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watermark™  
Faculty Success | formerly Digital Measures

**..:DigitalMeasures**

# Focused Reference Guide for Faculty

Digital Measures is the software used by the Lundquist College to record faculty data for annual reviews, faculty evaluations, merit raise reviews, and accreditation.

Click Here to Open the BizWeb Window:

<https://bizweb.uoregon.edu/faculty-staff/digital-measures>

The screenshot shows the BizWeb intranet interface. At the top left is the University of Oregon logo. Navigation links include BUSINESS HOME, COLLEGE CALENDAR, and AROUND THE O. The BizWeb logo is prominently displayed with the tagline 'The Lundquist Intranet'. A search bar with the placeholder 'Enter keywords' and a magnifying glass icon is on the right. A 'Log out' link is also present. A horizontal menu contains links for Governance, Faculty/Staff, Supervisors, Operations, Calendar, and Online Systems. The main content area shows a breadcrumb trail: Home > Faculty and Staff > Digital Measures Faculty Activity Reporting. The title 'Digital Measures Faculty Activity Reporting' is followed by 'View' and 'Revisions' buttons. Below this is the section 'Annual Faculty Reporting' with a paragraph of text: 'Each year, faculty are asked to report their activities using Digital Measures. This typically takes place September – October, though activities can be entered any time of year. During the reporting period, we require faculty to provide a copy of the syllabus for each of their taught courses (which can be done at any time during the year), provide an updated professional CV, acknowledge that they have completed the activity reporting process in Digital Measures, and complete the faculty qualification process.'



Once on the BizWeb Digital Measures page, scroll down and select the login link.

## Logging In to Digital Measures

You can use the following link to login to Digital Measures. This will use your standard DuckID and password combination you use throughout campus.

Digital Measures login <https://www.digitalmeasures.com/login/uoregon/faculty/authentication/authenticateShibboleth.do>

For detailed and important information on entering data into Digital Measures, please check out the [Digital Measures User Manual](#).

Once you are logged in, you can view the generic Faculty/Staff Guide provided by Digital Measures at the top of the page or directly by using the following link: <https://www.digitalmeasures.com/activity-insight/docs/guide.html>

