



AAIR Tagline Survey Results

**PREPARED FOR AAIR
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Background

Following on from the 'What's in a Name?' survey conducted from Friday 24 July until Sunday 9 August to ascertain what the general consensus was on the name of the Association, should we keep it or change, as well as the question of, 'Do we want a tagline and if so what should it be?', AAIR released its follow-up survey to ask members to vote for their favourite tagline. This survey was called: 'Vote for your Favourite... (((((((HiPnOtIc))))))(((TaGLInE))))'.

While the 'What's in a Name?' survey was sent to AAIR's broader subscriber list, the AAIR tagline survey was sent only to financial members of AAIR with voting rights.

The following introduction was included at the beginning of the survey.

Introduction

After considering the suggested taglines submitted as part of the 'What's in a name?' survey, the AAIR Executive Committee has decided on their five preferred taglines. To align more closely with the Association's mission, one of which has been adapted from the original and one devised post the survey.

Your responses will be weighted such that your first preference will attract 5 points; your second preference 4 points etc. You must indicate at least one (1) preference but you may choose to rank up to five options.

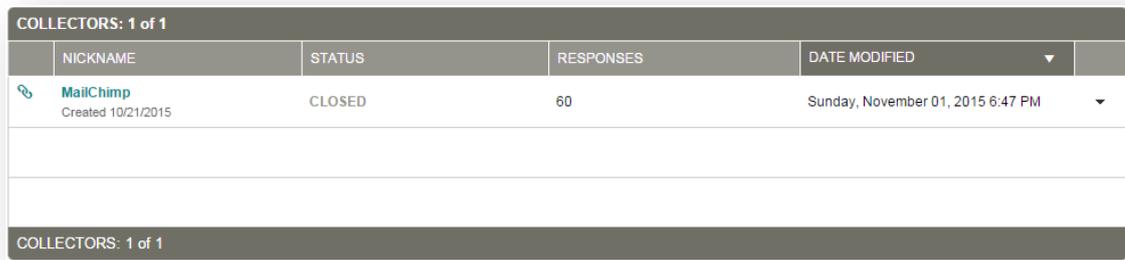
Taglines presented

The final five taglines that were presented to members to vote on were:

1. (strategy + evidence)/analysis = institutional performance
2. Making Decisions Make Sense
3. Data -> Information -> Knowledge -> Better decisions, better performance
4. Better intelligence, better performance
5. Supporting effective decision making

Collectors

Only one collector was established: Direct mail to voting members.



COLLECTORS: 1 of 1				
	NICKNAME	STATUS	RESPONSES	DATE MODIFIED
	MailChimp Created 10/21/2015	CLOSED	60	Sunday, November 01, 2015 6:47 PM
COLLECTORS: 1 of 1				

Figure 1. Responses collected via collector

Distribution

The survey was open from Friday 21 October until Sunday 30 October at 10pm AEDT.

The survey was distributed at 02:48pm Wednesday, 21 October 2015 via the AAIR mail client to 233 subscribers. As at 09 November 2015 there were 103 opens and 61 clicks inside the email.

On Wednesday, 28 October 2015 09:30am, a second email was distributed to the segment of the original group who were sent the original campaign but did not click inside the email the first time. This was circulated to 172 recipients. As at 09 November there were 42 opens and 10 clicks inside the email.

A final reminder was circulated to the segment that was sent the reminder on 28 October 2015 but did not click inside the email. This was circulated on Friday, 30 October 2015 at 10:07 am to 169 recipients. As at 09 November there were 36 opens and 5 clicks inside the email.

Responses by Day

The majority of responses were received on the initial day of release, with further nominal spikes on the dates that reminders were sent.

There were a total of 60 responses received out of the 233 original recipients.

