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

Looking at the Data – Issues with Stated Importance Ratings (pt 1)

- ❑ Measurement
  - ■ Narrow scales and compression toward the top leads to limited variability

M = 6.38
SD = 0.34

Mean Stated Importance Ratings

Looking at the Data – Issues with Stated Importance Ratings (pt 2)
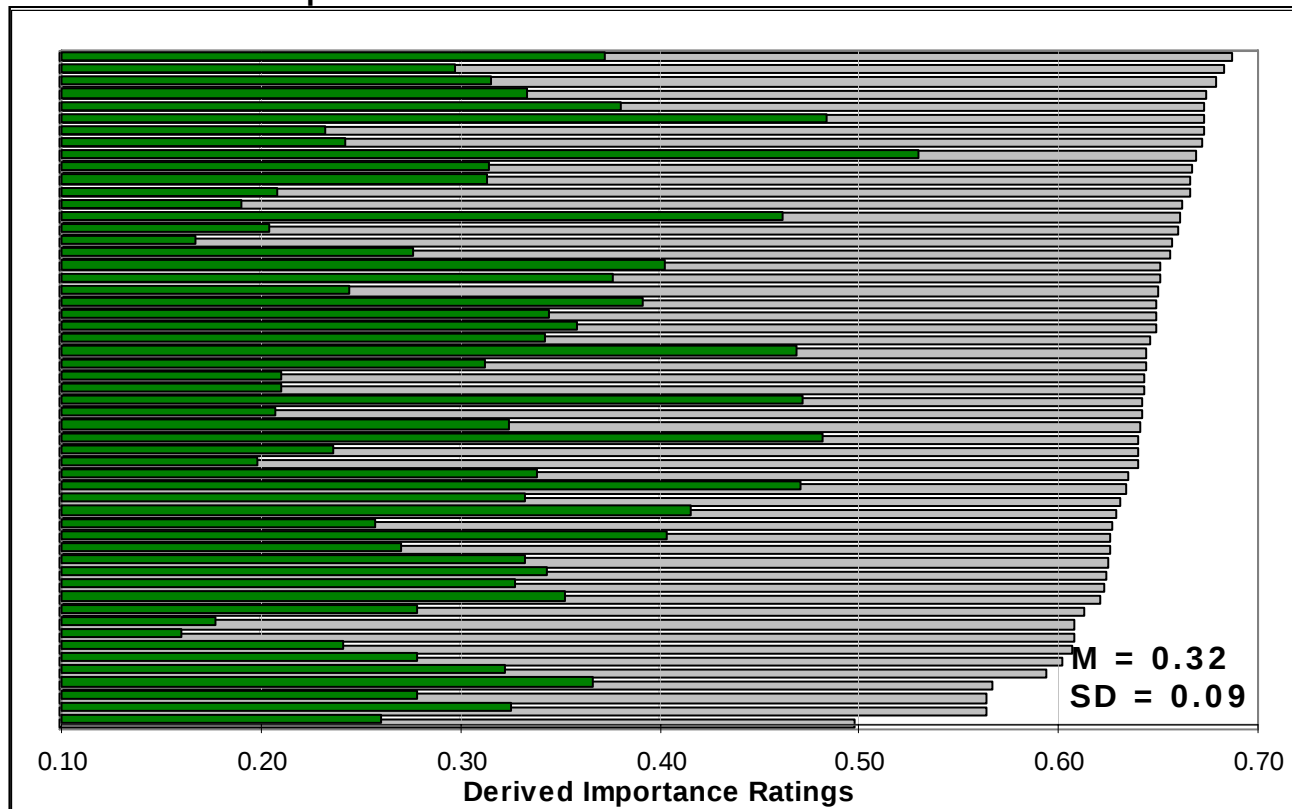
- ❑ Interpretation
 - ◾ Can use one-sample t-test or z-test to help distinguish between attributes with varying levels of importance


