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USING IMPORTANCE-PERFORMANCE ANALYSIS IN EVALUATING SERVICE LEARNING EDUCATIONAL QUALITY

Abstract:

Importance-performance analysis enables education to evaluate and identify the major strengths and weaknesses of a courses' key success factors. This study attempts to understand instructors' expectations and perceptions of students' learning attitudes and shows the usefulness of the Importance-performance analysis grid in evaluating service learning projects benefits from instructors' perspectives in Indiana higher education. The study identified a list of 15 items from the service learning educational literature reviews, and each item was rated using a 5-point Likert scale. The importance-performance grid shows that 4 items fall into the "Keep up the good work" quadrant, 5 items fall into the "Concentrate here" quadrant, 4 items fall into the "Low priority" quadrant, and 5 items fall into the "Possible overkill" quadrant.   The result of this study is expected to serve as a useful guideline for service learning course designers and future research. Implications of these results for practice and research are provided as result.

Keywords:

Importance-performance analysis, service learning, educational quality