How Important Is It? The Utility of Derived Versus Stated Importance as Indicators for Planning

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Overview

Why importance matters

Measuring importance

- Stated importance
- Derived importance
- Looking at the data
 - Issues with stated importance

Use of importance data in planning I-P Analysis and the "priority action grid"

Why Importance Measures Matter – Prioritizing Resources

Gut instinct

Ease of implementation

Politics

Demonstrated need

Why Importance Measures Matter – Demonstrating Need

It is an area that is underperforming

AND

□ It matters

AND

It matters more than other areas

Measuring Importance with Surveys -Stated Importance

Rankings

Rank the following items in terms of their importance. Give the most important item a 1, the second most important item a 2, and so forth.

2 the campus staff are caring and helpful

3 registration processes and procedures are convenient

1 the campus is safe and secure for all students

4 administrators are available to hear student concerns

Ratings

On a scale of 1 to 7 with 1 being not important at all and 7 being very important, tell us how important it is for your institution to meet each of the following expectations.

6 the campus staff are caring and helpful

6 registration processes and procedures are convenient

7 the campus is safe and secure for all students

5 administrators are available to hear student concerns

Measuring Importance with Surveys -Stated Importance

Ranking Items & Rating Items

Pros:

Face validity

Cons:

- It may not be an option on vendor supplied surveys
- Increases survey length
 Increases cost and respondent burden
- Data compression toward the top of the scale

Measuring Importance With Surveys – Stated and Derived Importance

Ranking Items vs. Rating Items vs. No Items

- Ranking
 - + Prioritized list
 - Difficult for respondents
 - No information about position relative to an ideal

Rating

- + Information is based on a continuum
- + Easy for respondents
- Must be converted into a prioritized list

None

- + Easiest for respondents
- Prioritized list that adds the element of impact on an outcome

Measuring Importance with Surveys -Derived Importance

 Importance calculated based on the relationship between individual attributes and an outcome
 Latent/underlying factors driving the outcome

Origins in marketing research and "Importance-Performance (IP) Analysis"

Overall satisfaction is driven by expectations/importance and perceptions of performance/satisfaction of a number of attributes Measuring Importance with Surveys – Computing Derived Importance

Data elements

- Satisfaction ratings on a number of attributes
- One outcome or global satisfaction rating
 - "All in all, if you had it to do over again, would you enroll here?"

Pearson correlation

- Familiar
- Simple
- Easily produced in Excel or any stat package

Looking at the Data – Data Collection

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	Student S	Satisfaction Inventory
loel-Levitz.		-
	hout your experiences on this comput	
Each item below describes an expectation ab On the <i>left</i> , tell us how <u>important</u> it is for your inst		
On the <i>right</i> , tell us how <u>satisfied</u> you are that you		
• · · · · · · · · · · · · · · · · · · ·	·	
- not important at all	My level of satisfaction	ot available/not used
2 - not very important		verv satisfied - 7
3 - somewhat unimportant		satisfied - 6
4 - neutral	somewhat sati	
5 - somewhat important 6 - important	neutra somewhat dissatisfied - 3	
7 - very important	not very satisfied - 2	Ĩ.
does not apply	not satisfied at all - 1	
2 3 4 5 6 7 0 0 0 0 0 0 0 1. The campus staff are caring and h		3 4 5 6 7
 O O O O O O 4. The content of the courses within my major is valuable. O O O O O O 5. Administrator, are available to hear students' concerns. 		
6. Billing policies are reasonable.		000000
7. Admissions staff provide personaliz		00000
O O O O O O 8. Financial aid awards are announce		00000
		000000
9. Library resources and services are		000000
9. Library resou ces and services are 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		
0 0 0 0 9. Library resou ces and services are 0 0 0 0 0 10. My academic advisor helps me set 0 0 0 0 0 11. Financial aid ounseling is available	ole if I need it.	$\circ \circ \circ \circ \circ \circ$
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Looking at the Data – Issues with Stated Importance Ratings (pt 1)

Measurement

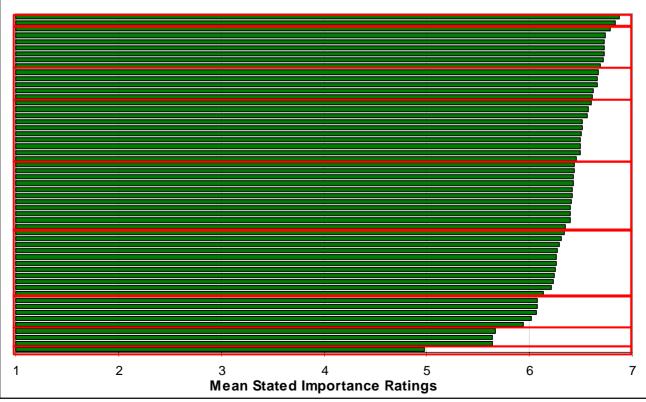
Narrow scales and compression toward the top leads to limited variability



Looking at the Data – Issues with Stated Importance Ratings (pt 2)

Interpretation

Can use one-sample t-test or z-test to help distinguish between attributes with varying levels of importance

