



# Lundquist College of Business

## User Manual

This document provides detailed information on each screen within Digital Measures and tips for using the system. Please note that annual entry of data on some of these screens is **required** for the evaluation process and AACSB purposes. Required screens are denoted with an asterisk (\*) and **highlighted in blue**, but keep in mind they are only required if you have information to enter. We encourage you to fill out information on all screens that are relevant to your work at Lundquist College of Business.

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## Getting Started with Digital Measures

You can find basic information on Digital Measures and the annual faculty activity reporting process at the Lundquist Digital Measures home page: <https://bizweb.uoregon.edu/faculty-staff/digital-measures>.

### Logging In

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

### Digital Measures Login URL:

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

If a field has a lock symbol, you are unable to edit it. If you see data that needs corrected or added and you are unable to edit it, please contact us at [lcbdmadmin@uoregon.edu](mailto:lcbdmadmin@uoregon.edu). If it's not a locked field, you are free to modify and add relevant information while you review.

### Optional Screens

There are several screens that are editable by faculty but do not have a purpose in the processes of annual review and accreditation, although they may be useful places to record information that you wish to display on a CV.

These screens include:

- Personal and Contact Information
- Biography and Expertise
- References

Please feel free to use these screens for your own purposes, but do not feel obligated to enter information here. **Note:** Other screens may not be “required” but should be utilized when applicable.

### Adding New Information

Adding new information to Digital Measures is a straightforward process. In most screens you simply click the heading from the main menu to navigate to the list view. Then you can click **Add New Item** to bring up a screen which allows you to describe the activity. Once complete, just click **Save** to save the record or **Save + Add Another** to bring up a fresh form for a new activity of the same type.

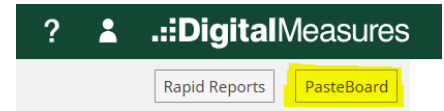
In many cases there are specific fields required to save an activity (usually a title, at least one date, etc.) and the system will prevent you from saving an activity without the required information.

### PasteBoard

You may find the PasteBoard to be a time-saving feature if you are doing a lot of data entry from other sources on your computer, or even other activity types in Digital Measures. The PasteBoard allows you to keep information handy as you move from screen to screen, but don't want to have to switch back and forth between documents. To use, simply copy text from another document (such as your vita in Microsoft Word) and paste it into the PasteBoard. After you have pasted text into the PasteBoard, you

can then select text from it, click-and-hold on the text you selected, and drag it into a field in the system to have it pasted into the field.

To access the PasteBoard, click the PasteBoard button in the top right-hand corner of the screen. The PasteBoard will appear in the bottom right-hand corner of your screen and can be dragged anywhere on the screen as needed. Any text in the PasteBoard upon logging out will remain in the PasteBoard for future sessions.



## Fall Certification Process

During the fall reporting period (between September and October), you will be asked to upload a syllabus for each distinct course you have taught and a current professional CV. You will also report, in Digital Measures, your faculty activity for the previous academic year and then fulfill requirements for submitting your AACSB faculty qualification using a web-based form.

You can access the form from the Digital Measures home page, or directly by visiting:

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

**Note:** You can visit this form to upload syllabi at any time during the year, but you won't be able to confirm you've completed your reporting until the fall reporting period arrives.

# Screen Descriptions

## General Information

### Personal & Contact Information

The Personal & Contact Information screen allows you to enter information such as your preferred name, office location, date of birth, and other personal information. You can also upload a photograph if you would like. However, at this time much of this information is only available here within Digital Measures.

### Biography and Expertise

Biography and Expertise is a screen that allows you to add a brief biography, information about your interests, courses taught, and spoken languages. At this time, this information is not a required part of Digital Measures, but may hold value as an addition to a customized CV.

### Administrative Data – Permanent Data

The Permanent Data screen holds information and specific dates important to a faculty member's time here at the University. This screen is not editable by faculty.

### Administrative Data – Yearly Data

The Yearly Data screen tracks annual information about faculty that is used in the accreditation process, and in performance and tenure review. This screen is not editable by faculty.