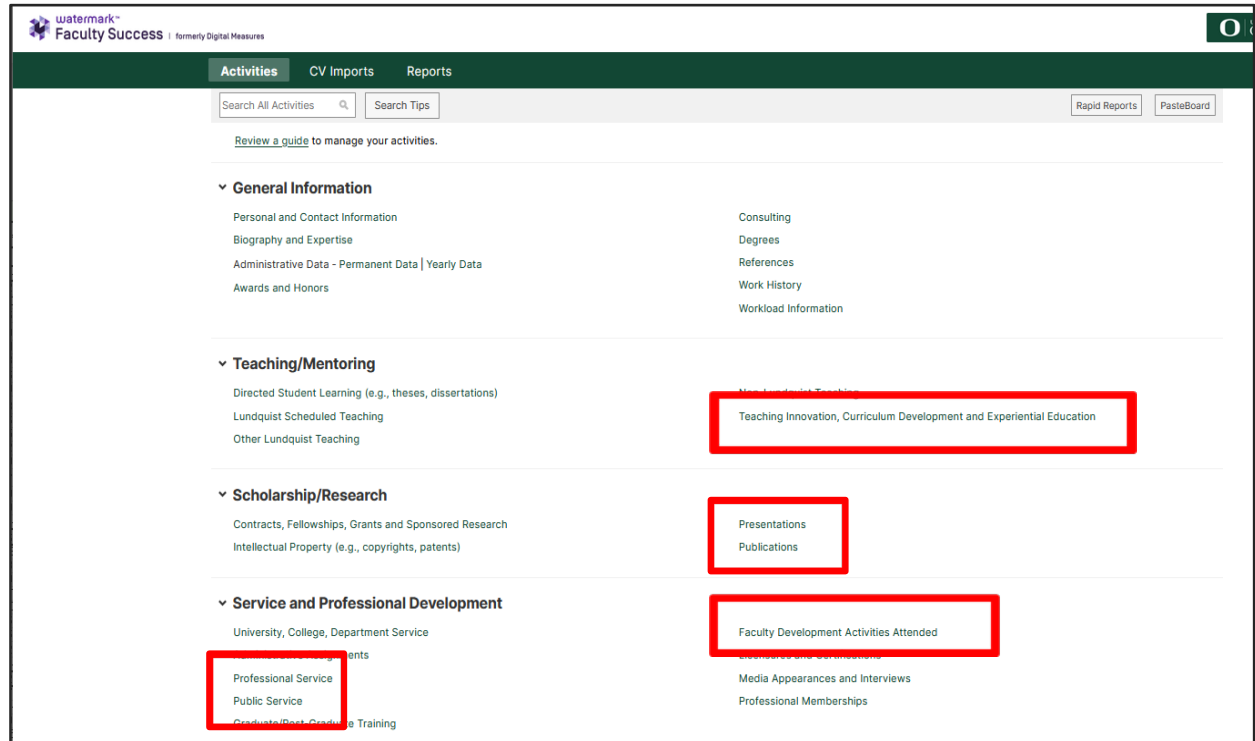


You will login to Digital Measures via Duo using the standard DuckID (\*\*\*\*@uoregon.edu) and password combination you use throughout campus.

A screenshot of the Duo authentication interface. It features a header "Choose an authentication method" and three options: "Duo Push RECOMMENDED" with a "Send Me a Push" button, "Call Me" with a "Call Me" button, and "Passcode" with an "Enter a Passcode" button. Below these options is a checked checkbox for "Remember me for 7 days". On the left side of the interface, there is a University of Oregon logo and links for "What is this?", "Add a new device", "My Settings & Devices", and "Need help?". At the bottom left, it says "Powered by Duo Security".

This reference guide focuses on four commonly used screens:

1. Teaching Innovation, Curriculum Dev...
2. Presentations
3. Publications
4. Service of various types



Within these screens we ask you to fill in all relevant information. When adding new items to these screens there are required fields that must be filled in before that page will save, indicated by a red asterisk \*. This reference guide walks you through each section and category and focuses on the recommended fields of input.

The next slide contains a quick reference to these most frequently used sections



### Teaching/Mentoring

- **Teaching Innovation, Curriculum Development and Experiential Education** required fields: there are no required fields in this section.

### Scholarship/Research

- **Presentations** required fields: Presentation Title, Presentation Type, Sponsoring Organization, Was this peer-reviewed/competitively accepted?, Meeting Type, AACSB Classification, Presenters/Authors, Date
- **Publications** required fields: As this is a complex section, please consult the slides for details

### Service and Professional Development

- **University, College, and Department Service** required fields: Service Scope (Department, College, or University), Position/Role (e.g., MBA Academic Committee Member, Chair, etc.), Responsibilities/Brief Description, Start and End Dates, Is this activity related to Diversity, Equity, or Inclusion?
- **Professional Service** required fields: Position/Role, Organization/Committee/Journal, Responsibilities/Brief Description, Is this activity related to Diversity, Equity, or Inclusion?, Start and End Dates
- **Faculty Development Activities Attended** required fields: Is this activity related to Diversity, Equity, or Inclusion?

# Teaching Innovation, Curriculum Development, and Experiential Learning


## Edit Teaching Innovation, Curriculum Development and Experiential Education




Activity Type

Course or Program Name

Activity Focus

This is a Global Education Activity

Description of Activity 

**B** *I* U x<sup>2</sup> x<sub>2</sub>   

Note: For activities that you started but have not yet presently completed, specify the start date and leave the end date blank.

Start Date

Month Day Year

End Date

Month Day Year

This screen allows you to enter information about specific teaching innovations and activities that have enhanced student learning.

### Description of Activity Help

Please enter a description of your activity and the impact or benefit it provided. You may also enter information related to specific teaching innovations, such as the introduction of computer applications, ethical analysis, or new classroom techniques; new teaching material such as cases, videotapes, audiotapes, course modules, instructor manuals, test banks, or simulations; and activities that enhanced student learning and/or student contact with the community, such as guest speakers, outside projects, field trips, or field projects.

### ▼ Scholarship/Research

External Fellowships, External Grants, and Sponsored Research

Intellectual Property (e.g., copyrights, patents)

Presentations

Publications

On each of the screens in this section, a user can add activity and associate it with other Lundquist project collaborators/co-authors. Doing this allows for one faculty to enter information on behalf of the other contributors so that it shows up in their Digital Measures as well. All listed contributors will have the ability to edit the record.

Because of this functionality, **it's very important to check your activities for duplicates**. If you have listed activity and your collaborator has as well, there will be duplicates. Please take extra care to review these screens and delete any duplicate records.





