Where to Enter Your Activities and Contributions in Digital Measures

For each activity and contribution listed in the left column, enter in the screen listed on the right.

Tips:
Complete as much of each record as you can.
Always complete the Type, Status and Dates fields when present.
Professional Associations – if you just pay dues and attend meetings put under **Professional Memberships**. If you hold an office or have a leadership role, use **Service – Professional**.
Journal Articles use **Intellectual Contributions**; **Journal Editor** uses **Service – Professional**.
Although they are not listed in a category below, please enter all awards and honors received.

Activities and Contributions	Digital Measures Screen
Category A – Journal Articles	
Peer-reviewed journal article in the faculty member's discipline	**Scholarship / Research** - Intellectual Contributions
Category B – Books & Cases	
Publication of a scholarly book that involves original research and is published by a university press or academic publisher	**Scholarship / Research** - Intellectual Contributions
Publication of a professional book that is able to attract reviews in national publications	
Publication of a trade book on a topic that is able to attract reviews in national publications	
Publication of a textbook that synthesizes elements of a faculty member's discipline, is updated regularly, and is published by a higher education commercial publisher	
Publication of a case study that involves original research and is published in a peer-reviewed journal	
Category C – Other Intellectual Contributions	
Writing non peer-reviewed academic, professional, or pedagogical journal articles	**Scholarship / Research** - Intellectual Contributions
Writing non peer-reviewed cases and instructional materials including material in open educational resources such as Merlot II	
Publication of a manual, guide, or textbook supplement	
Publication of a paper in a working paper series	
Publication of publicly available instructional software with manual	
Writing a chapter in a new textbook, trade book or scholarly book	
Revision of a book or textbook	
Authoring a publicly available consulting report or testimony to a branch or agency of the government	
Authoring a technical report that is published and distributed	

Publishing an article, paper, or case in the proceedings of a conference	
Publishing an article on business practice, research or other business-relevant area in newspapers with national or regional distribution or magazines/journals with a broad readership (or the online equivalent)	
Publishing an article in a circular or newsletter, or internally published articles	
Publishing a book review, editorial or commentary in non-PRJ or newspaper	
Maintaining a publicly available web site or web log that is updated regularly and linked at other significant sites	
Contribute a media quote on topic related to research or teaching in newspapers with national or regional distribution or magazines/journals with a broad readership (or the online equivalent)	
Develop an approved minor, certificate or executive education program or course	
Develop approved material describing the design and implementation of new curricula	
Awarded competitive research grant, fellowship or contract from a foundation, for-profit or non-profit organization including those internal to CSU and Cal State L.A.	**Scholarship / Research** – Contracts, Grants, Fellowships and Sponsored Research
Writing an invited or peer reviewed keynote, address, presentation, lecture, or colloquium or participating as a panelist at academic conferences or professional organizations	**Scholarship / Research** - Presentations
Presenting a paper at faculty research panels, roundtables, seminars and workshops	
Category D – Professional Contributions	
Maintaining a full-time practitioner job	**General Information** – Academic, Government, Military & Professional Positions
Ownership of a business with substantial annual revenues	
Performing discipline-related private consulting	**General Information** - Consulting
Maintaining an active professional certification or license	**General Information** – Licensures and Certifications
Completing continuing professional education credits	**General Information** – Faculty Development Activities Attended
Completing AACSB training	
Performing editorial work such as Editor, Associate Editor or substantial reviewing for a professional journal or publication	**Service** - Professional
Being an Editor of a professional association conference proceedings	
Participating as an AACSB Peer Review Team member	

Being an officer in a national, regional or local professional association	
Active participation on committees for a national, regional or local professional association	
Participation in professional events focused on business, management or related issues	
Serving in an active role of significance or leadership position in a business, non-profit or community-based organization, e.g., board of directors	
Participation in other activities that place faculty in direct contact with business and other organizational leaders (e.g. speaking engagements)	**Service** – Professional or Public
Leadership in discipline-related public outreach activities	**Service** - Public
Participating – Campus involvement beyond assigned classes and office hours	
Regular attendance at department, college, and/or university meetings	**Service** – Department, College, or University
Active participation in college-sponsored workshops and seminars	
Participation in a curriculum-related activity, such as curriculum reviews and updates, learning assurance and continuous improvement planning, or gathering and analysis of assessment data	
Engaging in activities associated with strategic planning, faculty recruiting, or student recruiting	
Service on a department, college or university committee or task force such as semester conversion	
Participation in the activities of a department, college or university advisory board	
Representing the college at university activities such as commencement and alumni relations events	
Engaging in outreach connecting the college to professional and industry leaders, including participating on business community boards and professional associations	
Service as an advisor to a CBE student organization	
Participation in a department, college or university student-focused activity such as advising, mentoring, internship supervision, or judging of student projects (if interaction with students is included)	
Preparation and delivery of instruction in non-degree education sponsored by the college, such as certificate programs	**Teaching** – Non-Credit Instruction Taught

Participation in activities that contribute to the broad upward mobility mission of the college such as creating internships or leading Placement Center professional development activities	
Participation in an activity that contributes to the scholarship mission of the college	**Scholarship / Research** – Intellectual Contributions

Entering a Dissertation into Digital Measures
While faculty do not get IC points for their dissertation, they are entered to demonstrate areas of expertise. The **General Information** – Education screen includes fields to enter dissertation details.