Digital Measures Activity Insight FAQs:

Measuring and Communicating Our Achievements and Impact

November 2011

Frequently Asked Questions:

- *What is Digital Measures Activity Insight?*
- *How did Ball State make the decision to use Digital Measures Activity Insight?*
- *What benefits will Digital Measures Activity Insight offer to the university and its internal and external constituents?*
- *How will Digital Measures Activity Insight influence data collection and maintenance?*
- *Who is included in the database?*
- *What information will be collected?*
- *Who will use the database and how?*
- *How will my data be entered and maintained?*
- *How secure is Digital Measures Activity Insight?*
- *Who should I contact with questions or concerns?*

What is the Activity Insight Database?

- Computer software produced by a company called Digital Measures
- A secure, easy-to-use online database for collecting information about faculty achievements (e.g. teaching, research and publication, and service and engagement)
- A source for appropriately authorized individuals to run both pre-formatted and ad hoc reports
- Find out more at http://www.digitalmeasures.com

How did Ball State make the decision to use Digital Measures Activity Insight?

- Several alternative software tools were reviewed. Alternative software tools or development of an equivalent application by UCS were considered, but Digital Measures Activity Insight offered the best combination of comprehensiveness, ease of use, and customization options.
- Activity Insight is used within a large number of leading universities in the United States. Clients contacted at peer universities gave positive reports.

What benefits will the Activity Insight Database offer to the University and its internal and external constituents?

- Connect qualified faculty members with external constituents in need of specific talent or expertise---schools, business, industry, government, and health and social service agencies---to solve real problems and generate new knowledge.

- Foster the maintenance of institutional history based on faculty responsibilities and accomplishments
- Clarify and communicate to internal and external audiences the University's role and contributions as an institution of higher education
- Broadly convey the diverse roles and value of higher education
- Save paper and associated copying and mailing effort

How will Digital Measures Activity Insight influence standard data collection and maintenance?

- Harness information that traditionally has not been maintained centrally or electronically
- Provide a centralized location for data collection and maintenance through a common and unduplicated system
- Enable access to consistent, accurate, and timely data across the university in multiple report formats
- Interface information with existing databases for university planning and decision making

Who is included in the database?

- All Ball State faculty members (non-tenure track, part-time, and adjunct faculty members) will be included. As we refine the process, the Activity Insight Advisory Board will discuss including staff and graduate students.

What information will be collected?

- The same demographics and professional information related to major faculty responsibilities currently maintained and submitted by faculty members in their merit review reports will be collected (e.g., teaching, research, engagement, scholarship, and service). As common electronic reporting system, modeled on existing college forms, will accommodate the unique needs and review processes of various disciplines across the colleges.

Who will use the database and how?

- Faculty members
- Colleges and academic units
- The university
- Individual faculty members can access their own data, chairs/directors can access the data of faculty members in their department/school, deans can access the data of faculty members in their college, and a very limited number of employees in the Office of Institutional Effectiveness can access the data of all faculty members. No one who is not already authorized to do so can access anyone else's personal information.

How will colleges and academic units use the database?

- Facilitate and standardize annual reviews and other academic reporting processes (e.g., submission of research or program proposals, etc.)
- Document professional activities and demographics for accreditation and other external reporting needs
- Connect faculty and students with common interests
- Encourage outreach and collaboration among faculty members and the community

How will the university use the database?

- Make administrative decisions based on accurate and timely information
- Assess progress in meeting major planning goals and objectives by identifying relevant activities and achievements
- Inform short- and long-term planning at all levels as the university and its colleges adapt to the changing social, economic, and political conditions

How will my data be entered and maintained?

- Faculty members will be expected to enter and update their personal data, although they may delegate this to someone else (e.g., administrative coordinator, etc.).
- Centrally collected data such as demographics, employment records, and classes taught will be automatically loaded into Activity Insight.

How secure is Activity Insight?

- Digital Measures has taken many steps to create a safe environment for your information while still making it easy for you to securely access it. All data are collected over a 128-bit SSL-encrypted connection, the industry-standard method of transferring sensitive information. All Digital Measure servers are managed by IBM and are running in an IBM-owned datacenter. All data are securely backed up every night to five geographically-dispersed locations owned by IBM and Iron Mountain. In addition, Digital Measures is registered with and certified by the United States Department of Commerce as compliant with the Safe Harbor Principles in effect between the European Union and the United States.
- All data provided by and collected for Ball State University by Digital Measures are solely owned by Ball State University. As per the terms in the Digital Measures standard service agreement, your data cannot be disclosed, reused, sold, or disseminated in any way by Digital Measures. Furthermore, per the standard service agreement, Digital Measures legally agrees to take steps to protect your confidential data.

Who should I contact with questions or concerns?

- Contact Bill Knight, Office of Institutional Effectiveness, at 5-5974 or wknight@bsu.edu