



UNIVERSITY OF
DENVER

Activity Insight
Faculty User Guide

2011-2012

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Purpose

Activity Insight is a faculty data management system that will facilitate an integrated faculty data collection and reporting process at DU. *Activity Insight* is a vehicle to collect and store faculty data regarding numerous activities including research and publications, professional development, internal and external service, course load, and student course evaluations. This system allows faculty to store artifacts of their work, for example, full-text files of publications, PowerPoint presentations, grant award letters, and audio and video recordings of performances.

By uploading faculty vita data into *Activity Insight*, DU will now have the capacity to produce activity reports for the purposes of annual departmental and University-wide review and celebrations of faculty accomplishments. Additionally, data may now be easily accessed for promotion and tenure discussions, accreditation requirements, and reports to internal or external constituents.

Additionally, the system's reporting feature allows for the creation of customized reports to meet various needs as well as the capacity to produce a Curriculum Vita from data entered into the system.

To view a tutorial of the system from *Digital Measures*, the company that produces *Activity Insight*, please visit: <http://www.digitalmeasures.com/aitraining/>.

The following guide provides specific information about how the University of Denver is utilizing *Activity Insight* and provides instructions for entering data. If at any point you have questions, please contact **Katie Schroeder** (Kathryn.Schroeder@du.edu, (303) 871-2381) in the Office of Institutional Research and Analysis.

Contact Information

In collaboration with the Office of Institutional Research and Analysis, each unit on campus designated *Activity Insight* coordinators who contributed to the customization of the *Activity Insight* data collection screens to meet the specific needs of faculty at DU. Please see below for the representatives from each academic unit.

Academic Unit:	Activity Insight Contact:
Arts, Humanities, and Social Sciences	Anne McCall, anne.mccall@du.edu Eleanor McNees, emcnees@du.edu
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Getting Started with *Activity Insight*

The University of Denver began using *Activity Insight* to collect faculty information in December of 2011. Initially, faculty members should enter at least one year's worth of activity data into the system (May 1, 2011-April 30, 2012), although some faculty may choose to enter their entire CV at once. Because *Activity Insight* will be used to create the recognition booklet for the annual Faculty Celebration of Research, Scholarship and Creative Work in the spring, it is crucial that all information eligible for inclusion in the booklet is added to *Activity Insight* by April 2012.

Eventually, *Activity Insight* will be a repository for all DU faculty data about teaching, research, and scholarship activities and will be used to create faculty annual review packets and to populate University websites. The system allows for the creation of a CV for individual use as well as institutional reporting.

Some information will be imported directly into faculty members' *Activity Insight* accounts from DU databases. These data will be updated on a quarterly basis. Please contact Katie Schroeder (Kathryn.Schroeder@du.edu, x12381) to report missing or erroneous data in the information that has been imported in *Activity Insight*.

Once all CV data are entered into *Activity Insight*, we recommend that all faculty members review and update data in *Activity Insight* at least once a year.

