



Digital Measures Overview Guide

What is Digital Measures?

Digital Measures (DM) is a cutting-edge information system used by many universities and business schools, which has proven effective in managing faculty activity data.

Simply put, DM is an interactive platform that aggregates, stores, and retrieves information about your research, teaching, and service. Rather than describe DM to you, we invite you to watch a short (90-second) [video about Activity Insight](#) on the Digital Measures website.

How will Digital Measures (DM) impact me?

Every Mays faculty member has a Digital Measures record that includes research, teaching, service, and other endeavors (consulting, corporate engagement, etc.). This will be a centralized repository of your data which you can access and use to generate reports and CVs.

Mays uses DM to support annual faculty performance reviews. This process streamlines the annual review process, eliminates duplicative data collection, and saves you time and effort.

Digital Measures will help the college generate many internal and external reports (including rankings, Texas Higher Education Coordinating Board, requests from the Provost, and AACSB reports). Digital Measures can generate custom reports so that faculty and unit heads won't be asked for data multiple times during the year. This represents time savings for all of us.

What do I need to know?

You can access a variety of information about [Digital Measures on the Maysnet portal](#). Choose "Employee Guide > Digital Measures" from the left side menu.

What do I need to do?

Each faculty member maintains their own DM activity data. Follow these six (6) steps to get started:

STEP 1: LOGIN TO DIGITAL MEASURES

1. Go to <https://mays.tamu.edu/maysnet>
2. Choose "Employee Guide > Digital Measures" from the left side menu
3. Click the "Login to Digital Measures" button
4. Enter your NetId and password to login

STEP 2: ADD YOUR GENERAL DATA

1. Permanent Data – confirm the information added during account creation on this screen. Individual faculty members must add additional rank items after promotion events to keep this screen current.
2. Yearly Data – the college administrator and department heads enter all information on the “Yearly Data” screen. Please contact your department Digital Measures proxy if you find incorrect data on this screen.
3. Degrees – at a minimum, you need to enter your highest degree earned on this screen. This information is used for AACSB reporting.
4. Workload Information – this screen is not currently used at Mays.
5. All Other Screens – each faculty member enters information on the remaining screens as appropriate.

STEP 3: ADD YOUR TEACHING / MENTORING DATA

1. Scheduled Teaching – the college administrator will import scheduled courses. Individual faculty members must add the following additional items for each course:
 - a. Mean course evaluation score
 - b. New course preparation?
 - c. New format for existing course?
2. All Other Screens – each faculty member enters information on the remaining screens as appropriate.

STEP 4: ADD YOUR SCHOLARSHIP / RESEARCH DATA

1. Publications – you can import data for this screen. Please see Digital Measures Faculty Resources in Maysnet for additional information.
3. All Other Screens – each faculty member enters information on the remaining screens as appropriate.

STEP 5: ADD YOUR SERVICE DATA

1. All Screens – each faculty member enters information on the screens as appropriate.

STEP 6: RUN AACSB REQUIRED FIELDS AUDIT REPORT

1. Run the AACSB Required Fields Audit report and correct any identified issues. (**NOTE:** Issues in research records older than 5 years can be ignored.)