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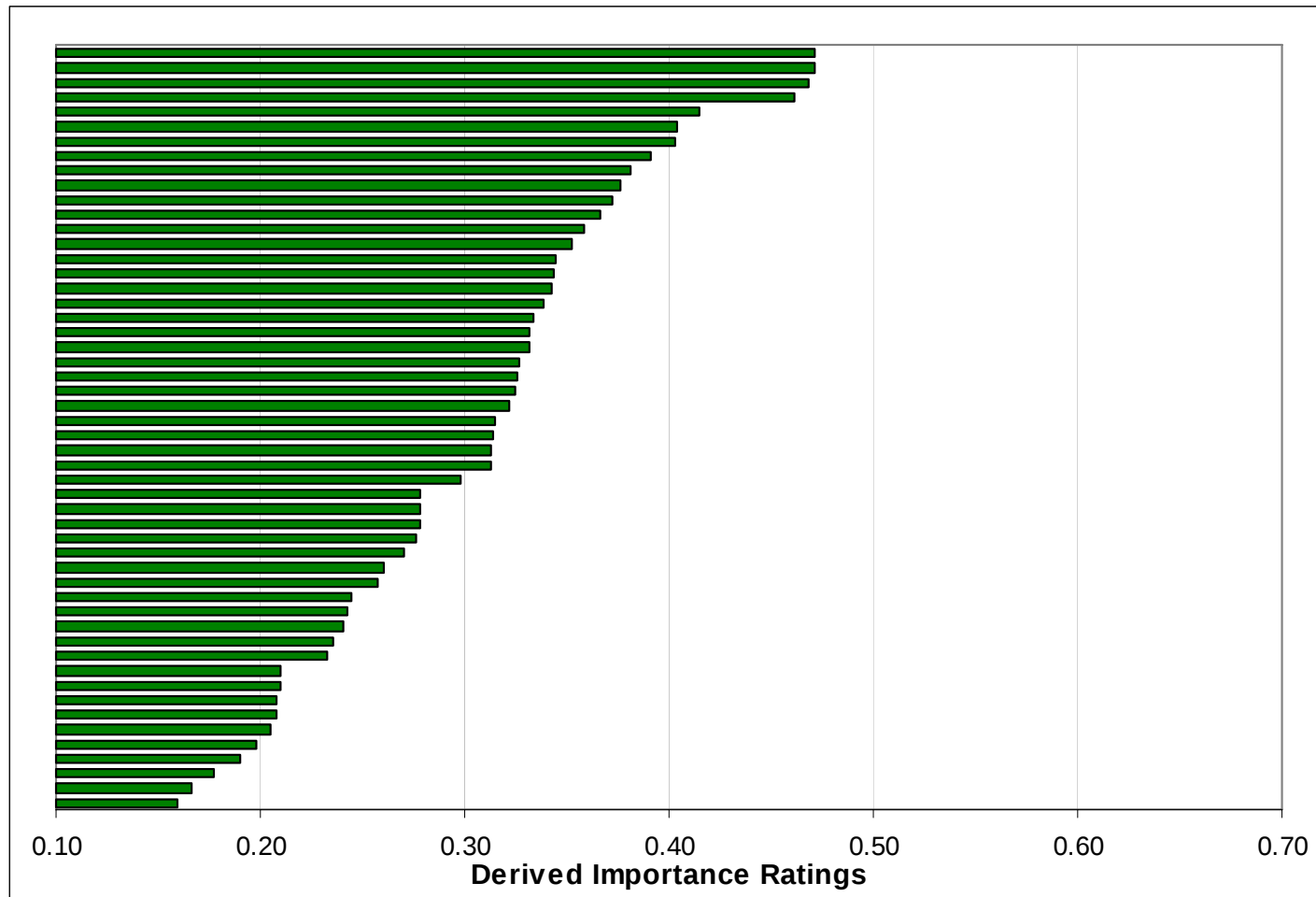
Looking at the Data – Issues with Stated Importance Ratings (pt 3)

