



# Association Executive Compensation & Benefit Survey

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## Introduction

State Societies of Association Executives in 32 states conducted compensation and benefit surveys among their executive members with Whorton Marketing & Research providing project support.

This bi-annual survey was conducted among key contacts in member and select non-member organizations—6,040 senior executives (including non-members in some states) with deliverable email addresses. WM&R administered the survey during the period of February 11 through March 10 with a series of personalized emails customized for each participating societies.

A total of 1,315 individuals responded with a sufficient degree of completion to be included in the final survey results, for an overall participation rate of 22%. An additional 184 survey responses that did not include compensation data were excluded from the final results. The average response rate by state was 30%.

States represented this year include:

- **Northeast:** New York, Massachusetts, Pennsylvania, Maine, New Hampshire, Connecticut, Rhode Island, and Vermont.
- **South:** Alabama, Florida, Georgia, North Carolina, South Carolina, Mississippi, Virginia, Kentucky, Tennessee, Texas, and Oklahoma.
- **Midwest:** Illinois, Wisconsin, Indiana, Ohio, Kansas, Minnesota, South and South Dakota.
- **West:** Arizona, California, Washington, Colorado, and Wyoming.

In Florida, 557 chief staff executives with deliverable email addresses were contacted with an emailed invitation and two reminders to non-respondents to maximize participation. A total of 109 individuals responded to a sufficient degree of completion for a response rate of 20%.

### Definition: Statistical Terms

Each report presents detailed compensation data using the following statistical measures:

**Mean:** Numeric average that is traditionally what we think of when the generic term "average" is used.

**Median:** Midpoint, above which half of all responses lie and below which half of all responses lie. This figure often provides a more reliable measure of the "typical" response as it is not inordinately influenced by a few high-dollar responses that were reported by participating associations.

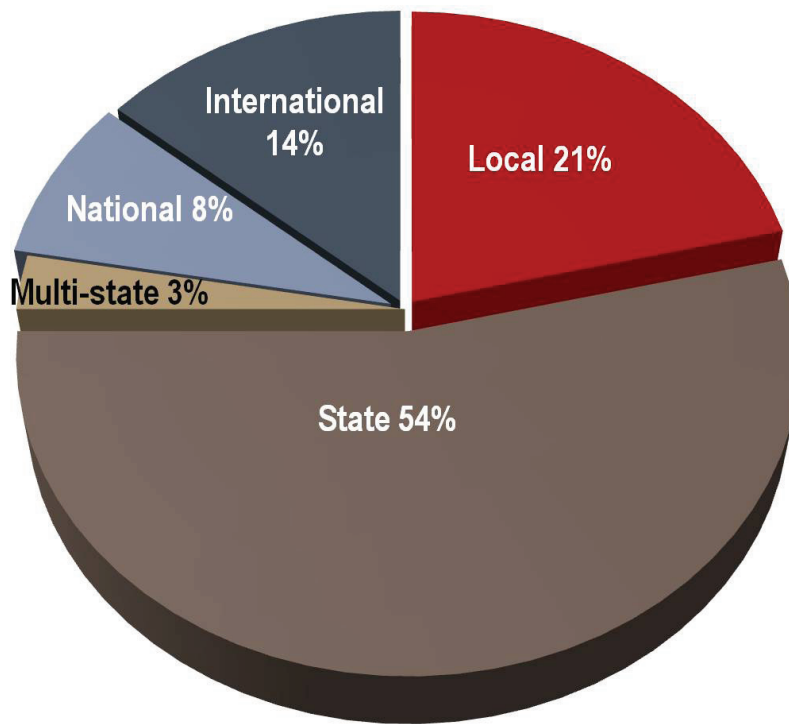
**Quartiles (Q1 & Q3):** The median sometimes is reported as the 50<sup>th</sup> percentile. Quartiles are merely the 25<sup>th</sup> and 75<sup>th</sup> percentiles, or the points below which one-fourth of all responses lie, and the point above which one-fourth of responses lie. This gives us an easy way to summarize the distribution of responses without reporting the minimum and maximum figures, which may represent truly extraordinary cases.