Preparing to Enter Data into *Activity Insight*

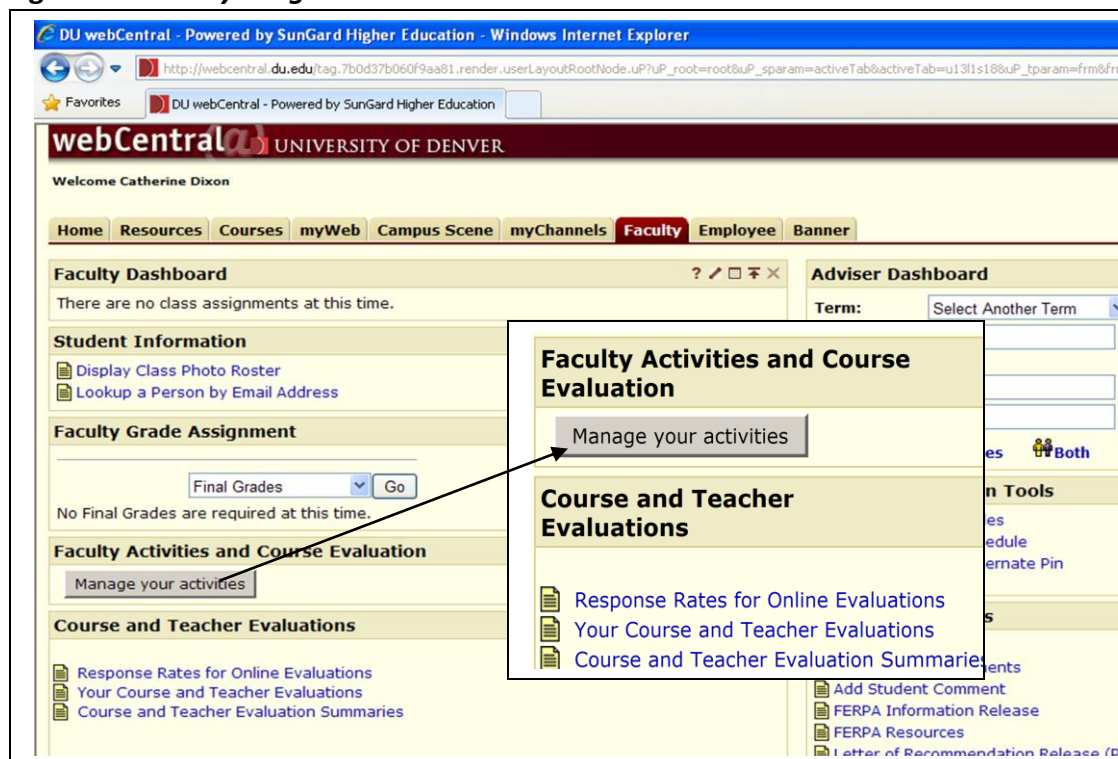
Below are a few key pieces of information to know before using *Activity Insight*:

- It is possible to copy and paste information from a CV directly into *Activity Insight* to avoid re-typing information.
- Because all necessary punctuation and formatting to create a citation is added by the system when reports are created, do not add quotation marks around titles in *Activity Insight* fields. This will result in two sets of quotes in the final report.
- There is no spell check feature within *Activity Insight*.
- All fields are optional; however, please enter all information required for annual faculty reports developed by your unit. Eventually, *Activity Insight* may also be used to populate DU websites, so faculty members may choose to include additional information pertinent to prospective students and faculty colleagues related to research, scholarship, service, and teaching activities.
- A field marked with a red R (**R**) indicates that it is “read only” and will be populated by data imported quarterly into the system from DU databases.

Log-in Instructions

- Log-in to webCentral.
- Click on the **Faculty** tab.
- Click on the “*Manage your activities*” button (Figure 1) under the **Faculty Activities and Course Evaluations** section, which will open the *Activity Insight* home page for each faculty member.

Figure 1: *Activity Insight* on webCentral



Working in Activity Insight

The **Activities Database** (Figure 2) is the first screen that appears after logging into *Activity Insight*. All screens in which data are entered may be accessed from here, as well as screens from which reports may be run. These screens have been customized to meet the specific academic unit and University reporting needs of the University of Denver.

Figure 2: Activities Database

UNIVERSITY OF DENVER
START FROM A HIGHER PLACE

POWERED BY
DigitalMeasures

Welcome, Catherine Dixon. Friday, November 18, 2011

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 - University Main Menu

For information about DU's privacy statement, please click here: <http://www.du.edu/privacy/>

General Information

- ▶ [Personal and Contact Information](#)
- ▶ [DU Appointments - Rank and Series History | Yearly Data](#)
- ▶ [Education](#)
- ▶ [Licensures and Certifications](#)
- ▶ [Faculty Development Activities Attended](#)
- ▶ [Administrative Assignments](#)
- ▶ [Awards and Honors](#)
- ▶ [Academic, Government, Research, and Professional Positions](#)
- ▶ [Consulting](#)
- ▶ [Professional Memberships](#)
- ▶ [Media Contributions](#)