Please check to make sure data from each year is accurate. Starting in the 2017-18 academic year, your Google Scholar URL will show on this page.

### \*Awards and Honors

The Awards and Honors screen keeps track of the various awards and honors earned by faculty. Any internal grants or funded research should also be entered here.

#### Required Fields (if applicable)

- Nominated or Received?
- Award or Honor Name
- Date

### \*Consulting

The Consulting screen is the proper location to record paid and pro-bono consulting activity provided by faculty members.

#### Required Fields (if applicable)

- AACSB: If this activity contributes to professional practice standards or public policy, provide a classification. This way, we can capture faculty consultative involvement in collaborating with legislative bodies and/or professional organizations to craft practice-driven outcomes or new policies.
- Date

## \*Degrees

The Degrees screen keeps track of the various degrees earned by members of the faculty.

### Required Fields

- Year Completed
- Degree
- Institution
- Highest Degree You Have Earned?

### References

The References screen provides a location for faculty to record personal references. This screen is for personal use only, and faculty are not required to enter data into this screen.

### Work History

The Work History screen provides a location for faculty to record their professional work history. This information is helpful for any positions held outside of Lundquist College of Business.

### Required Fields

- Start Date

### Workload Information

The Workload Information screen is for internal use only and keeps track of information about the annual workload of faculty. This screen is locked down to Digital Measures administrators.

## Teaching/Mentoring

### Directed Student Learning

The Directed Student Learning screen is where you enter your participation in dissertation and thesis committees (including Undergraduate Honors Theses), as well as involvement in other learning activities such as internships, teaching mentorship, and research oversight. If you have served as an instructor for an independent study course (601 and 605) please manually enter it on the "Other Lundquist Teaching" screen and not on this screen.

### Lundquist Scheduled Teaching

The Lundquist Scheduled Teaching section keeps imported records of each section of each course a faculty member teaches within the Lundquist College of Business. This screen is updated automatically and it is not necessary for faculty to enter information here. However, faculty are asked to verify that their imported teaching history appears correct.

If you have served as an instructor for an independent study course (601 and 605) it will not display on this screen. Please enter it manually on the "Other Lundquist Teaching" screen.

For courses taught in departments outside of Lundquist or outside of the University of Oregon, please manually add them to the "Non-Lundquist Teaching" screen.

### [Other Lundquist Teaching](#)

The Other Lundquist Teaching screen provides a place for faculty to enter information about instruction within the Lundquist College of Business that does not fall under the category of scheduled teaching. This would include independent studies courses such as 601 and 605.

When adding dates to indicate terms taught, please use the following:

Fall term: September 16 – December 31

Winter term: January 1 – March 25

Spring term: March 26 – June 18

Summer term: June 19 – September 15

### [Non-Lundquist Teaching](#)

The Non-Lundquist Teaching screen provides a place for faculty to enter information about courses taught in departments outside of Lundquist and courses taught outside of the University of Oregon.

### [Teaching Innovation, Curriculum Development and Experiential Education](#)

The Teaching Innovation, Curriculum Development and Experiential Education screen allows you to enter activity related to revision or creation of courses or programs and innovative course projects or materials. You can tag activities as a “Global Education Activity”.

### [Academic Advising](#)

The Academic Advising screen provides a location to summarize the number of students you advised and hours spent advising during a particular academic year.

### [Mentoring](#)

The Mentoring screen allows you to enter information related to specific mentees, from faculty to undergraduate students.

### [Scholarship/Research](#)

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.

### **[\\*External Fellowships, External Grants, and Sponsored Research](#)**

The External Fellowships, External Grants and Sponsored Research screen allows you to track information related to **external** grants and sponsored research, including sponsoring organizations, dollar amounts, investigators, and submission and/or funding dates. For internal grants from Lundquist or UO, please use the “Awards and Honors” screen instead.