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# Presentations





# Scholarship / Research - Presentations

## Required Information:

- Presentation Title
- Presentation Type
- Sponsoring Organization
- Was this peer-reviewed/competitively accepted?
- Meeting Type
- AACSB Classification
- Presenters/Authors
- Date (IMPORTANT)

The Presentations screen allows you to enter information about papers presented at conferences, panel participation, poster presentations, lectures, workshops, and more. **If you don't enter a date, this activity will not show up in any reports.**

**Edit Presentations**

Presentation Title \*

Presentation Type \*

Conference/Meeting Name

Sponsoring Organization \*

Was this peer-reviewed/competitively accepted? \*

I do not wish for this presentation to be displayed

Venue

City, State and Country

City

Meeting Type \*

AACSB Classification \* ⓘ

▼ Presenters/Authors (1)

Please select a person from the drop-down list fields.

1st Presenter/Author

People at University of Oregon	First Name	Middle Name/Initial	Last Name
Test, Sample (sample.faculty)	Sample		Test

Role

If a student

Save + Add Another

Actions ▼

Selecting a value in this field is important for accreditation purposes, but only for peer-reviewed/competitively accepted presentations.

When selecting an AACSB Classification, please use these definitions to assist you:

**Basic or Discovery Scholarship:** A typical academic journal article or presentation would fall into this category. Contributions in this category are normally intended to impact the theory or knowledge of business. They generate and communicate new knowledge and understanding and/or development of new methods.

**Applied or Integration/Application Scholarship:** A practitioner journal article or presentation would fall into this category. Contributions in this category are normally intended to impact the practice of business. They synthesize new understandings or interpretations of knowledge or technology; develop new technologies, processes, tools, or uses; and/or refine, develop, or advance new methods based on existing knowledge.

**Teaching and Learning Scholarship:** Textbooks, teaching cases, educational journal articles, and teaching-related presentations would fall into this category. Contributions in this category are normally intended to impact the teaching of business. They develop and advance new understandings, insights, and teaching content and methods that impact learning behavior.

Please be sure it is clear if you were the presenter, or a co-author on a paper that your co-author presented. Use the "Role" field to indicate this. Though you are not required to enter information about co-authors who did not present, the information can be useful for our records.



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# Publications



# Publications – Add New Item (Entering data yourself on publications and work in progress)

### Publications

All FAR Research Publication

This screen allows you to enter information for publications already entered your record.

Item
Journal Article Look, Puppies! Distraction in Published Date Published: April (2nd Qu
Journal Article Hope and Fear in the Experien Invited for 2nd Review at Journ Date Submitted: April 9, 2018
Journal Article Praise for Blame Submitted Date Submitted: April 9, 2018
Journal Article Victim Blaming in Consumer B Working Paper Date Submitted: March 10, 20
Journal Article A Model of Consumer Blame f Published Date Submitted: March 2, 201

### Edit Publications

You do not have access to modify some of the fields on this screen. If changes are needed, contact your Digital Measures Administrator, [LCB DM Admin](#).

Contribution Type\*

Current Status\*

I do not wish for this publication to be displayed on the Lundquist website.

*If this publication is co-authored with other Lundquist faculty, please communicate them to determine if this publication should be displayed on each person's web profile. Leaving this box unchecked will display this publication on all authors' Lundquist profiles and checking the box will keep it from being displayed (or result in it being removed from all authors' web profiles).*

Title of Contribution\*

Previous Title

If this is part of a larger work (e.g., a chapter in a book), Title of Larger Work

Journal Name\*

Journal Rank\*

Was this peer-reviewed/refereed?\*

AACSB: Was this contribution editorially reviewed? \*

or select to upload

Import + Add New Item Duplicate

- ### Required Information (many have drop down lists)
- Contribution Type – The most common is **Journal Article**. If you are unsure of how to classify your contribution, or it spans multiple types, please select 'Other' and enter a description in the field provided below.
  - Current Status
  - I do not wish for this publication to be displayed on the Lundquist website on your profile page – Though not "required", keep in mind that all publications will show on the website unless otherwise indicated by selecting this checkbox.
  - Title of Contribution
  - Journal Name – required for Journal Articles. Please use the dropdown menu item if the journal is listed there (select N/A for other contribution types or if you are entering a work in progress).
  - Journal Rank – required for Journal Articles (select N/A for other contribution types or if you are entering a work in progress)
  - Was this peer-reviewed/refereed? (Select "No" if you are entering a work in progress)
  - Editor Acceptance Letter – Though not required, we recommend uploading your letter for the most recent publication, where applicable. The letters will be used for summer support purposes.

