Digital Measures
Activity Insight
Frequently Asked Questions

What is the Activity Insight Database?

- 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
- Learn more at the company website:

How do I login?
Access the “MyVSU” link from the VSU homepage. Select “Faculty Portal.” Login with your Active Directory username and password. Select the “Resources” tab, then select “Digital Measures.”

How and why did Valdosta State select Digital Measures Activity Insight?

- In Spring 2012, the VSU Faculty Senate evaluated several software tools, but Digital Measures Activity Insight offered the best combination of comprehensiveness, ease of use, and customization options.
- Activity Insight is used by a large number of leading universities in the United States. Clients contacted at peer universities provided positive reports.

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

- 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?

- VSU previously used an institutionally-developed “SACS Portal” to collect course syllabi and faculty credentials (degrees, scholarship). This platform is now antiquated and was decommissioned in Summer 2013.
• 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 Valdosta State faculty members (non-tenure track, part-time, and adjunct faculty members) are included.
• As we refine the process, the implementation team will discuss including staff and graduate students.

**What information will be collected?**

• Demographics and professional information related to major faculty responsibilities and credentials (e.g., teaching, research, engagement, scholarship, and service).

**Who will use the database and how?**

• Faculty members
• Colleges and academic units
• The university
• Individual faculty members can access their own data, department heads/directors can access the data of faculty members in their department, deans can access the data of faculty members in their college, and a very limited number of university employees 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?**

• Document professional activities and demographics for accreditation and other external reporting needs

**How will the university use the database?**

• Make administrative decisions based on accurate and timely information
• 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 frequently.
• Centrally collected data such as demographics, employment records, and classes taught will be automatically loaded into Activity Insight.
Where can I receive training on Activity Insight?

- Step-by-Step Guides are available to download at [http://www.valdosta.edu/administration/sacs/faculty-credentials.php](http://www.valdosta.edu/administration/sacs/faculty-credentials.php).
- Face-to-Face Training Courses are offered once per month. Check the Employee & Organizational Development training schedule for offerings [http://www.valdosta.edu/administration/finance-admin/employee-development/](http://www.valdosta.edu/administration/finance-admin/employee-development/).
- Pre-Recorded Narrated Training Videos are available in segments to download at [http://www.valdosta.edu/administration/sacs/faculty-credentials.php](http://www.valdosta.edu/administration/sacs/faculty-credentials.php).

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 Valdosta State University by Digital Measures are solely owned by Valdosta 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?

- Dr. Michael Black, Office of Institutional Effectiveness, 333-5950 or assessment@valdosta.edu
- Dr. Jane Kinney, jkinney@valdosta.edu, Faculty Credentials Coordinator
- Mr. David Pulliam, digital_measures@valdosta.edu, Digital Measures Technical Coordinator

This handout is posted online at [http://www.valdosta.edu/administration/sacs/faculty-credentials.php](http://www.valdosta.edu/administration/sacs/faculty-credentials.php)

This original document was created by Dr. Bill Knight and modified for VSU with his permission.