### Required Fields

- Type (required field)

- Current Status
- AACSB Classification - Selecting a value in this field is important for accreditation purposes. Click the question mark icon to the left of the field title for a description of each of the categories.
- Investigators
- Relevant Dates

### Intellectual Property

The Intellectual Property screen keeps track of specific trademark eligible material faculty have created such as copyrights and patents.

### \*Presentations

The Presentations screen allows you to enter information about papers presented at conferences, panel participation, poster presentations, lectures, workshops, and more.

#### Required Fields

- Presentation Title
- Presentation Type
- Sponsoring Organization
- Was this peer-reviewed/competitively accepted? (i.e., Answer “yes” if conference presentation selected by a program committee. Please select “No” for any invited presentations or seminars.)
- Meeting Type
- AACSB Classification - Selecting a value in this field is important for accreditation purposes, but only for peer-reviewed/competitively accepted presentations. Click the question mark icon to the left of the field title for a description of each of the categories. Invited presentations should leave this blank.
- Presenters/Authors – 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.
- Date of presentation (VERY IMPORTANT to enter a date for it to enter our reports)

If you have papers that were accepted to competitive conferences, but were presented by a co-author, rather than yourself, enter this information into Digital Measures and indicate your role as “Co-author” rather than “Presenter”.

### \*Publications

The Publications screen allows you to enter information about your research and teaching publications.

#### Required Fields

- 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 – Though not “required”, keep in mind that all publications will show on the website unless otherwise indicated by selecting this checkbox. More details [below](#).
- Title of Contribution
- Journal Name – required for Journal Articles. Please use the dropdown menu where journals are listed alphabetically if the journal is listed there. If not, then type in journal name (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)
- 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”.
- 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.
- AACSB Classification – Selecting a value in this field is especially important for accreditation purposes if the article is published and peer-reviewed. Click the question mark icon to the left of the field title for a description of each of the categories.
- Research Focus - 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.
- Authors/Editors/Translators (please list authors in the order they appear on the article. If co-author is at Lundquist, choose them from the drop-down menu by beginning to type their name until their name appears)
- Relevant Dates (**VERY IMPORTANT**—your entries will not appear in our tables and downloads or your annual performance summary report if there are no dates included)

### *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.
  - a. 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, but retaining historical information on journal submissions and multiple changes in status is optional and up to the individual faculty member.

2. 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.*
3. 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 Publications*

Once your article has been accepted/published, please change the status in Digital Measures and make sure to include an acceptance date at the bottom of the page. This will trigger our system to put this article under your faculty profile on our website and include your publication in our reports and your performance summary. 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

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.

### *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**  
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**

People at University of Oregon	First Name	Middle Name/Initial	Last Name	Institution/Company	Role	If a student, what is his/her level?
Del Guercio, Diane G (dianedg)					Author	

**2nd Author/Editor/Translator**

Select or type a name...	FacultyFirst	FacultyLast	Institution/Company	Role	If a student, what is his/her level?
			Northwestern University	Author	

**3rd Author/Editor/Translator**

Select or type a name...	First Name	Middle Name/Initial	Last Name	Institution/Company	Role	If a student, what is his/her level?
					Author	

Select the number of author/editor/translator rows to add: 1

### *Import Function*

There are two ways for you to bring citations into Digital Measures from other databases. We encourage you to use this feature as it helps to ensure complete and accurate records and reduces duplication.

First, you can load BibTeX files into Digital Measures. BibTeX Imports enable you to import citations from a wide variety of reference managers or databases — for example, EndNote, Google Scholar, Mendeley, RefWorks, HeinOnline or Zotero. For more information on BibTeX Imports, [please visit this page](#).

Second, you can import citations directly into Digital Measures from Crossref and PubMed and Web of Science. Visit [this page](#) for details on this feature.

### *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."

## Service and Professional Development

### **\*University, College, Department Service**

The University, College, Department Service screen allows faculty to record information on the various services they perform for the University, the College of Business, and their Department respectively.