Relevant Dates – This is **VERY IMPORTANT** as your entries will not appear in our tables or your annual performance summary report if there are no dates included. After your paper is accepted for publication, it is important to include "Date Accepted" for our reports.

### Edit Publications

You do not have access to modify some of the fields on this screen. If changes are needed, contact your Watermark Faculty Success Administrator, [LCB DM Admin](#).

**Contribution Type\***  
  
This field is required.

**Current Status\***

I do not wish for this publication to be displayed on the Lundquist website.

If this publication is co-authored with other Lundquist faculty, please communicate with them to determine if this publication should be displayed on each person's web profile. Leaving this box unchecked will display this publication on all authors' Lundquist profiles, and checking the box will keep it from being displayed (or result in it being removed) on all authors' web profiles.

**Title of Contribution\***

**Previous Title ⓘ**

If this is part of a larger work (e.g., a chapter in a book), Title of Larger Work

**Journal Name\***

**Journal Rank\***

**Was this peer-reviewed/refereed?\***

**AACSB: Was this contribution editorially reviewed? ⓘ**

**Editor acceptance letter**  

Drop file here or select to upload

## AACSB: Was this contribution editorially reviewed?

Select **Yes** only if the article is **not peer-reviewed**, such as non-peer reviewed articles invited by an editor, introductions to special issues, invited book chapters, survey articles, etc, possibly appearing in a traditionally peer-reviewed journal. Otherwise you can leave blank or select "No".

## AACSB: Was this contribution editorially reviewed? Help

Editorially reviewed publications mean publications not subject to a peer review. This category may include non-peer reviewed articles invited by an editor, introductions to special issues, invited book chapters, survey articles, etc, possibly appearing in a traditionally peer-reviewed journal.

**Publisher/Proceedings Publisher**

**City and State of Journal/Publisher**

**Country of Journal/Publisher**

**Volume**

**Issue Number/Edition**

**Page Numbers**

**Number of Pages**

**AACSB Classification** \* ⓘ

**Research Focus** \* ⓘ

Entrepreneurship

Finance & Accounting

Global / International

Sports Business

Sustainable Business Practices

Other

**Explanation of Other**

## AACSB Classification Definitions

Selecting a value in this field is **especially important for accreditation** purposes if the article is published and peer-reviewed.

When selecting an AACSB Classification, please use these definitions to assist you:

- **Basic or Discovery Scholarship:** A typical academic journal article or presentation would fall into this category. Contributions in this category are normally intended to impact the theory or knowledge of business. They generate and communicate new knowledge and understanding and/or development of new methods.
- **Applied or Integration/Application Scholarship:** A practitioner journal article or presentation would fall into this category. Contributions in this category are normally intended to impact the practice of business. They synthesize new understandings or interpretations of knowledge or technology; develop new technologies, processes, tools, or uses; and/or refine, develop, or advance new methods based on existing knowledge.
- **Teaching and Learning Scholarship:** Textbooks, teaching cases, educational journal articles, and teaching-related presentations would fall into this category. Contributions in this category are normally intended to impact the teaching of business. They develop and advance new understandings, insights, and teaching content and methods that impact learning behavior.

This field is intended to collect research data related to the Centers of Excellence and Global/International research. We do not include single discipline fields in the drop-down because we can track research by department through other data fields.

## Collaborator Function

If you have collaborated on an intellectual contribution (publication, presentation, etc.), Digital Measures provides an easy method of entering the contributors. When the collaborators are also from Lundquist, this activity will show up on the relevant screen for that faculty member with a message that it was entered by you. Likewise, if other members of the Lundquist faculty enter intellectual contribution records on their end and list you as a contributor, it will show up on your record. All contributors have the ability to edit the record.

Because of this functionality, it's very important to check your activities for duplicates and to check that a record has not already been added by other contributors before adding it. Please communicate with the other contributing Lundquist faculty to determine who will enter the record. A general rule to follow would be the first listed contributor is responsible for a record.

Entering collaborators is simple. **If they are a current member of the Lundquist Faculty, just select their name from the menu on the left.** We ask that you use this method for any Lundquist collaborators. Otherwise, faculty from other institutions can be entered in the fields provided. You can use the 'Add' button at the bottom to add a single row or multiple rows for contributors. Once entered, re-ordering can be easily performed using the up and down arrows on the right-hand side of the form. Please order co-authors in the order they appear in the publication.

