the future (e.g., you are appointed to a committee for a two-year term), enter the future end date.
- If you don't know when the activity will end, specify the start date and leave the end date blank. However, only do this if you truly don't know when the activity will end and check these activities often to update the end dates once you do know.

Below are examples of Start/End dates and what will be included in reports:

*Open End, Starts Before Report Range – If a record has a Start Date of January 1, 2016, but no End Date: It will be included in a report with the date range of January 1, 2017 to December 31, 2017. This happens because the record is considered to be ongoing, even if the Start Date does not fall between the report date range.

*Open End, Starts During Report Range – If a record has a Start Date of January 31, 2017 and the report is run between January 1, 2017 and December 31, 2017: The record will appear in the report.

*No Start Date, Has End Date – If a record has an End Date of January 31, 2017, it will only be included in a report where January 31, 2017 falls between the report range. Example: a January 1, 2017 – December 31, 2017 report range would include the record.

*Undated Records – A record with no filled date questions will, by default, always appear in a report regardless of the report date range.

- **How long will the data remain in the system?**

All information entered into Activity Insight remains in the database and is always available. Even though our faculty change over time, keeping information for those individuals who are no longer with the campus is still important for preparing accurate historical reports on our campus' productivity.

- **Once my information is in the system, how can the data be used?**

Our hope is that once you put your activities in Activity Insights, you won't have to enter it on another UA form again! Initially, we are going to use the system for Promotion and Tenure, Sabbatical Leave, and Annual Review. However, it will eventually be used for nearly every faculty process for which we currently ask for an application – such as graduate faculty appointments, review of endowed faculty positions, award applications, and internal grants – as well as other systems that utilize faculty data such as web profiles.

- **What screens have data imported from UA systems? How do faculty update or correct errors on these screens?**

The following screens will import data from UA systems via web services or CSV files. Errors must be corrected in the UA source system for the data to be correctly reflected in Activity Insight. Not all fields on all the below screens will be imported, so it is the responsibility of the faculty member to review each screen and verify information.

- **Personal and Contact Information**
- **Administrative Data -Permanent and Yearly Data**
- **Degrees**
- **Scheduled Teaching**
- **Student Opinions of Instruction**
- **Contracts, Fellowships, Grants and Sponsored Research**
- **Intellectual Property**

- **The information on my Degrees screen is incorrect or not there. How do I fix that?**

If your educational history is incorrect or incomplete, please contact the Dean's office for your college.

- **The courses listed for me on the Scheduled Teaching screen are incorrect. How do I get that corrected?**

Data for the Scheduled Teaching screen (what you teach each semester) is loaded from Banner via web services. If for some reason you have not been associated with a given course in Banner then it will not load into your profile.

To correct this, please contact your college representative.

- **Why do some of my grants not show up on the Contracts, Fellowships, Grants and Sponsored Research screen?**

Only grants, fellowships or contracts (typically an internal grant) that go through the Office of Sponsored Programs will show up on this screen. If you have a grant that did not go through the Office of Sponsored Programs, you should enter it in the "Other Funded Projects" screen.

- **I have a lot of publications. Is there a way to import my publications into Activity Insight instead of manually entering all of them?**

There are two ways to import publications into Activity Insight – 1) importing a BibTeX file or 2) finding a file through a Third Party Service (such as Scopus or PubMed). 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. For more information, see [Import Publications Reference Guide](#).

- **Some of my publications have already been entered by another faculty member. How does that work?**

If you have collaborated with other University of Alabama faculty members on text-based contributions, the first author to enter the citation creates the entry for all the collaborating authors. **The entry author is the ‘owner’ of the record.** The authors display on the record detail in their own portion of the screen. Only the ‘owner’ of the record is able to edit the record. If the record is linked to another University of Alabama faculty member the record displays on the **Publications** summary page as:

Entered By: [A Test Record, Just](#)
 Book Review
 Title of Contribution
 Published
 Date Published: July (3rd Quarter/Summer) 2015

- **Can the author placement be changed? I’m not the first author in some cases.**

When a record is first created, the faculty member who entered the record automatically gets placed as the first author. If after adding other authors the placement needs to be adjusted, locate the up and down arrows found to the far right on the Author header row, and click on the appropriate direction. If you were not the author who entered the publication but feel the author placement needs to be reordered, you will need to contact the person who entered the information.

- **Someone else entered in a co-authored publication and it has errors, what do I do?**

You will need to speak to the person who entered the information and request the change (their name is indicated in DM).

Reporting Related

- **How can we get data out of Activity Insight?**

One of the advantages of Activity insight is the ability to easily extract data from the system. There are two ways to get data out of Activity Insight; Custom Reports and Ad hoc reports.

Custom reports have been created for faculty, college and university administrators and allows a relatively easy way to build complex, custom reports for accreditation purposes, annual review purposes and other areas of interest. By clicking **Run Report** with Activity Insight, the report is built in real-time using all data entered as of that instant.

Ad hoc reports are available to directors/deans and staff representatives. The **Create a New Report** tool allows one to easily select the exact elements from the system you desire to include in your report. You may select a date range, whose data to include in the report, how you would like the information grouped and searching keywords within records to include in the report.

- **Can we prepare CVs with Activity Insight?**

Yes, a Vita report is available for faculty under the “Run Reports” section.

- **What is the difference between “Rapid Reports” and “Run Reports”?**

“*Rapid Reports*” only runs a report for the person who is logged into Activity Insight, or for whomever you are managing data for. “*Run Reports*” allows you to choose a single report for multiple individuals if you have access rights to manage other users.

Support/Assistance

- **Whom should I contact for additional help?**

Questions regarding Activity Insight and your college’s use of the system can be directed to your college staff representative or the University Administrator (dmhelp@ua.edu).

- **If a faculty member came from another institution who was using Digital Measures Activity Insight is there a way to copy their data already entered at the previous institution over to The University of Alabama system?**

Digital Measures is able to migrate a user's data who has come from another university using Activity Insight as long as the previous institution agrees. To begin the process of migrating data from a prior institution please contact the University Administrator (dmhelp@ua.edu) and provide the name of the faculty member, the institution from which they came, and the username at the previous university along with their current myBama ID. We will then work with Digital Measures to seek approval from the previous institution to migrate the data. Typically, this will take a few weeks to complete.