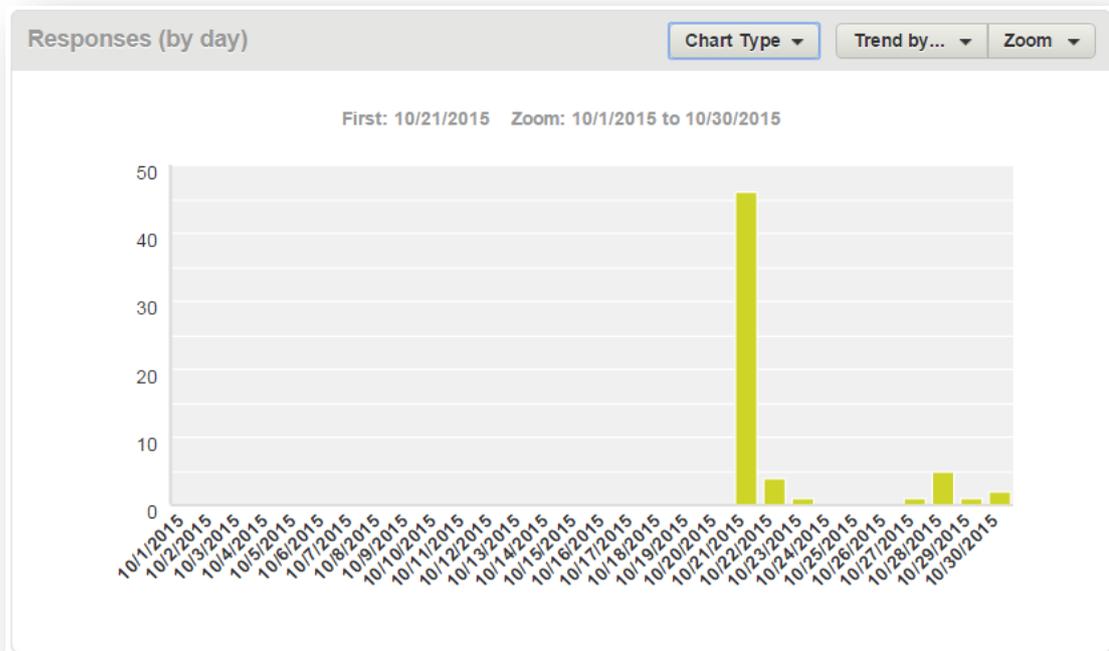


Figure 1. Responses by day

Summary of Results

Question 1

There was a clear favourite tagline from very early into the survey.

