

MISSION ACTIVITY TRACKER (MAT)

Reference Guide

December 2007 2.0.3 Release
and
January 2008 2.0.4 Release



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Mission Activity Tracker

The latest MAT release contains many updates in response to user recommendations. Below you will find a brief summary of these new features. Please share this information with all MAT users at your post. If you have any questions or comments please email us at MATinfo@state.gov.

I. New MAT Features

A. Reports

The following reports are available to all users and guests. (Please note that users in Washington Bureaus can access and run the same reports as the Post.) Currently reports are viewable by all users including guests. Please coordinate with your respective bureau to ensure they access your activity report(s). You can also generate a PDF file of any MAT report and share it via email.

1. Activity Report

Provides detailed activity information including: description, themes, audience breakouts, results, programs, products, and services. In addition, a primary picture can be specified to print with the one-page activity report.

2. Activity Summary Report

This is a shorter version of the Activity report. Provides the activity narrative (description and significance) and a pie chart of the audiences reached.

3. New Activity Report

Provides pie and bar charts for all new activities within a specified date range and their associated results including: "Audience Reached", "Activities by Type", "Activities Supporting PD Themes", "Top 5 Themes", "Results by Type".

Reports only contain information about "Approved" activities, and the selection criteria can be changed to select only Activity records that have been designated as "Highlights" by those users with "Approval" rights. "Highlights" are those activities designated by posts to be noteworthy. Bureaus in Washington will be able to run reports of all your activities as well as your designated highlights.

How to access reports: ("Activity Summary", "Activity Report" and "Audience, Theme and Results Summary")

1. Select the "Reports" module on the Main MAT toolbar menu.
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, or “Only Highlight Activities”.)
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”.

B. Implemented User Recommendations

The following changes have been implemented at the request of the user/post community:

1. Calendar View

Users wanted to view their current and future activities in a calendar format. Users now have the option to display any given Month’s activities in a calendar format.

How to:

1. Go to the “Tracker Page”.
2. Click on the “Calendar View” button at the top right.
3. The current month’s view will be displayed.
4. To view another month use the “Previous” and “Next” month selector controls.
5. To get a “Country/Regional/Global” view of the month’s activities, change the “Post Indicator” to the area you wish to have displayed.

2. Date Entry

Users can now manually enter a date or select from the available calendar.

3. Adding a Person from an Activity

You can now “Add a New Person” directly from the Activity form without having to leave the form and go to the People module.

Now users have an “auto-complete” box, where they enter the first 3 characters of the person’s name, and all the names with those 3 consecutive characters are displayed. Click on the name you wish to select and it will automatically be added to your activity.

How to:

1. After you have searched for the person, the “Create a New Person” button will become active. (If not visible, click anywhere inside the activity box or press the escape key.)



2. Click on the “Create a New Person” button, the “Creating Person” dialog box is displayed.
 - a. Enter the data.
 - b. Note “E-mail” address is now an optional field.
 - c. “Person Type” is the field of expertise.
 - d. “Notes” is anything you want remembered about this person
3. Click the “Create” button to save the person record.
 - a. You will be prompted to “Choose a Role” for the person in this “Activity”, scroll through the list to find a role that best describes what the person did during the activity.
The Person has now been created and entered into the current Activity record.
4. Click the “Ok” button after selecting the role.

4. Media Outlet Selection

Now users have an “auto-complete” box, where they enter the first 3 characters of the country name, and all the media outlets for that country are displayed. Click on the outlets you wish to select and they will automatically be added to your activity. To close the media selection box, simply click anywhere outside the media selection box or press the escape key.

If any media outlets are missing please email to MATinfo@state.gov using the following format:

1. COUNTRY NAME – Outlet Type (outlet types: “Print”, “Television”, “Radio” or “Website): Outlet Name (For example: ZIMBABWE - Print: The Herald)
2. Please provide circulation statistics, where available.

5. Photo Captions

Users can now enter a caption for each photo they attach to an activity.

6. Selecting a Primary Photo for Highlights

Users can now select a primary photo in order for a photo to be displayed in any report.

