DIGITAL IDENTITY MANAGEMENT

Temple Community Platform

Part 5 – Analysis

Visit Google Analytics at http://www.google.com/analytics/ and identify the values for the following metrics. Create a table in a Word document with one column for the name of each metric, a second column for the values of each metric, and a third column with one sentence explaining what each of the metrics means.

Sessions	Organic Search
Users	Direct
Pageviews	Referral
Pages / Session	Social
Avg. Session Duration	Unique Pageviews
Bounce Rate	Avg. Time on Page
% New Sessions	% Exit

Below the table, write a short analysis identifying and explaining which of the above metrics are the most important for a new site.

Part 6 – Professional Achievement Program (MIS Majors only)

1. Learn more about the Professional Achievement (PRO) program at http://community.mis.temple.edu/PRO
2. Create a schedule for accomplishing the Professional Achievement requirements. Use the below table structure. The Required PRO points are available from the PRO site - hover on *Earn Points* and click *Points Table*. Explore the various point earning opportunities and arrange them into a schedule to achieve your professional achievement goals.

Semester	Required PRO Points	Planned PRO activities
Freshman – Fall		
Freshman – Spring		
Sophomore – Fall		
Sophomore – Spring		
Junior – Fall		
Junior – Spring		
Senior – Fall		
Senior – Spring		

3. To get started, gain 50 Professional Achievement (PRO) points for creating a Basic e-portfolio.

a. Confirm that you meet the Basic e-portfolio requirements on the PRO site under *Earn Points > Requirements*. Make improvements or additions as needed.

b. Login, go to *My Sites > (Your Site Name) > Dashboard*. On the left of the Dashboard, hover on *Professional Achievement*, click *Manage Points*.

c. Click *Add New* near the top. Select *Basic e-portfolio*.

d. Review the Community platform profile fields and update as needed.

e. Scroll to the bottom of the page to confirm that your new e-portfolio URL is selected.

f. Click *Submit*.

g. Each e-portfolio is reviewed after it is submitted. The review takes 2-5 business days. You will receive approval or rejection notification by email. To check submission status online, check the *Manage Points* page. Upon approval, you will receive 50 PRO points for your Basic e-portfolio.

4. After receiving e-portfolio approval, check the *Professional Achievement Dashboard*. This personalized dashboard will help you navigate the Professional Achievement program.

a. Login, and on the left of the main Dashboard hover on *Professional Achievement*, click *Dashboard*. (Note: this is different from the main Dashboard)

b. Review the *Graduation Analysis* and *Peer Analysis*. If the analysis shows that you will not graduate on time or that you are behind comparable peers, revise the above plan to ensure on-time graduation.

Deliverables

Complete the Word document as specified above. Your document header should have your name, TUA number, 9-digit TUID, and the title, Learn IT 2: Digital Identity Management.

Save the document as a PDF using the naming convention of LastName_FirstName_LearnIT1.PDF (File Save As... PDF). Email the document to 2101_Fa.eo59d2kzuwy15imq@u.box.com.

MIS Majors:

Add the final Professional Achievement plan table to the Word document.