All compensation data is reported as an annualized salary. The survey instrument asked respondents to note the FTE (full-time equivalents) represented by each position. We used this data to convert actual salaries that were reported for hourly or part-time workers and employees who were split across several positions and/or did the same job for multiple clients within their association management company to ensure a true "apples to apples" comparison for salary levels.

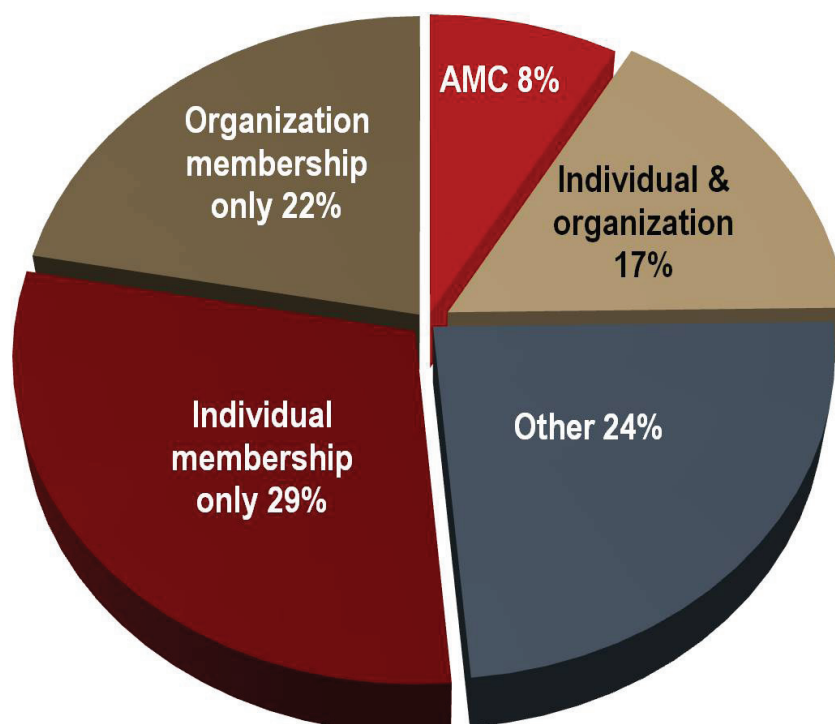
The following report presents state-specific findings. For a comparison and analysis of broader nationwide trends, please refer to the full report, which is designed complement these findings.