▼ **Authors/Editors/Translators (2)**

Please enter the contributors in the order they appear on the paper.  
Please select a person from the drop-down list and/or enter their name in the input fields.

1st Author/Editor/Translator				Actions ▼
People at University of Oregon	First Name	Middle Name/Initial	Last Name	
⋮ Peterson, Brian (bpeters4) ▼	Brian		Peterson	
Institution/Company ⓘ	Role *	If a student, what is his/her level?		

2nd Author/Editor/Translator				Actions ▼
People at University of Oregon	First Name	Middle Name/Initial	Last Name	
⋮				
Institution/Company ⓘ	Role *	If a student, what is his/her level?		

+ Add Row

### Rejected Articles

If you submit a contribution that is rejected and you plan to submit it to a different journal or publisher, you have several options for representing this.

1. You can create a new record for the journal/article instance and change the old record status to “**rejected**”. You may use the “**Previous Title**” field to indicate when an article had a previous title that differed from the “Title of Contribution”. For example, you may want to indicate this in order to link publications of an earlier version to this particular contribution.
2. By using this method, you will maintain an **accurate record of the trajectory of a particular journal article**. This can be helpful for junior faculty to document progression of your research toward publication, though retaining historical information on journal submissions and multiple changes in status is optional and up to the individual faculty member.
3. You can choose to delete the old (rejected) record(s) altogether and create and retain a new record for the current status of your article at a particular journal. This will not maintain a record of your article’s trajectory.
4. You can overwrite the rejected article by changing the status, journal name, and any other pertinent details. This will not maintain a record of your article’s trajectory.

Note: Department heads will get a summary of your activity for the year, including records marked as rejected, if you choose to retain those, as part of the **Performance Summary report**.



### Accepted Journal Publication

Once your article has been accepted/published, please change the status in Digital Measures to “Accepted” or later to “Published” and add the date that the article was accepted and separately the date the article was published. Including these dates is very important for the article to show up in our reporting and tables, including your performance summary reviewed by your department head. Follow guidance above for how to handle rejected records.

### Works in Progress

For works in progress (journal articles, books, and book chapters) **to show on your Performance Summary**, you must indicate both a “Date Started” and “Expected Date of Submission”. If you are unsure of your expected date of submission, selecting something in the distant future will suffice. Once you submit or receive an acceptance, you can change the dates as needed. You can also delete the record, should you take a different course in the future.

### Marketing Science Institute (MSI) Papers

For articles published as an MSI Working Paper, please create a separate record for the MSI publication vs. the article that is submitted/accepted/published to a peer-reviewed journal. This will keep our AACSB tables clean, while still highlighting the accomplishment in your Performance Summary.

- Contribution Type = Journal Article
- Current Status = Working Paper
- Journal Name = Marketing Science Institute Working Paper Series
- Journal Rank = Other
- Was this peer-reviewed/refereed? = **No** (choosing Yes includes these in accreditation tables where they should not appear)

Your MSI Working Paper will show under the Performance Summary category, “Research Publications in Progress” and will show on your web profile under Current Projects.

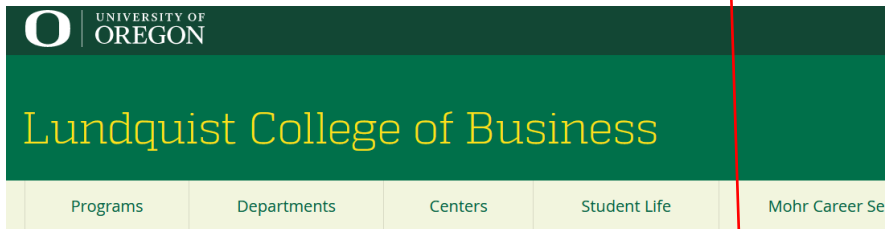




# Publications – Lundquist Website Profile

Publications will be updated on your Lundquist website profile if, in Digital Measures, they have a Current Status of Published, Accepted, Conditionally Accepted, Working Paper, or In Preparation; Not Yet Submitted. Published, Accepted, and Conditionally Accepted publications will display on your web profile Publications tab. Working Papers and In Preparation; Not Yet Submitted publications will display on your web profile Current Projects tab.