Teaching

- ▶ [Scheduled Teaching](#)
- ▶ [Directed Student Learning \(e.g., theses, dissertations\)](#)
- ▶ [Non-Credit Instruction Taught](#)

Scholarship/Research

- ▶ [Intellectual Contributions - Publications and Written Work](#)
- ▶ [Intellectual Contributions - Artistic Performances and Exhibits](#)
- ▶ [Intellectual Contributions - Presentations](#)
- ▶ [Sponsored Research: External Contracts and Grants](#)
- ▶ [Intellectual Property \(e.g. patents\)](#)
- ▶ [Research Currently in Progress](#)
- ▶ [Course Release for Research](#)

Service

- ▶ [Department/Program](#)
- ▶ [College/Academic Unit](#)
- ▶ [University](#)
- ▶ [Professional](#)
- ▶ [Public/Community](#)

Setup [INCOMPLETE]
Dashboard
My Course Evaluations
▶ Manage Your Activities
Manage Data
Manage Questions
Run Ad Hoc Reports
Run Custom Reports
Usage Statistics
Users and Security
View Respondents
Resource Center

▶ Contact Our Helpdesk
▶ Submit Your Feedback
▶ Privacy Statement
▶ Logoff

Types of Screens in *Activity Insight*

There are two types of screens, static and item-based, in the *Activity Insight* system.

Static screens, such as the Personal and Contact Information screen (Figure 3) depicted below, include data that does not often change. Upon selecting this type of screen from the main Activities Database page, a user will be presented with fields to populate.

Figure 3: Personal and Contact Information

The screenshot shows a web form titled "Personal and Contact Information". At the top right is a button labeled "RETURN TO MAIN MENU". Below the title are two buttons: "SAVE AND RETURN" and "RETURN (CANCEL)". The form contains the following fields:

- Prefix: A dropdown menu.
- First Name: A text input field.
- Preferred First Name: A text input field.
- Middle Name: A text input field.
- Last Name: A text input field.
- Suffix: A text input field.
- Alternative Name You Publish Under, if any: A text input field.
- Name of Endowed Position (if any): A text input field.
- E-Mail Address: A text input field.
- Office Address: A text input field.
- Street Address 1: A text input field.
- Street Address 2: A text input field.
- City, State, Zip: A text input field, a dropdown menu, and another text input field.
- Office Phone: Three text input fields separated by hyphens.
- Department Phone: Three text input fields separated by hyphens.

To leave this screen and return to the main menu, select either the “Save and Return” button, which will save new data entered; the “Return (Cancel)” button; or the “Return to Main Menu” buttons at the top of the screen. The latter two options allow the user to exit without saving.

Item based screens include information that is either tied to a time period or involves multiple items of the same type. An example of a time-based screen is Yearly Data, which includes information regarding each year of employment at the University of Denver. An example of a multiple item screen is Academic, Government, Research, and Professional Positions (Figure 4) where a new item is created for each position held.

Figure 4: Academic Government, Research and Professional Positions

Academic, Government, Research, and Professional Positions [RETURN TO MAIN MENU](#)

Click below to **ADD** a new item to Academic, Government, Research, and Professional Positions:

[ADD A NEW ITEM](#)

Items added to Academic, Government, Research, and Professional Positions

No items have been added

To enter data on this screen, click “Add a New Item,” which opens a screen to collect specific information about the item.

Activities Database - University
Academic, Government, Research, and Professional Positions [RETURN TO MAIN MENU](#)

[SAVE AND RETURN](#) [SAVE AND ADD ANOTHER](#) [RETURN \(CANCEL\)](#)

Experience Type

Organization/Program

Title/Rank/Position

Was/is this your own organization?

Description of Position

Note: For activities that you started but have not yet presently completed, specify the start date and leave the end date blank.