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


M = 0.32
SD = 0.09

0.10   0.20   0.30   0.40   0.50   0.60   0.70

Derived Importance Ratings

Using The Data

Derived Importance Ratings
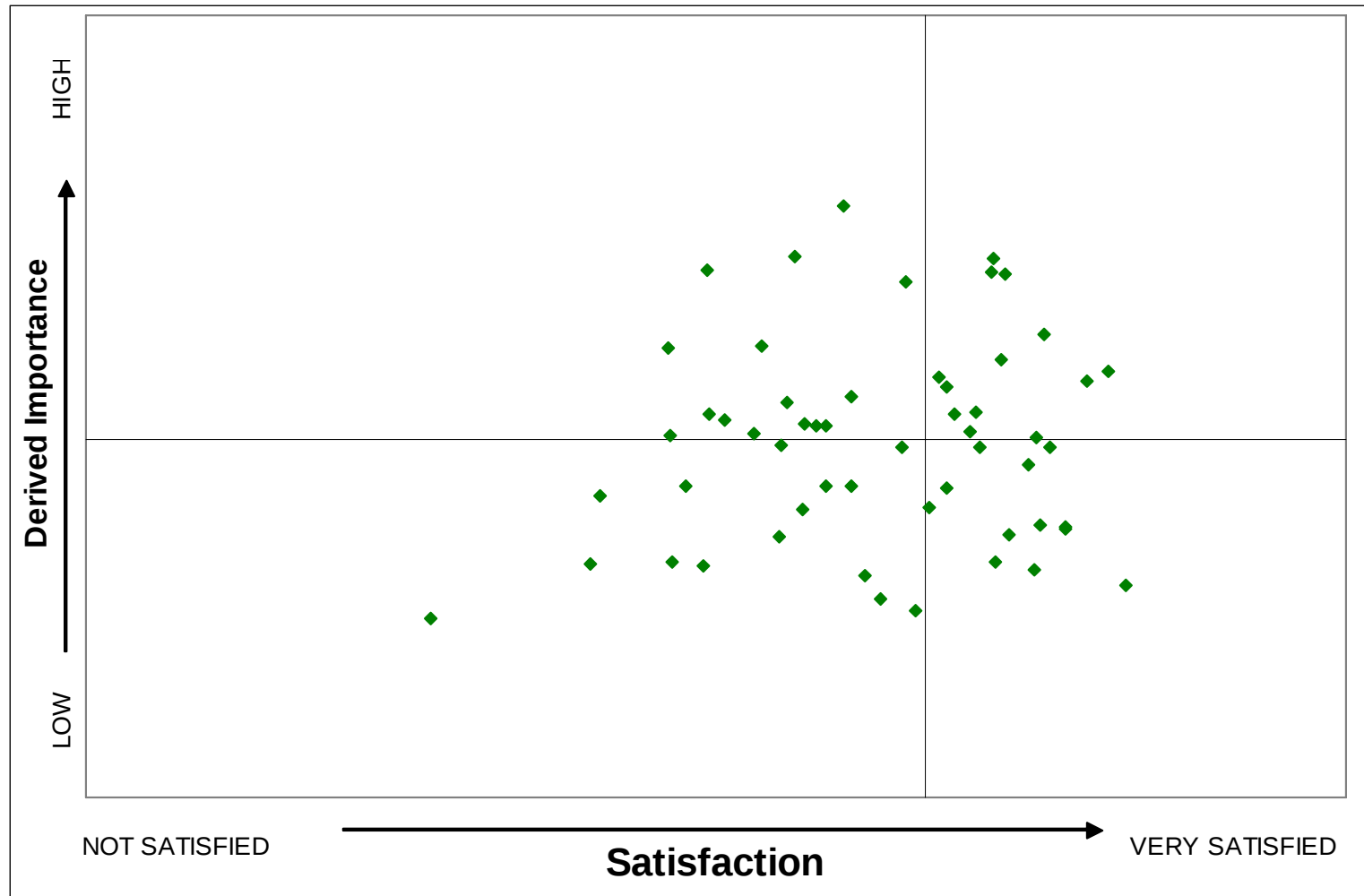
Using The Data – I-P Analysis
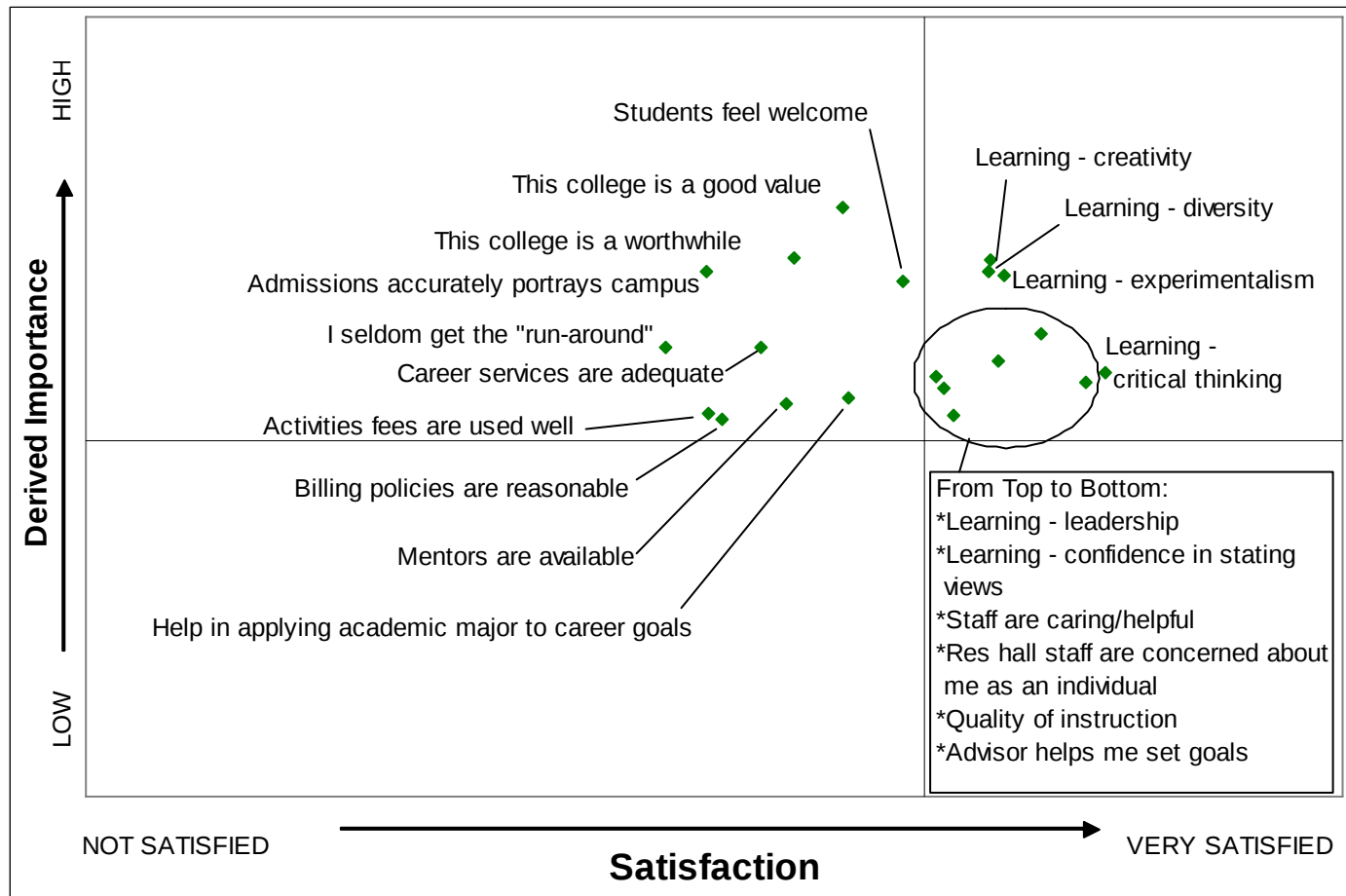
☐ Both sides of the consumer experience
☐ Easily interpreted graphic

	Low — Performance/Satisfaction — High	
High **Importance**	High Importance – Low Performance Needs Attention / Concentrate Here	High Importance – High Performance Success / Good Work
Low	Low Importance – Low Performance Low Priority	Low Importance – High Performance Under-Recognized/ Possible Overkill

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). Importance-performance analysis. <u>Journal of Marketing 41</u>(1), 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 Research Program: A handbook for measuring customer satisfaction and service quality</u> (Report 47). Washington, DC: National Academy Press.

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