### Required Fields

- Service Scope – Department, College, or University
- Position/Role – please describe the specific role (e.g., MBA Academic Committee Member, Chair, etc.)
- Organization/Committee
- 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 (also please explain how this activity relates to Diversity, Equity, and Inclusion, if responded yes above)
- Start Date (dates very important for activity to show up in reports)
- End Date

It is important to distinguish service reported here from administrative assignments reported in the Administrative Assignments screen. Service should not be duplicated in different screens so please review these screens to ensure you have not reported activities elsewhere. See the [Administrative Assignments](#) section to determine the activities that should be reported there, instead of under University, College, Department Service.

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.

### **\*Administrative Assignments**

This screen is where administrative assignments at a university, college, or department level should be recorded.

### Required Fields

- Position/Role
- Explanation of “Other” – required if Other selected for Position/Role
- Start Date
- End Date

If records regarding an administrative assignment are present here, and also recorded as service in other screens, they should be consolidated to this screen only (i.e. deleted from the other location).

### **Important Notes on Data Entry for the Administrative Assignments Screen:**

- ‘Dean’, ‘Department Head’, ‘Academic Director’, and ‘Program Manager’ assignments should be recorded in this screen – not on the University, College, Department Service screen.
- When reporting a ‘Director’ assignment, please use the ‘Other’ option and enter a full description of the assignment (i.e. Director of Career Services).

- Assignments should only have one entry, which spans the entire term of the assignment, and should not be recorded annually as a separate record. If an assignment is current, and doesn't have an ending date, simply leave the end date blank.

### \*Professional Service

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.

#### Required Fields

- Position/Role
- Organization/Committee/Journal
- Is this activity related to Diversity, Equity, or Inclusion? (If you mark “yes,” 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 (also please explain how this activity relates to Diversity, Equity, and/or Inclusion, if responded yes above).
- Start Date (dates very important for activity to show up in reports)
- 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.

### \*Public Service

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

#### Required Fields

- Position/Role
- Organization/Committee
- AACSB: If this activity contributes to professional practice standards or public policy, provide a classification. This way, we can capture faculty consultative involvement in collaborating with legislative bodies and/or professional organizations to craft practice-driven outcomes or new policies.
- 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 board member for a youth music program is not clearly DEI linked. Serving as a board member for a non-profit that fights poverty is clearly DEI linked.)
- Responsibilities/Brief Description (also please explain how this activity relates to Diversity, Equity, and Inclusion, if responded yes above)
- Start Date (dates very important for activity to show up in reports)
- End Date

## 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?

## 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 above)

## 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 non-presentation appearances on local and national media outlets, including TV, radio, newspaper, magazine, or internet.

## Professional Memberships

The Professional Memberships screen captures memberships within professional organizations, associations, and societies. Leadership positions held or other unique activities performed for an organization should be entered under University, College, Department Service; Professional Service; or Public Service.

## Reports

You can use this utility to run the following reports:

### AACSB Faculty Qualification CV

This CV is specifically designed to use 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 was designed to mirror the format of the FAR activity report and is similar in format to the FAR Data Export report you were asked to create before reviewing your activity. It serves as a summary of your activity that will be used by the College for evaluations.

## 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.

The screenshot shows the Digital Measures web application interface. At the top, there is a navigation bar with 'YOUR UNIVERSITY', 'Activities', and 'Reports' tabs. A search bar is visible on the left. The main content area is divided into sections: 'General Information', 'Teaching/Mentoring', and 'Scholarship/Research'. A 'Rapid Reports' dialog box is open in the center, prompting the user to 'Select a report template, date range and file format, then run the report.' The dialog contains the following fields: 'Report' (a dropdown menu), 'Start Date' (set to Jan 01, 2018), 'End Date' (set to Dec 31, 2018), and 'File Format' (set to Microsoft Word (.doc)). A note below the file format field states: 'Note: Changes to Microsoft Word reports do not change data in the system.' At the bottom of the dialog are 'Cancel' and 'Run Report' buttons. In the background, the 'Rapid Reports' button in the top right corner is highlighted with a yellow box.