Start Date ,

End Date ,

[SAVE AND RETURN](#) [SAVE AND ADD ANOTHER](#) [RETURN \(CANCEL\)](#)

After entering information, click “Save and Return” to return to the first page within the screen or click “Save and Add Another” to enter an additional item. Selecting “Return (Cancel)” will open the first page of the screen without saving any data entered. Finally, clicking “Return to Main Menu” will open the main home page with the list of all screens.

Activity Insight screens are divided into four topical areas: General Information; Teaching; Scholarship/Research; and Service. Each of these sections includes multiple screens designed to collect specific types of data.

The following pages detail each of the sections and screens within *Activity Insight* and the types of information included on each screen. Your home unit may have included additional customizations, such as supplementary screens or changes within individual screens, which are not documented in this guide. Please contact your divisional representative with questions.

General Information

Personal and Contact Information

This screen contains demographic information. DU has imported information into the following fields:

- First Name
- Middle Name
- Last Name
- Email Address
- Office Address
- Office Phone Number
- Date of Birth
- Race
- Ethnicity

This page also includes a brief biography and teaching and research interests. Faculty may complete fields for which information has not been imported.

DU Appointments- Rank and Series History

This screen details faculty rank and series history while at the University of Denver. All information on this screen will be imported from Banner and periodically updated. Please verify the accuracy of this information.

DU Appointments- Yearly Data

This screen lists appointment data beginning with the 2011-2012 academic year. This page also includes primary academic unit and department, if applicable. Here, faculty may indicate affiliations with other units on campus, for example for overload teaching positions. This screen also indicates if a faculty member is on leave for a specific term. All information on this screen will be imported from Banner. Please check this information for accuracy.

Education

Please enter educational history on this screen. Each degree obtained and institution attended will require a separate entry.

Licensures and Certifications

Please list any licenses or certificates earned on this screen.

Faculty Development Activities Attended

Please indicate workshops, conferences, programs, or other faculty development activities attended. This will include faculty development activities on campus and outside of DU.

Administrative Assignments

Please note any administrative assignments held at DU or at other institutions.

Awards and Honors

Please list any awards or honors received.

Academic, Government, Military and Professional Positions

Please enter all relevant work experience.

Consulting

Please list any type of consulting in which you have been involved.

Professional Memberships

Please list professional memberships here. Please note that leadership positions in a professional organization are collected on the Professional Service screen.

Media Contributions

Please list any media contributions (TV, radio, newspaper, etc.).

International Experience

This screen collects information on languages spoken, countries in which faculty have expertise, involvement teaching abroad, and additional experience including international collaborations, research, teaching, and service.

Teaching

Scheduled Teaching

The majority of information on this screen will be imported at the end of each quarter, after grades have been submitted and results of course evaluations have been released. After this time, faculty may comment on any innovations, including new teaching material or technological enhancements, developed for the course. Please also indicate whether there was a community-engaged/service learning component to the course. Syllabi may be uploaded to this screen.

Directed Student Learning (e.g., theses, dissertations)

Please indicate work with individual students, such as dissertation or thesis committees, capstone advising, and independent study, honors thesis, or student research supervision.

Non-Credit Instruction Taught

Please include workshops, seminars, guest lectures, and other not-for-credit teaching activities.

Academic Advising

Please provide information about yearly academic advising activities.

Scholarship/Research

Please indicate whether each activity listed under the three Intellectual Contributions categories is a result of external or internal funding. Additionally, please ensure that the first two categories of Intellectual Contributions are up-to-date for the current year (May 1, 2011 through April 30, 2012), as they will be used to compile the Faculty Recognition Booklet for the Scholarship, Research, and Creative Work Celebration.

Intellectual Contributions- Publications and Written Work

Information about all published works (including books, journal articles, short stories, etc.) should be included here.

Intellectual Contributions- Artistic Performances and Exhibits

Works of art, dance, drama, digital media, film, music, and theater are listed here. Supporting files may be uploaded to this screen.

Intellectual Contributions- Presentations

Please include professional presentations on this screen.

