



Executive Summary

Activity Insight (AI)

Overview

The Pennsylvania State University Activity Insight system (hereafter referred to as “AI”) powered by Watermark (hereafter referred to as “Watermark”), is a web-based faculty activity reporting solution that facilitates the collection, maintenance and reporting of accurate information about faculty members’ professional activities and achievements associated with their teaching, research, and service.

The Provost’s Office has invested resources in AI to serve the needs of the University including the preparation of annual faculty activity reports, tenure and promotion dossiers, other dossiers, institutional and disciplinary-specific accreditation reports, faculty web profiles, CVs, biographical sketches for grant applications, and Penn State’s [Researcher Metadata Database](#).

AI reduces the number of requests faculty, departments, and colleges receive for the same data about professional activities and increases the accuracy and consistency of reported information. AI has been customized to meet the unique needs of each college, and campus. Faculty members have the ability to update information at any time from any location using their PSU Web Access ID.

Security and Privacy

Watermark takes every precaution to protect faculty data and personal identity in every component of their solutions. The Watermark Privacy Policy is found at <https://www.watermarkinsights.com/privacy-policy/>.

Maintenance and Use

Maintaining the accuracy of information in AI is the responsibility of each faculty member. Faculty should keep information up-to-date since AI will serve as the basis for real-time displays on some department or college websites and will contribute to the creation of tenure and promotion dossiers, and other dossiers. Individual faculty, or parties delegated by the faculty member, are solely responsible for updating and maintaining their own data, and for reviewing the accuracy of these data.

Periodic reminders may be sent by the college administrator (e.g. dean, department head/director of academic affairs/school directors, chancellor, AI staff, etc.) to update information, particularly prior to significant reporting periods such as due dates for annual faculty activity and accreditation reports.

Information and reports in AI will be directly available to individuals inside Penn State as indicated in the table below.

Persons/Roles	Reports
Individual faculty member (and individual faculty member's designate/s)	All available reports using his or her own data including CVs, biographical sketches, annual faculty activity reports, tenure and promotion dossiers and other dossiers
Department Head/Director of Academic Affairs/School Directors (and Department Heads designate/s)	Department-level individual CVs Department-level annual faculty activity reports Department-level tenure and promotion dossiers, and other dossiers Department-level statistical reports
Dean/CAO/Chancellor (and Dean/CAO/Chancellor's designate/s)	College/campus individual CVs College/campus annual faculty activity reports College/campus tenure and promotion dossiers, and other dossiers College/campus-level statistical reports
Provost (and Provost's designate/s)	University individual CVs University annual faculty activity reports University tenure and promotion dossiers, and other dossiers University statistical reports

Reports produced for the purpose of University external reviews and accreditation requirements or for comparing individual departments, campuses, or colleges to those at peer institutions will be produced with the cooperation of the pertinent departments, campuses, and colleges. University level accreditation reports do not contain individual faculty member data. Other accrediting agencies requirements vary.

Student Feedback (SEEQ/SRTE) data is uploaded to AI separately and is available only to the persons/roles as listed above. Student Feedback data is not used in accreditation reports.

Oversight

The Penn State Activity Insight Oversight Committee (hereafter referred to as the AIOC) serves as a liaison between the Provost's Office and University faculty. The AIOC will make recommendations relating to AI to the Provost. The AIOC is made up of representatives of all colleges and campuses using the AI system. Faculty members wishing to make suggestions for enhancements and improvements should contact their AIOC representative.

The AIOC meets bi-monthly and focuses on issues including, but not limited, to:

- new applications
- customization of reports for Penn State use
- procedures for submitting and requesting information to and from the system

- questions of fair use

AIOC members are listed at <https://activityinsight.psu.edu/oversight-committee/>

Last reviewed/updated: 12/20/2023