10 KEYS TO A SUCCESSFUL
IMPLEMENTATION OF ACTIVITY INSIGHT

INTRODUCTION

We designed Activity Insight to streamline the process of faculty activity reporting and to create a platform for faculty to share their accomplishments. While working with clients for more than 15 years, we documented the actions that lead to positive results and higher overall satisfaction with the implementation of Activity Insight. To avoid unnecessary road bumps, refer to this guide or consult with your Solution Specialist.

THE KEYS

1. REMAIN UNIFIED

The more unified the implementation of Activity Insight is across your campus, the more successful implementation will be. If you turn over implementation to individual academic units so that they essentially function as separate entities using the system, the implementation will likely be more expensive and time consuming, making it more difficult for everyone involved. Your campus will function more efficiently with an coordinated approach that allows various units flexibility in the customization of their data collection with an overarching strategy in mind.

2. FOCUS ON PROCESSES

The versatile nature of Activity Insight may encourage you to start the implementation by customizing screens and fields. However, outside the context of specific processes that you are using Activity Insight to facilitate, this will cause the process to move more slowly. Look at the implementation as iterative. Use the system for one process first, which is the focus of our Launch phase, then expand your use over time. We recommend starting with key processes such as conducting annual activity reviews or populating faculty web profiles. For more information on the phases of an Activity Insight implementation, see our Implementation Guide.
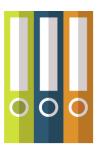
3. CHOOSE THE RIGHT PROJECT TEAM

For implementation to run smoothly, your project team must spend time and effort to plan and create an overall timeline and milestones, communicate with various campus stakeholders about implementation and discuss the implementation details with your Digital Measures Consultant at length. It's key to have the right people on board with the necessary skills and resources to get the job done. For more information on who should be included on your project team, see the Implementation Guide.

4. SET REALISTIC EXPECTATIONS

Everyone involved wants to implement Activity Insight across the campus as quickly as possible, but loading data into the system, customizing reports and data collection screens and discussing the processes that will drive usage takes time and effort. With that said, it is very important to set realistic standards, manage expectations and be patient and flexible with deadlines when it comes to implementation.

5. CONSULT THE RESOURCE CENTER

The Resource Center, available when logged into Activity Insight, is your essential source for information on how the system works and for connecting with other Digital Measures clients. Be sure to log in to the Resource Center regularly to answer questions and learn about best practices.

6. COMMUNICATE STRATEGICALLY WITH FACULTY

Aside from introducing the software and the purpose behind its use, it is necessary to communicate effectively with faculty throughout the course of your implementation. Be sure to set and reinforce expectations, including how much data should be entered and when. Respond to criticism in a timely manner and revise the system to show improvements. And don't forget to share success stories! Once you've invested the time to configure and enter data into Activity Insight, don't assume that everyone will magically realize its benefits – publicize them!

7. CONDUCT PROPER TRAINING

Trained faculty are able to use Activity Insight more efficiently, find it more valuable in the long run and can serve as a great reference on campus. Be sure to incorporate regular training as part of your implementation. Instead of holding training sessions designated specifically for Activity Insight, consider integrating training sessions into required meetings that faculty must attend, such as a monthly department meeting. Be prepared to reinforce messages of value and demonstrate how the system will benefit everyone in the room.

8. MAKE ACTIVITY INSIGHT EASY

As you're customizing Activity Insight, making the system easy for faculty to use should be a top priority. A few best practices will serve as quick wins. Configure single sign-on so logging in is simple. Assist faculty with data entry by importing information from other systems and helping them with manual entry where possible. Add help text and use campus terminology to ensure faculty know what information they need to provide. These are just some strategies to consider. Talk to your Consultant and check the Resource Center for tips from other clients throughout your implementation to keep ease of use a priority.

9. PILOT TEST

It is critical to test your implementation of Activity Insight with an appropriate pilot group before launching the system broadly. You will identify valuable constructive feedback you can use to improve the system, testimonials that will help champion the system, questions users are likely to ask down the road and obstacles they might hit working with Activity Insight. For more best practices on Pilot Testing, see Conducting Proper Pilot Testing.

10. GENERATE REPORTS BEFORE THEY'RE DUE

It is wise to generate any real reports needed from Activity Insight prior to an important deadline, so there is time to adjust the results if necessary. It is important to avoid putting yourself in a position where your first test of the system is in the form of a critical report. This is especially true for reports sent to stakeholders outside of the university, such as those for accreditation.

ABOUT DIGITAL MEASURES

Digital Measures focuses exclusively on web-based data management and reporting for universities. Activity Insight, its popular faculty activity reporting solution, is trusted by 60% of the largest 500 universities in the United States and universities in more than 15 countries. Founded in 1999, the company is located in Milwaukee, Wisconsin.