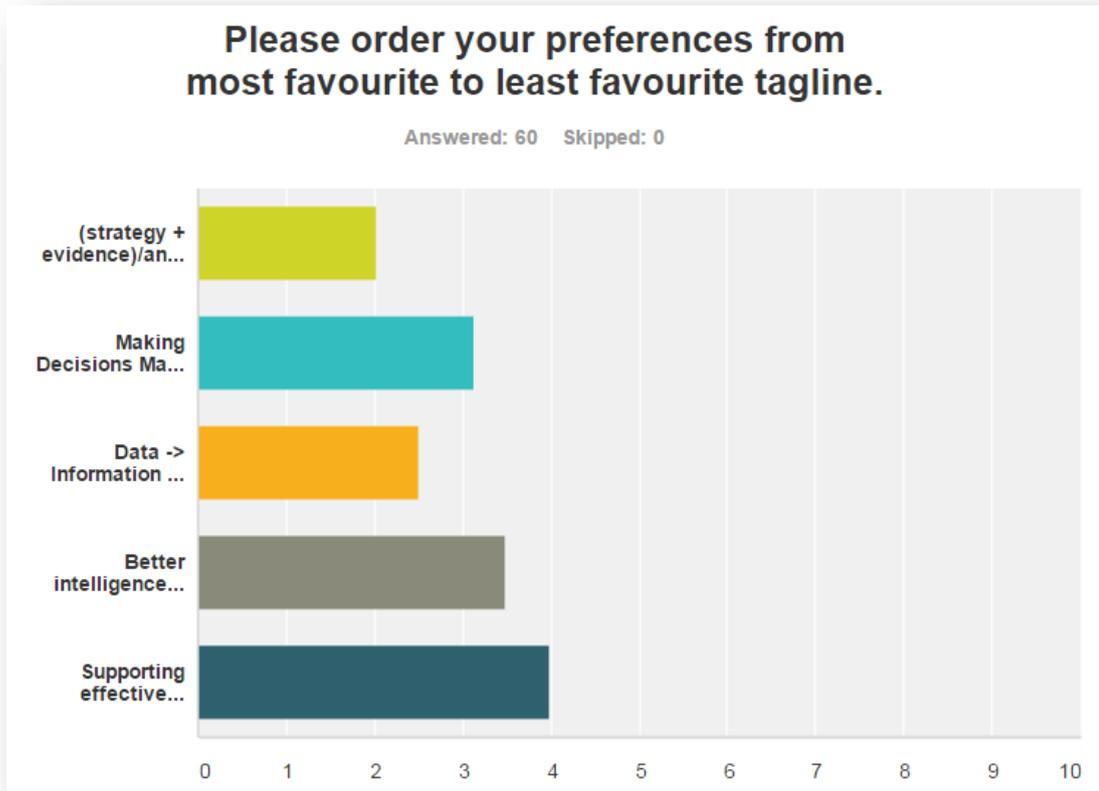


Figure 2. Question 1 results

A weighting system was applied to the question, with the responses and weighted averages outlined in the table below.

	Favourite Tagline!	Yep, pretty good too	Neither here nor there	Not too bad	Least favourite	Total	Weighted Average
(strategy + evidence)/analysis = institutional performance	11.11% 6	7.41% 4	9.26% 5	16.67% 9	55.56% 30	54	2.02
Making Decisions Make Sense	18.52% 10	25.93% 14	20.37% 11	20.37% 11	14.81% 8	54	3.13
Data -> Information -> Knowledge -> Better decisions, better performance	9.43% 5	11.32% 6	16.98% 9	45.28% 24	16.98% 9	53	2.51
Better intelligence, better performance	21.82% 12	34.55% 19	23.64% 13	10.91% 6	9.09% 5	55	3.49
Supporting effective decision making	41.67% 25	26.67% 16	23.33% 14	5.00% 3	3.33% 2	60	3.98

Figure 3. Question 1 results with weightings applied

Question 2

Twelve additional comments were received from respondents.

Note: All spelling and grammatical errors within the responses have been left; therefore, a number of errors appear in the responses.

#	<i>Comments from respondents</i>
1	I would turn it around and use Capitals - Institutional Performance = (Strategy + Evidence)/Analysis
2	Be wary of feax-formula tag lines like 1 and 3 - they will be ridiculed!
3	Not sure about the emphasis on "performance" - I would rather have seen the term "outcomes"
4	Making decisions... in lower case first letters. Most of these are dreadful.
5	I think there's a lot to be said for a short, snappy tagline, and "supporting effective decision making" is exactly what IR is about. Not too keen on the others, but "Better intel, better performance" is okay. "Making decisions make sense" implies that we explain decisions, when we really want to be seen as a key part of the decision making process. The one with the arrows is way too long, and the formula one is way too complicated to be effective at communicating the organisation's purpose. Besides, shouldn't strategy development follow evidence?
6	Needs to be easily said.
7	None of these reference higher education... not sure if that is the target membership?
8	Is it "Making Decisions Make Sense" or "Making Decisions Makes Sense"? Also, I think the 'formula' taglines are creative but not really punchy enough as taglines in my opinion.
9	Strategy + evidence option could be stylised along "E = MC2" ie upper and lower case, subscript, superscript
10	It is really difficult to capture the essence of IR - to provide decision makers with essential information about their institution and the environment in which they operate - in a tagline
11	Making decisions make sense - doesn't make ANY sense to me. IR informs sensible decisions but this tagline flips order. I'd prefer "Informing effective decision making" :)
12	"Supporting effective decision making" is clear and strong