## A. Respondent Profile

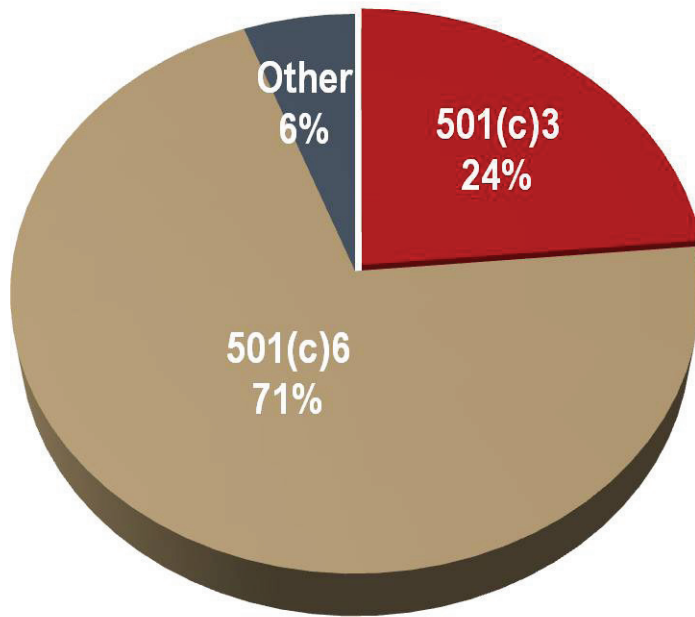
### Scope of Membership/Constituency



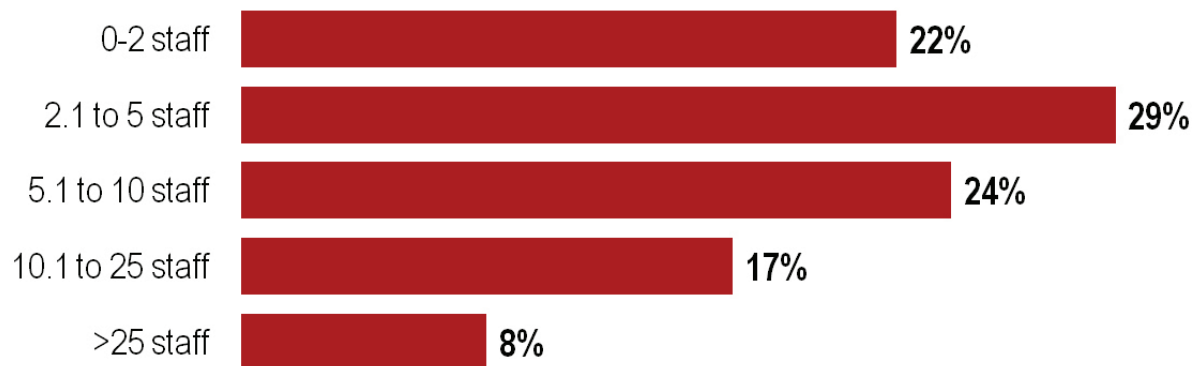
### Membership Structure



## IRS Classification of Organization



## Profile: Full-Time Equivalent Staff



## B. Compensation

| Florida                          | Current Salary |                      |                  |                  | Previous Year Salary |           | Total Compensation |           | N   |
|----------------------------------|----------------|----------------------|------------------|------------------|----------------------|-----------|--------------------|-----------|-----|
|                                  | Mean           | Median (50th pctile) | Q1 (25th pctile) | Q3 (75th pctile) | Mean                 | Median    | Mean               | Median    |     |
| CEO/Executive Director           | \$126,868      | \$125,000            | \$85,000         | \$170,000        | \$126,155            | \$115,000 | \$147,814          | \$133,000 | 107 |
| COO/Deputy Director              | \$83,455       | \$83,500             | \$65,000         | \$113,801        | \$82,387             | \$79,500  | \$98,364           | \$86,000  | 34  |
| Office Manager                   | \$47,877       | \$48,000             | \$36,300         | \$59,222         | \$46,290             | \$45,000  | \$50,229           | \$50,000  | 29  |
| Human Resources Director         | \$76,586       | \$76,304             | \$65,000         | \$88,500         | \$72,889             | \$67,837  | \$77,390           | \$76,304  | 13  |
| Administrative Assistant         | \$36,429       | \$36,150             | \$32,801         | \$48,216         | \$36,266             | \$36,000  | \$37,813           | \$36,375  | 44  |
| Receptionist                     | \$26,891       | \$27,000             | \$22,000         | \$37,000         | \$27,668             | \$27,000  | \$28,416           | \$27,100  | 23  |
| CFO/VP/Director of Finance       | \$88,353       | \$79,800             | \$68,513         | \$101,177        | \$85,387             | \$77,500  | \$92,522           | \$82,500  | 32  |
| Accountant/Accounting Manager    | \$58,523       | \$57,000             | \$47,500         | \$64,977         | \$57,519             | \$55,253  | \$59,960           | \$57,000  | 23  |
| Bookkeeper/Accounting Clerk      | \$35,688       | \$40,000             | \$28,000         | \$48,316         | \$36,382             | \$38,576  | \$36,594           | \$40,000  | 32  |
| Communications/PR VP/Director    | \$64,132       | \$60,000             | \$50,000         | \$76,200         | \$59,024             | \$58,000  | \$66,357           | \$62,430  | 30  |
| Marketing VP/Director            | \$83,960       | \$73,500             | \$60,000         | \$95,500         | \$89,253             | \$80,000  | \$85,733           | \$73,500  | 12  |
| Communications/PR Manager        | \$54,487       | \$50,000             | \$42,500         | \$60,000         | \$49,812             | \$48,000  | \$55,128           | \$53,000  | 21  |
| Editor                           | \$67,792       | \$67,000             | \$50,000         | \$80,000         | \$67,000             | \$67,000  | \$69,499           | \$69,499  | 9   |
| Social Media Manager             | \$39,321       | \$37,000             | \$32,000         | \$42,000         | \$38,575             | \$37,000  | \$40,244           | \$37,292  | 9   |
| Ad Sales Representative          | \$51,814       | \$50,000             | \$38,500         | \$62,500         | \$50,300             | \$48,000  | \$52,114           | \$51,200  | 8   |
