

HIGHER EDUCATION LEADERS WEIGH IN ON CRITERIA FOR PRIORITIZATION

Robert C. Dickeson
March 7, 2012

Higher education leaders from twenty-three institutions recently assessed the relative weight they would give each of ten criteria for prioritizing academic programs on their respective campuses. The institutions represent an interesting cross section of North American higher education: two-year and four-year institutions, public and private, from the United States and Canada.

These leaders were part of a larger group participating in a workshop on prioritizing academic and administrative programs, sponsored by Academic Impressions and conducted by Robert C. Dickeson and Larry Goldstein in Atlanta, March 4-6, 2012.

Representatives from each of the 23 institutions identified the relative weights, totaling 100, that they would assign to the ten possible program prioritization criteria. Weight assignments tend to reflect the most pressing issues on a particular campus. Scores are reported below.

Criteria, in Order of Importance

<u>Rank</u>	<u>Criterion</u>	<u>Range of Scores</u>	<u>Mean Score</u>
1	<i>Quality of program outcomes</i>	8 to 20	14.7
2.5	<i>External demand for the program</i>	8 to 20	12.6
2.5	<i>Costs and other expenses of the program</i>	8 to 20	12.6
4	<i>Revenues and other resources generated</i>	0 to 20	11.9
5	<i>Size, scope and productivity of the program</i>	3 to 20	11.7
6	<i>Internal demand for the program</i>	0 to 20	9.8
7	<i>Quality of program inputs and processes</i>	0 to 20	8.2
8	<i>Opportunity analysis of the program</i>	5 to 15	8.0
9	<i>Impact, justification and overall essentiality</i>	0 to 15	6.3
10	<i>History, development and expectations</i>	0 to 8	3.7