**To exclude publications from your Lundquist web profile**, please select the checkbox, “I do not wish for this publication to be displayed on the Lundquist website.”

A screenshot of the "Edit Publications" form. At the top, it says "Edit Publications". Below that is a message: "You do not have access to modify some of the fields on this screen. If changes are needed, contact your Watermark Faculty Success Administrator, [LCB DM Admin](#)." There are two dropdown menus: "Contribution Type" and "Current Status". At the bottom of the form, there is a checkbox with the text "I do not wish for this publication to be displayed on the Lundquist website." This checkbox and its text are enclosed in a red rectangular box. A red arrow points from the text above to this checkbox.

## Diane Del Guercio

Senior Associate Dean, Faculty and Research | Gerry and Marilyn Cameron  
Professor of Finance | Director, PhD Program



389 Lillis

541-346-5179

### Journal Articles

Del Guercio, Diane, and Tracie Woidtke. "Can Strong Corporate Governance Mitigate the Negative Influence of 'Special Interest' Shareholder Activists? Evidence from the Labor Market for



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# University, College, Department Service



# Service and Professional Development - University, College, Department Service

**Edit University, College, Department Service**

**Service Scope \***

**Position/Role \***

**Organization/Committee**

**Is this activity related to Diversity, Equity, or Inclusion? \* @**

**Responsibilities/Brief Description (also please explain how this activity relates to Diversity, Equity, and/or Inclusion, if responded yes above) \***

**Were you elected or appointed?**

**Served Ex-Officio?**

**Was this compensated or pro bono?**

**Approx. Number of Hours Spent Per Year**

Note: For activities that are/were only on one day, leave the start date blank and specify the end date. For activities that you started but have not yet presently completed, specify the start date and leave the end date blank.

**Start Date**  
Month  Day  Year

**End Date**  
Month  Day  Year

## Required Information

- Service Scope – Department, College, or University
- Position/Role – please describe the specific role (e.g., MBA Academic Committee Member, Chair, etc.)
- Is this activity related to Diversity, Equity, or Inclusion?
  - (If you mark “yes,” ensure your activity is clearly DEI linked. For example, serving as a club advisor is not clearly DEI linked. Delivering programming to middle and high school students from underrepresented groups in the summer SAIL program is clearly DEI linked.)
- Responsibilities/Brief Description
- Start and End Dates

Once again, it is important to include the dates of your service (start and end date could be the same date if a one-day event). This will ensure this activity shows up in reports.

If you have served as an external letter writer for promotion cases, please do not list this information on this screen. It belongs on the **Professional Service** screen.



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# Professional Service



# Service and Professional Development - Professional Service

**Edit Professional Service**

Position/Role \*




Organization/Committee/Journal \*

City, State and Country

City  State

Is this activity related to Diversity, Equity, or Inclusion? \* @

Responsibilities/Brief Description (also please explain how this activity relates to Diversity, Equity, and/or Inclusion, if responded yes above) \*  

**B** *I* U  $x^2$   $x_2$    

Were you elected or appointed?

Audience

Served Ex-Officio?

Was this compensated or pro bono?

Approx. Number of Hours Spent Per Year

Note: For activities that are/were only on one day, leave the start date blank and specify the end date. For activities that you started but have not yet presently completed, specify the start date and leave the end date blank.

Start Date

Month  Day  Year

End Date

Month  Day  Year

The Professional Service screen is where you will enter activities and leadership positions with professional organizations, committees, and clubs outside of the university that are related to your teaching and research (e.g., peer-review of manuscripts).

## Required Fields

- Position/Role
- Organization/Committee/Journal
- Is this activity related to Diversity, Equity, or Inclusion? If “yes” is selected ensure your activity is clearly DEI linked. For example, reviewing for a journal is not clearly DEI linked. Reviewing for a diversity-related special issue of a journal is clearly DEI linked
- Responsibilities/Brief Description
- Start Date
- End Date

As an external letter writer for promotion cases, please list your role on this screen as “Promotion Case External Reviewer”. Do not list it under University/College Service.





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# Faculty Development Activities Attended



**Edit Faculty Development Activities Attended**

Activity Type

Title

Sponsoring Organization

City, State and Country

City  State

Number of Credit Hours

Approx. Number of Hours Spent Per Year

Is this activity related to Diversity, Equity, or Inclusion?

