CALS Faculty Data Collection: A Brief Overview of the Activity Insight System

Activity Insight is the tool that CALS (along with several other colleges at Cornell) uses to track faculty scholarly activity and accomplishments, and provide content for various websites. The data from Activity Insight is loaded into VIVO and other applications that feed your public-facing profile on Cornell sites. Accurate, thorough entry of this information is critical. The data from Activity Insight are also used to measure departmental productivity.

Activity Insight is open to you all year, except for a brief period in the Spring when it is closed for reporting purposes. It is generally advisable to enter items into the system soon after you complete them, keeping your records current.

If you have questions about where something should be entered in Activity Insight please refer to the User Guide sample profile at http://calscomm.cals.cornell.edu/ai/ or feel free to contact your College Administrator, Dianna Burger (dhb226@cornell.edu). Inputting information into Activity Insight is similar to filling out a form online. Although it is common practice, it bears mentioning here: Don’t forget to hit either “Save and Return” or “Save and Add Another” when you have finished entering an item.

Accessing Activity Insight

• Open your web browser (Internet Explorer and Firefox are supported best)

• Go to https://activityinsight.cornell.edu. If you have difficulty using this link, try copying the link into your web browser. If you are already logged into Kerberos, you will be brought directly to the Digital Measures welcome screen (Digital Measures is the company that develops and supports the Activity Insight program). If not, you will be brought to the Cornell Kerberos login menu. If you are brought to the login menu, type in your NetID and Kerberos password (the same one used for email).

Pre-Loaded Information

The following screens are populated using uploads from University records:

• Courses Taught – under the section entitled “Teaching”

• Undergraduate Academic Advising and Research – under the section entitled “Teaching”

• Contracts, Grants, and Sponsored Research (Read Only) – under the section entitled “Research”

If there are changes needed to data loaded into those screens you must contact the holder of the institutional record. Changes made manually in Activity Insight will be overwritten on the next load. Your College Administrator can help you determine where the data is coming from, and with whom you should be in contact for corrections.

Independently Reviewed Information

• Rank & Title – under the section entitled “General Information”

• Academic Year Data – under the section entitled “General Information”

This information is obtained from Workday and other data provided by the Senior Associate Deans' Office that is reviewed periodically throughout the year.

Manually Entered Information

The following list should not be considered to be all-inclusive, but it should provide the outline of what we expect to find in each screen that requires manual entry.
GENERAL INFORMATION

• **Personal and Contact Information**

• **Academic and Professional Positions**: This is the appropriate screen to enter any previously held positions, including postdoctoral work and fellowships. It is not the appropriate place to enter administrative appointments or consulting; those should go in the “Administrative Assignments and Appointments”, and “Consulting” screens, respectively.

• **Administrative Assignments and Appointments**: This would be the correct place to enter administrative appointments, like being a Department Chair.

• **Awards and Honors**: This would be an appropriate place to enter scholarships, awards received for outstanding papers and presentations, and honors bestowed by organizations. It is not the place to enter grants and contracts awarded you. That information should be entered in one of the “Contracts, Grants and Sponsored Research” screens.

• **Consulting**: This would include corporate consulting and legal consulting.

• **Education**: Degrees conferred or in progress.

• **Professional Development Activities**: This is for workshops and conferences attended. Presentations given should go in either Presentations, if it was a research or instruction presentation, or Annual Extension/Outreach Presentations, if the presentation was related to extension/outreach.

• **Licensures and Certifications**: Any special certifications or licenses that you may hold.

INTELLECTUAL CONTRIBUTIONS

• **Editor, Reviewer and Chair Activities**: This would be the appropriate place for entering such diverse activities as chairing a conference, reviewing grants, editing a book, or being an ad hoc reviewer for a journal.

• **Publications**: This is the area to enter all journal as well as non-journal publications. Abstracts that appears in a journal should be entered here, along with conference proceedings, books, and chapters authored, newsletter, pamphlets, and anything else for which you received authorial credit. Use the Contribution Type field to identify the type of publication.

• **Presentations**: All research and instruction related presentations should be entered here. Extension/outreach presentations should be entered in the “Annual Extension/Outreach Presentations” screen.