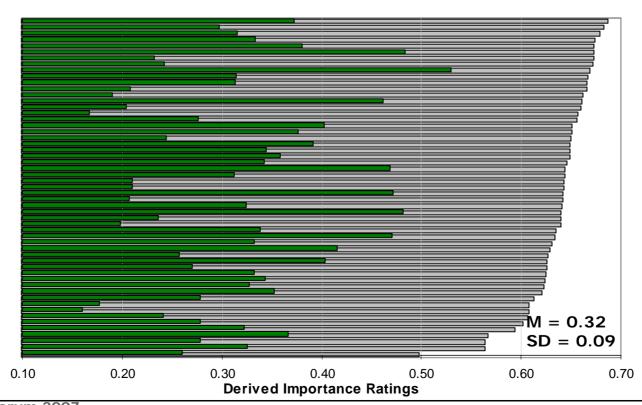


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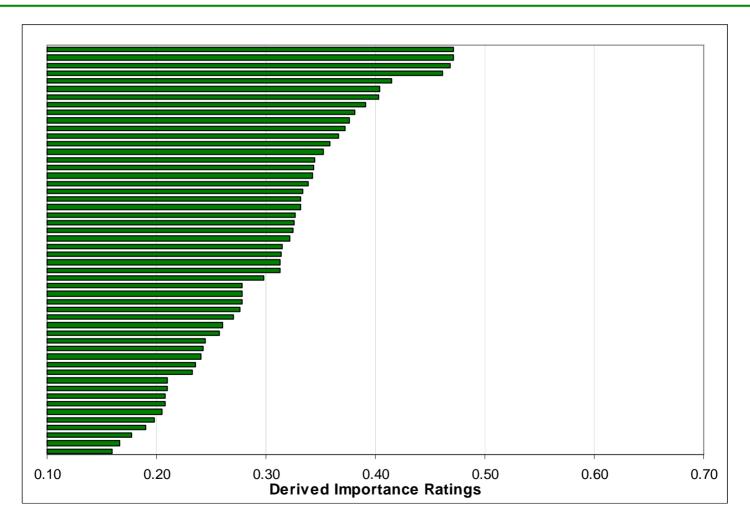
Looking at the Data – Issues with Stated Importance Ratings (pt 3)

Meaning

Do the attributes rated by students as "very important" have a substantial impact on satisfaction?



Using The Data

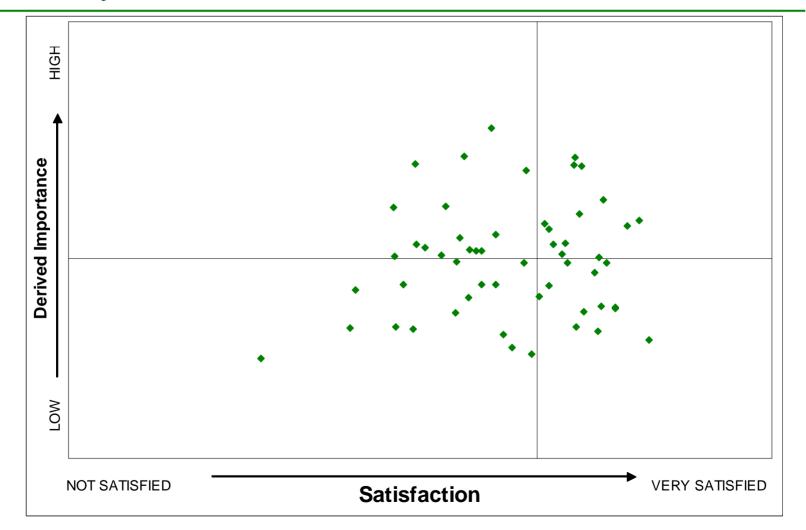


Using The Data – I-P Analysis

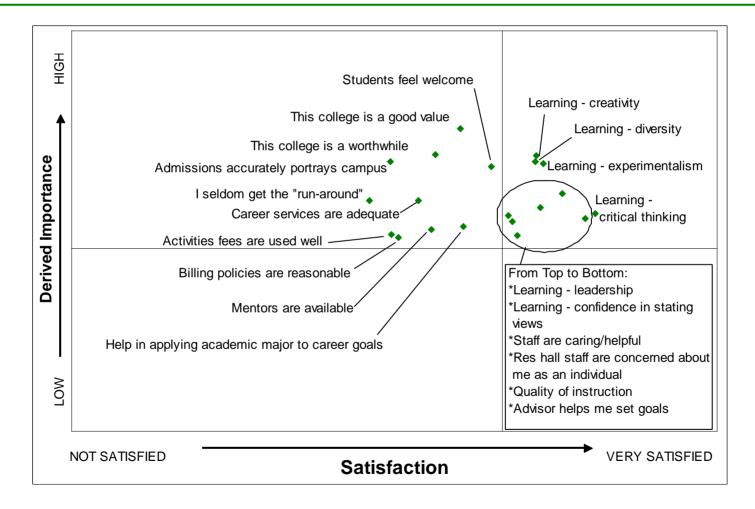
Both sides of the consumer experienceEasily interpreted graphic

h	High Importance –	High Importance –
High	Low Performance	High Performance
e	Needs Attention /	Success /
Importance	Concentrate Here	Good Work
por	Low Importance –	Low Importance –
Ц	Low Performance	High Performance
Low		Under-Recognized/
Ľ	Low Priority	Possible Overkill
	Low Performance/Satisfaction High	

Priority Action Grid



Priority Action Grid – 20 Most Important Attributes



Communicating Results

Less familiar to academics than to board members

Main benefits

- Contributes to the information base used in decision making
- Provides a focus for action plans across campus
- Helps detect changes in organizational effectiveness

References

- Martilla, J.A. & James, J.C. (1977). Importanceperformance analysis. <u>Journal of Marketing 41(1)</u>, 77-79.
- Schehr, T. (2003). Prioritizing resources: Getting the most out of your satisfaction data. Paper presented at the Association of Institutional Research, 43rd annual Forum, Tampa, Florida.
- Transportation Research Board (1999). <u>Transit Cooperative</u> <u>Research Program: A handbook for measuring customer</u> <u>satisfaction and service quality</u> (Report 47). Washington, DC: National Academy Press.

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