



Mission Activity Tracker (MAT): 2.05 April Release: New Features

About MAT

Formally launched October 1, 2007, MAT was developed in response to requests from a number of stakeholders (notably the Office of Management and Budget, Senior Department officials, Congressional oversight committees, General accountability Office, and the Office of the Inspector General) for timely and quantifiable data on public diplomacy activities that reach foreign audiences and are implemented by Public Affairs Sections at Missions. Data in the MAT system provides a birds-eye view of Public Diplomacy (PD) activities at the Post level as well as demonstrating the number of activities funded by the core PD Program budget. MAT is a global web-based system available on OpenNet at <http://pdmatt.state.gov>.

What is the scope of data captured in MAT?

MAT was designed to respond to OMB's request for Public Diplomacy to collect information on PD activities that occur in the field and not Washington-based programs. Posts use MAT to report all PD activities that they lead to reach foreign audiences. It is important to note that MAT was not designed to collect programmatic information, specifically on Washington developed programs. A general rule to follow, if a Washington-developed program is being implemented by your Post and there are subsequent activities that reach/engage foreign audiences, those activities related to the program belongs in MAT. Examples of these activities includes: A press conference with returning exchange students, a ribbon cutting ceremony at the beginning of a summer camp, an IIP Speaker presentation to students at a local university, a RELO English language training, etc. In addition, MAT was not designed to capture programmatic information on exchange programs, i.e. the number of participants in a particular program. For example, the number of participants in a Fulbright Program should not be entered into MAT; this information is recorded elsewhere. However, a Fulbrighter that participates in a Public Affairs Section (PAS) sponsored press conference or speaks at an event organized by PAS staff to reach foreign audiences, is a PD activity and should be reported in MAT. The situation is more complex with IIP, as many of these programs are funded in Washington but carried out in the field. Note, to avoid duplication the MAT team has worked closely with IIP representatives to ensure that data collected in MAT serves their needs. The system is ready to capture activity information related to the Speaker, American Corners and IRC programs.

What's New in MAT 2.05?

The April MAT release contains many updates in response to user recommendations. These new features are designed to minimize data entry time, allow for greater customization to the local Post environment and improve the usefulness of available reports.





- **Cloning activities:** In an effort to minimize the data entry burden, users now have the capability to copy an existing Activity Record to another Activity Record of the same or different Activity type.

How to:

1. After creating an activity or opening an existing activity, click on the “Clone” button at the bottom of the window.
2. A selection of a possible “Activity Type” will appear. Select the one desired.
3. This action will open a new activity with selected field cloned (copied). As a general rule, fields that are likely to change from activity-to-activity, such as: Number of Participants and Location, will not be cloned. All cloned fields can be edited in the activity.
4. Save, send for review and/or approve as usual.

- **Spell Check:** A “Spell Checker” has been incorporated into MAT so users can spell check their activity submissions within the system.

How to:

1. While creating an activity or editing an existing activity, click on the “Spell” button at the bottom of the screen.
2. Once the spell check is complete, save activity.

*Please note: required fields must be completed before using the “Spell” check; otherwise, the user will receive an “ERROR” message.

- **Photo auto-resizing:** Photos attached to an activity and selected as “Primary” will be automatically resized by the system to display in the Activity Report and the Activity Summary Report.

- **Customizing Media Outlets, Programs and Products:** The “My Post” Page has been redesigned to allow select users to customize, in addition to cities, media outlets, programs and products to reflect their local environment.

- **Media Outlets:** Posts will now have the capability to define “Media Outlets” that will appear in the “Media Outlet” question for a given “Activity Type”.
- **Programs and Products:** Posts will now be able to define the default listing of programs and products in any activity to display only the programs and products actually used by the Post, rather than, the complete listing of all programs and products.

Further guidance on media, programs, and products can be found at the links provided under “Other Resources and Links” below

Reports: A new report, the “Full-text Report”, and an updated “Activity Summary Report” will be available. The new release also includes new drop downs in the “Reports” page that allow users to generate reports on activities associated to a specific program or product. Below please find report descriptions:





➤ **Activity Summary Report**

The report provides a quick snapshot of activities (three per page), and includes the activity narrative (description and significance). A primary photo has replaced the audience pie chart.

➤ **Full Text Report**

The new Full text report provides users all text portions entered into activities. This includes the activity description, significance and descriptions of any results associated with that activity.

How to access reports:

1. Select the "Reports" page on the navigational bar.
2. On the "Actions" menu, click on "Available Reports".
3. Select the "Report" from the list of reports displayed.
4. Enter the "Selection Criteria" for the report (Date Range, Keyword, "Only Highlight Activities" or filter by the available drop downs.)
5. Click the "Run Report" button.
6. To print the selected report, click on the "Print Report" button. A second window will open, with the report displayed in PDF format.
7. To print the report, click on the "Printer Icon".
8. To save the report, click on the "Floppy icon".

- **New Post Locator:** Due to numerous requests the "Post Locator" button has been updated to allow the user to switch to a Post, Country or Region from within a dialog box. The improved "Post Locator" also allows the user to "Jump" to a selection within the locator by pressing the first letter of the desired Post, or the user can search within the dialog box for a Post, Country or Region.

How to:

1. Click on the "Post Locator" button at the top right of the screen.
2. A drop down will appear allowing the user to select "Post, Country, Region or Global".
3. Select the desired option and a dialogue box will appear. Click the "Go" button or hit "Enter" to select.
4. To quickly locate the "Post" or "Country", type at least the first three letters and hit "Enter". This will bring up possible responses.
5. Select desired option and this will display the location in the main screen.

- **IIP Speaker and Specialist activity reporting:** PAS staff can now input IIP Speaker and Specialist activity into MAT -- including the speaker performance/effectiveness assessment, the summary of speaker activities, and the IIP program support evaluations. Providing all of this information will allow Post to discontinue submitting separate reports to IIP's Office of U.S. Speaker and Specialist Programs.





- ****Other Resources and Links:**

- PDEO Website: <http://exchanges.state.gov/PDEO/descriptions.htm>
- Best practices MAT page:
https://connect.infocentral.state.gov/bestpractices/index.php/Mission_Activity_Tracker_%28MAT%29
- MAT training module: <http://pdmat.state.gov/training/index.html>

Please note: the training module does not currently reflect the new release.

- For assistance email: MATinfo@state.gov