• **Intellectual Property**: This is mostly for items like patents and novel biological organisms. It is not the proper place to enter copyrighted intellectual property such as books, movies, and music; those should be entered in either the “Intellectual Contributions - Books and Other Publications” screen or the “Media Contributions” screen.

• **Media Contributions**: This is the place to enter items such as websites, videos, and music as well as any contributions you made to another work (e.g. being quoted in a newspaper or magazine). Please separate each item into its own entry; if you were quoted by both NPR and the NY Times for separate articles on the same subject, each should be given its own entry.

TEACHING

• **Teaching Statement**: This should be a brief overview of the topics covered in the courses that you teach. When entering Teaching Keywords, please do not enter multiple items as a comma-separated list.
• **Graduate Academic Advising and Research**: We are actively working with the Graduate School to verify and load items to populate this screen, however our efforts are not yet complete. For now this screen needs to be populated manually.

• **Graduate Field Membership**: Please indicate the graduate fields with which you are involved. You should only have 1 record per semester. The check boxes allow you to indicate multiple fields for the same period.

• **Professional Advising**: This screen is primarily for recording post-doctoral students working with you, but can also be used to track any non-student advising for which you are responsible, or any professionals working under you.

• **Teaching Activities (Not Reported Elsewhere)**: Anything that falls under the auspices of your instructional contributions that doesn’t have a place in another screen should be recorded here.

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**RESEARCH**

• **Research Statement**: This should be a brief overview of your research activities. When entering Research Keywords, please do not enter multiple items as a comma-separated list.

• **Contracts, Grants, and Sponsored Research (Faculty Entry)**: This is for any grants you might have that are not housed in the Office of Sponsored Programs’ records. This would include not only internal Cornell grants, but anything that has an OSP number that has been loaded into the “… (Read Only)” screen by one of our weekly updates.

• **Research Activities (Not Reported Elsewhere)**: Any research work that does not belong in another area can be reported here.

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**EXTENSION / OUTREACH**

• **Extension & Outreach Statement**: This should be a brief overview of your extension/outreach activities. When entering Extension & Outreach Keywords, please do not enter multiple items as a comma-separated list. Click on the Add button for each keyword to create a list.

• **Annual Extension/Outreach Presentations**: This screen is where you should record any presentations related to extension or outreach. Please note, you should only have one “record” for each year. Each record should contain all of the data for that year. If you do not have an annual record for a given year, please contact your College Administrator (Dianna Burger, dhb226@cornell.edu) and one will be added for you and one will be added for you. Please remember to include the information about participants and contact hours.

• **Extension Activities (Not Reported Elsewhere)**: Any extension/outreach activities that do not belong in another category should be recorded here.

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**SERVICE**

• **Service**: The key areas outlined in this section encompass service performed for your Department, College or School, the University, Professional or Academic endeavors, or other Public purpose. This is an attempt to capture similar information, with delineations based on the level of service. Service activities include departmental committees, tenure committees (note: please make sure to select the appropriate option from the “Position/Role” list), and professional societies. The “College Service” screen is set up specifically for CALS activities. Service for other colleges at Cornell should be entered in
the “University Service” screen. Academic service outside of Cornell should be recorded in the “Professional/Academic Service” screen.

IMPACT STATEMENT

• **Impact Statement**: Your impact statement should be a comprehensive explanation of your Research/Teaching/Extension efforts. It should be written in terms that a layperson would be able to understand, and should highlight the broader impact of your work. Please be as complete as possible while populating this screen.

In order to make the entry process simpler there is also a pasteboard included in Activity Insight that allows you to copy multiple items from your existing CV into a more easily accessed space in the browser. Once a record has been entered, there is also the option to copy it, which will create an identical copy that is then opened for editing. This can be particularly useful for rapidly entering many similar items (e.g. a presentation that was delivered at multiple conferences, or serving as a reviewer for many journals.

If you have any additional questions please feel free to contact your College Administrator, Dianna Burger (dbh226@cornell.edu, 607-254-5400) and he will be happy to assist you.