How to:

1. Open the “Activity” and if a photo is available select one of the photo(s) as the “Primary” by placing the checkmark on “Check to include in Highlight report”.

7. Tagging an Activity as a Highlight

Users with “Approval” rights can now tag an activity as a “Highlight”. Highlighted activities will appear in the Highlights Report.

How to:

Note: Only users with “Approval” rights will see this option.



1. Open the “Activity” and place the checkmark on the field labeled “Include in Highlight Report”

8. Audience Sliders

Users reported some difficulty with the sliders used to indicate what percentage of people participated in an activity. There are now boxes next to the sliders that allow users to type percentages as an alternative to using the sliders.

C. IIP Results

Now that MAT is operational RESULTS is officially an IIP only domestic database and closed for all post reporting. All historical post Results is now available via the MAT system. Users can locate archived IIP data directly from the MAT “Tracker” page.

How to:

1. Go to the “Tracker” page.
2. Users may expand the view of IIP Post Results records by changing the “Post Locator” to a “Regional”, “Country” or “Global” perspective.
3. In the “Actions” window under the “Show Only” section, place a checkmark on “IIP Post Results”.
4. Press the “Search” button, then all IIP Post Results records are displayed.
 - a. Users may filter the IIP Post Results by defining a “Date Range” in the “Actions” window.
 - b. Users may filter the IIP Post Results by entering all or part of the “Activity Name”.
 - c. Users may view IIP Post Results, but will not be able to update these entries.
5. To return to the “MAT” Activity listing simply remove the checkmark from “IIP Post Results” and then press the “Search” button.

II. MAT Content

The Mission Activity Tracker was built such that questions and responses can be updated in the system as needed. To ensure consistent response updates across all posts and regions, we request that any questions/suggestions are sent to MATinfo@state.gov such that we may review the request and update accordingly.

Below we have included brief information on MAT activities, questions and responses for your reference.



A. Activities

Activities lie at the center of the MAT system. An activity is mission initiated, has a clear start and end date, covers a specific theme(s), involves reaching foreign audiences directly or through the media, and may be:

- *Ad hoc (dealing with special situations as they occur) or planned/repetitive (a similar pattern over time)*
- *Independent or a component of/related to a Mission-initiated, R, IIP, ECA or other program/(s)*

Listed below are the current Activity types in MAT:

1. Formal Spoken Communication. Formal spoken communication delivered directly to a local audience by Embassy Staff, USG representative, other speaker or speaker as part of IIP's speaker program. (e.g. conferences, roundtables, briefings, presentations, lectures, etc.)

2. Interview/Press Conference. Formal (scheduled) or Informal (ad hoc) spoken communication delivered directly to the media by Embassy Staff, USG representative or other speaker(s) (e.g. press conference, interview).

3. Educational/Cultural Activity. Any activity related to education, performing arts, visual arts, cultural preservation or sport. These activities may be carried out by diverse persons such as embassy staff, RELOS or IIP speakers.

4. Representational Activity. Formal event designed to reach key audiences, often by invitation only. (e.g. reception, dinner, lunch, etc.)

5. Media Placement. Delivery of media publication in the form of an opinion editorial, by- liner, Photo op etc.

6. Dissemination of Printed or Electronic Information. Dissemination of printed or electronic DOS materials (e.g. IIP Publication, IRC Article Alert, Booksets) during activities, in-person, by email, etc.

7. Relationship Building/Maintenance. Informal and regular contact with key audience members in person, by email or by telephone to develop and maintain relationships.

B. Results

A Result can be any tangible impact and/or outcome that came about from an activity. Public Diplomacy efforts are generally of a long-term nature so we may





not see our impact immediately. Therefore results are not required. You may return to an activity at any time and enter a result if and when it occurs. The system allows you to categorize your results under selected performance objectives, approved by OMB that Public Diplomacy is being measured against:

1. Improved or increased understanding of U.S. policies, society and values.

Public diplomacy's mission is to inform foreign publics about the United States and its society and policies. Improved or increased understanding of U.S. policies, society and values, demonstrates the ability of public diplomacy to explain U.S. policies and culture, thereby creating an environment receptive to dialogue.