Brief Description (also please explain how this activity relates to Diversity, Equity, and/or Inclusion, if responded yes above)

**B I U x<sup>2</sup> x<sub>2</sub>**

Note: For activities that are/were only on one day, leave the start date blank and specify the end date. For activities that you started but have not yet presently completed, specify the start date and leave the end date blank.

Start Date

Month  Day  Year

End Date

Month  Day  Year

## Faculty Development Activities Attended

The Faculty Development Activities Attended screen allows you to keep track of your professional development activities (e.g., attended TEP workshop). Required Fields (if applicable): Is this activity related to Diversity, Equity, or Inclusion? (If you mark “yes,” ensure your activity is clearly DEI linked. For example, attending a sports industry conference is not clearly DEI linked. Attending a diversity curriculum seminar is clearly DEI linked.) Brief Description (also please explain how this activity relates to Diversity, Equity, and/or Inclusion, if responded yes)

## Service and Professional Development – Less Commonly Used Sections

### Service and Professional Development

University, College, Department Service

Administrative Assignments

Professional Service

Public Service

Graduate/Post-Graduate Training

Faculty Development Activities Attended

Licensures and Certifications

Media Appearances and Interviews

Professional Memberships

### Public Service

The Public Service screen is where you should enter activity related to volunteer work outside of your field of research or teaching.

### Graduate/Post-Graduate Training

The Graduate/Post-Graduate Training screen allows you to keep track of training activity. Reporting in this area is not required at this time.

Required Fields (if applicable): Is this activity related to Diversity, Equity, or Inclusion?

### Licensures and Certifications

The Licensures and Certifications screen allows faculty to track which certifications they currently hold or have held in the past.

### Media Appearances and Interviews

The Media Appearances and Interviews screen provides a location for faculty to track their appearances on local and national media outlets, including TV, radio, newspaper, magazine, or internet.

### Professional Memberships

Note that leadership positions held or other activities performed for an organization should be entered under University, College, Department Service; Professional Service; or Public Service.





## AACSB Faculty Qualification CV

This CV is specifically designed to be used during the annual AACSB faculty qualification process. The dates are pre-populated to the relevant 5-year timeframe and that time range is automatically printed at the top of the CV for administrative purposes.

## Performance Summary Report

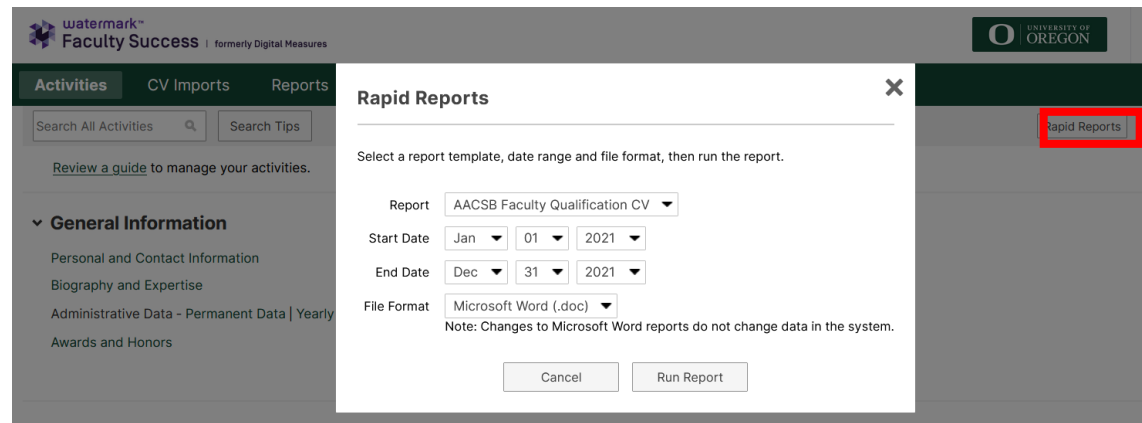
This report primarily is used for annual evaluation purposes. It serves as a summary of your activity that you can review to ensure that you remembered to enter all relevant activity.

## Vita

With this tool, you can create your CV using a sample CV template or you can customize your CV. For information on creating a custom CV, [click here](#).

## Rapid Reports

While you are managing your activities, you may want to see how a particular change looks on a report. Rapid Reports provides you with quick and easy access to the reports you can run from Digital Measures.





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Reach out to  
[lcbdmadmin@uoregon.edu](mailto:lcbdmadmin@uoregon.edu)  
with questions.