Sponsored Research: External Contracts and Grants

This information will be imported directly from the Office of Research and Sponsored Programs. Please review it for accuracy.

DU Sponsored Research, Scholarship, and Creative Work

Please enter internal funding received from the University of Denver to support Research, Scholarship and Creative Work on this screen.

Other Sponsored Activities (non-DU and not through ORSP)

Please include information about external funding received that did not go through the Office of Research and Sponsored Programs nor was funded directly by DU. For example, funding processed through University Advancement could be included on this screen.

Intellectual Property (e.g. patents)

This screen collects information on intellectual property and will be imported from information provided by the Office of Technology Transfer. Please check this information for accuracy and update as needed.

Research Currently in Progress

This screen includes projects or research on which faculty members are currently working.

Course Release for Research

Please indicate receipt of teaching course release for the purposes of working on research.

Service

Department/Program

Please enter service to a DU department or program here.

College/Academic Unit

This screen collects service to a college, division or academic unit.

University

Service to the University is broader than that at the departmental or divisional level, and includes, for example, serving on University-wide task forces or as a faculty senate representative.

Professional

Please indicate service to your profession. Examples include serving as a board member, in a leadership position, or as a committee member in a professional organization.

Public/Community

Please enter public or community service on this screen.

Running Reports

There are two types of reports that may be run from *Activity Insight*, **Custom Reports**, and **Ad Hoc Reports**.

Custom Reports

Custom Reports are reports already developed by *Activity Insight* or the University of Denver. Examples include a complete Curriculum Vita, or individual components such as academic degrees earned, a list of presentations, or scheduled teaching. Custom reports are run based on a selected date range and can be presented as Word Documents, PDFs, or html.

To run a custom report, click "Run Custom Reports," located in the top left corner of the main *Activity Insight* screen. Select "Activities Database- University" as the instrument to use. From here, select the type of report desired, the date range, the format, and the page size. Department or college administrators will also be asked to select which faculty members to include in the report.

Building new custom reports

Please work with Katie Schroeder (Kathryn.Schroeder@du.edu) to build new custom reports in *Activity Insight*.

Ad Hoc Reports

Ad hoc reports are reports in which the user selects the type of data that they would like to include in the report. These data can come from multiple screens within *Activity Insight*. Examples of ad hoc reports include professional service completed by faculty members of a particular academic unit or external research funding attained in a given year. Ad hoc reports are very flexible and allow the user to report on all data included in *Activity Insight*. Like custom reports, ad hoc reports are run based on a selected date range. They can be presented as Word Documents, PDFs, Excel files, or html.

To run an ad hoc report, click “Run Ad Hoc Reports” in the top left corner of the screen. From here, select the data for the report, the date range, the format, how the data should be organized, and the page size. Department or college administrators will also be asked to select which faculty members to include in the report.

Running reports for Course Evaluations

The same system used to run reports for *Activity Insight* also allows faculty members to run reports on course evaluation data. To obtain course evaluation results, click Run Custom Reports and select one of the report options under Course Evaluation – University. Use the “Select Report” button to switch the report from *Activity Insight* to course evaluations. Please select either the Course Evaluation Report, which is a word document, or Course Evaluation Raw data, which produces an excel spreadsheet with raw data. Next, select the desired term for the report. Please note that there are multiple terms within each quarter due to variable course end dates. As a result, faculty must select the term based on the date that their particular course ended. For instance, for Fall Quarter 2011, the majority of courses are found under Fall Quarter 2011_5, Courses ending 11/13-11/20.

Department and College administrators will be able to run reports for more than one person in their department at the same time.

Next Steps

Now that you have an understanding of the screens and functionality of the University of Denver’s *Activity Insight* database, please take some time to enter your data into the program. Do not hesitate to contact your Academic Unit’s representatives or Katie Schroeder, the University’s *Activity Insight* administrator, with any questions or concerns as you work through the system. With your assistance, *Activity Insight* will greatly enhance the University’s capacity to collect and report on the accomplishments of our faculty members. Thank you.