2. Incorporated U.S. sponsored information materials into key local institutions in host country.

Usage of, or the adoption of, public diplomacy materials (various print or electronic resources, including teaching materials) by key local foreign institutions in host country.

3. Initiated positive change to local organizations or community.

“Positive change” reflects a tangible, measurable action taken by a key audience to directly apply knowledge gained from a public diplomacy activity. “Positive change” tracks behavioral change and the application of knowledge gained from public diplomacy activities to local foreign institutions, community groups, government, or civil society organizations by the recipients and beneficiaries of public diplomacy programs.

4. Media Coverage

Positive/Neutral/Negative media coverage as a result of Public Diplomacy field activities.

5. Other

Use this category to enter any significant results that do not fit within the categories provided. PDEO evaluation staff will review these entries periodically and determine if new categories are needed.

C. Ramadan Question

The Ramadan question was deactivated on November 13th 2007.





D. Budget Question

We are planning on a budget module to be included in MAT in FY 2009. For now, we have included the question: "Please indicate the total local funds (your annually allotted PD funds) obligated to this activity (in US dollars)" to obtain estimated cost information for an activity. This number should include all funds spent on this activity out of your local PD budget (hotel for a speaker, per diem, travel and location costs, food, etc) needed to carry out a particular activity.

E. People Question.

The Mission Activity Tracker is not a contact management system. Currently, there are many systems being used by Posts to manage contacts. The Department needs a first rate contact management system and once a single system is instituted, we will ensure MAT can speak to it. The "People" section is there to allow you to track key people and associate them to activities. You may use the people section as much or as little as you deem necessary to accurately represent your field activities. However, we do require that you enter key people leading PD activities such as speakers, educators, trainers, (IIP speakers, Mission speakers, VIPs, Cultural Ambassadors, Teachers, RELOs) into the people section so that you and leaders here in Washington may easily access all activities a person is associated with. Having a "People" section rather than allowing open text entry for persons was designed to improve greater data quality as the system will minimize the likelihood of duplicative entries.

III. Miscellaneous

A. Entering Activities outside of PAS/DoS

MAT was designed by the Public Diplomacy Evaluation Office to first and foremost, tell the story of Public Diplomacy in the field. We recognize that PD is everyone's job in the field, so if you find it appropriate for your post to track PD activities led by another section in the embassy, please feel free to do so. There are some posts for instance that work closely with the political section and they have provided them access to enter those activities. However, reporting other USG agency activities is not a requirement at this time but something under consideration for the future. In terms of interagency scope, we need to focus on our primary goal and that is gathering baseline data for PD performance indicators.

B. Freedom of Information Act (FOIA)

MAT is protected no more or less than a cable, e-mail or paper document due to rule changes in recent years that mandate that FOIA applies to electronically stored information. Moreover, the kind of data entered into MAT is no more than information being communicated between the field and Washington in cables, e-





mails, and reports for decades. However, to say that material is subject to review under FOIA is not to say that the information necessarily will be released to the public. Each FOIA request is reviewed to see whether or not it is releasable according to guidelines through the established legislation.

C. System Time Out

Users will now be alerted when a session has timed out after 1 hour of inactivity, at the 58 minute mark MAT will present the user with 2 minute countdown timer which can be used to reset the 1 hour timeout.

D. System Backup Time

MAT is taken off-line nightly from 8:00pm – 8:30pm EST for the daily backup. During that period, no users can log into MAT. Users who logged in prior to 8:00pm should logout before the backup routine executes otherwise, they will be disconnected.

E. Refresh Screen

If for some reason the Post locator does not change to the desired post after you have selected it, do the following:

How to:

1. *In the browser, Internet Explorer, click on Tools-Internet Options*
- 2. *Click on the “General” tab*
- 3. *Click on the button “Delete Files” another dialog box will appear, click on the “Delete all offline content” checkbox, then click the “OK” button.*
4. *Then click on the “OK” button in the Internet Options dialog, the dialog box will be cleared from the screen.*
5. *Then change to Post Locator to the desired post.*

IV. Contact

Please email matinfo@state.gov with any questions or comments.

