Members present: Hardus Odendaal (chair), Sam Easterling, Dennis Welch, Jack Finney (for Dean Chang), Kay Hunnings (for Dean Sorensen), David Kniola, Brad Klein, Edward Lener, Ken Eriksson, Pat Hyer (some members attended 3/13 demonstration)

Guest: Matthew Bartel– President, Digital Measures

For this meeting, CFA members attended the demonstration of the Digital Measures Faculty Activity Insight solution in order to provide input as to its appropriateness and functionality for faculty activity reporting.

Hyer introduced Mr. Matthew Bartel- President of Digital Measures. The university had been looking at models developed by Agriculture and Forest Products for faculty activity reporting but those models were not scalable. After examining the external models available, Digital Measures was found to be the most flexible and suitable to VT’s needs. The reporting of scholarly accomplishments varies by discipline and flexibility is key to finding a functional solution. Department heads, deans, faculty members, librarians, several extension agents, and IT personnel were in attendance for this demonstration, and a second one held on the previous day. Feedback forms were provided and questions following the presentation were welcomed.

DIGITAL MEASURES ACTIVITY INSIGHT DEMONSTRATION

Matthew Bartel gave a brief overview of the company’s history and purpose. Digital Measures was founded nine years ago in Milwaukee, Wisconsin for the purpose of managing and reporting faculty/staff teaching and research and service activities. Digital Measures services over five hundred higher education institutions across the country. The demonstration highlighted key options a typical faculty member and administrator would be able to utilize. The following are the options that were presented.

- Faculty options: Faculty user options include managing activities and running custom reports. The “manage activities” option is organized under four headings that can be modified: Teaching, Scholarship, Research, and Service. All items have an edit, copy, and delete selection. Other features include an author’s field that can include all VT faculty members on a drop-down list for selection of co-authors. Faculty can enter and manage their data at any time, and other databases can be copied into the system. CV’s, class syllabi, and attachments of published articles or other documents. References can be outputted in a number of standard citation styles. Standard and custom “reports” are available, such as a NIH or NSF vita, a college annual faculty activity report, or a promotion and tenure dossier. Outputs can also be customized by the individual.
Certain data stored in BANNER will be loaded to minimize effort and to ensure accurate and consistent information across university information systems. Faculty-level data may be entered by an authorized second party, such as a student or administrative assistant. All entries and changes to records create an audit trail, should there be a question about when and who changed a record. Authorization must be specifically granted. Records are owned by the institution, not by Digital Measures, and security and privacy of records are important aspects of their company philosophy.

- **Administrator options:** Administrators will have additional options, such as reports for various accrediting bodies and ad-hoc reports to generate specific information. Administrator authorization for viewing and managing records follows current BANNER authorizations.

- **Concerns/Questions and responses were as follows:**
  
  o How is the data protected? Digital Measures is ADA compliant and strictly adheres to FERPA. Data cannot be sold on the network. Digital Measures also has a partnership with IBM and Iron Mountain to ensure security.

  o What are the steps to set up the system? Since the company already has base data and reports from other institutions, implementation can last between four to eight months depending on number of people and amount of customization. We should expect eight months to one year.

  o What are the support resources available? Each institution is assigned a client manager as well as the option to contact the help desk with a typical one day response rate. Unlimited web and phone training is also available.

  o What is the biggest challenge of using the system? The initial process of getting data into the system is the biggest challenge for many institutions. Some universities have people other than faculty enter data for them and load as much data from other systems as possible to address this challenge. Reports are useless if the individual faculty data are not entered.

  o At what level can data be customized? Customization is typically hierarchal, first with the institution, then to the college level, and to department level if necessary and appropriate.

  o The system seems to allow access to faculty records without their knowledge? Faculty are responsible for ensuring the quality of the information there. Most activity/accomplishment information is not highly confidential – there will be no social security numbers stored for example. If individual websites are developed using this information,
faculty members can select which items will be displayed. Due to the increase in external requests for information and accountability, the system will allow the university to answer questions or produce reports without having to request effort from individual faculty members. All of the activity information is currently on the faculty member’s vita which has wide public exposure for many purposes, including sharing the many good things faculty members have accomplished.

- Can jpeg, videos, and charting functions be used and attached? Yes, these file types can be uploaded with no restrictions, and charts and graphs can be created in the system.

- If faculty members transfer will data still be accessible? Yes, only if both institutions are on the Digital Measures network. Clients are advised not to delete faculty and report information even after employees resign or retire since historical reports may depend on these records.

Hyer thanked everyone for attending and reminded everyone to complete the yellow feedback sheets. Matthew Bartel was available to answer or address any concerns immediately following the meeting.

Recorder: Tashika Smith, Office of the Provost