| Publications/Comm. Coordinator   | \$40,836       | \$40,000             | \$30,000         | \$50,000         | \$40,000             | \$40,000  | \$42,025           | \$42,025  | 13  |
| Government/Lobbying VP/Director  | \$84,874       | \$81,140             | \$71,000         | \$115,000        | \$84,481             | \$78,000  | \$99,305           | \$84,750  | 18  |
| PAC Coordinator                  | \$51,288       | \$50,000             | \$38,054         | \$67,744         | \$49,126             | \$49,126  | \$51,488           | \$50,000  | 3   |
| Education VP/Director            | \$80,032       | \$72,000             | \$60,500         | \$98,876         | \$74,383             | \$70,800  | \$81,798           | \$72,620  | 28  |
| Education Manager                | \$50,438       | \$45,750             | \$38,000         | \$58,500         | \$47,245             | \$43,000  | \$53,600           | \$48,500  | 16  |
| Education Coordinator            | \$43,281       | \$38,800             | \$34,000         | \$49,000         | \$44,768             | \$42,000  | \$43,877           | \$38,800  | 14  |
| Credentialing Program Specialist | \$39,627       | \$38,500             | \$32,750         | \$42,250         | \$32,965             | \$38,750  | \$40,865           | \$38,750  | 8   |
| Meetings/Conventions VP/Director | \$70,208       | \$69,000             | \$60,000         | \$77,037         | \$67,809             | \$64,763  | \$72,777           | \$70,900  | 21  |
| Meeting Planner                  | \$49,172       | \$47,750             | \$38,367         | \$55,000         | \$47,280             | \$45,000  | \$50,638           | \$49,750  | 18  |
| Exposition Manager               | \$56,251       | \$55,000             | \$41,000         | \$71,000         | \$51,701             | \$48,000  | \$61,089           | \$61,000  | 7   |
| Meetings Coordinator             | \$40,080       | \$40,000             | \$32,960         | \$48,221         | \$37,710             | \$33,000  | \$41,388           | \$40,000  | 13  |
| Membership VP/Director           | \$65,780       | \$62,000             | \$50,000         | \$77,000         | \$65,339             | \$62,000  | \$67,470           | \$62,773  | 26  |
| Membership Manager               | \$52,036       | \$49,000             | \$34,500         | \$69,967         | \$48,576             | \$44,000  | \$58,863           | \$57,000  | 20  |
| Membership Coordinator           | \$34,089       | \$33,475             | \$28,571         | \$38,000         | \$33,752             | \$33,000  | \$35,411           | \$35,000  | 23  |
| Component Reln./Regional Manager | \$51,277       | \$56,885             | \$40,000         | \$59,500         | \$49,520             | \$55,228  | \$51,277           | \$57,885  | 5   |
| CIO/VP/Director of IT            | \$85,086       | \$75,000             | \$61,070         | \$105,009        | \$77,096             | \$70,000  | \$88,495           | \$75,000  | 19  |
| Website Content Manager          | \$53,257       | \$53,000             | \$43,775         | \$61,892         | \$55,233             | \$54,100  | \$54,874           | \$55,000  | 9   |
| Database Administrator           | \$50,573       | \$50,263             | \$41,800         | \$71,800         | \$54,958             | \$48,498  | \$61,281           | \$50,263  | 14  |
| Attorney                         | \$108,384      | \$105,000            | \$85,000         | \$140,000        | \$108,488            | \$118,783 | \$108,085          | \$105,000 | 9   |
| Research/Statistics VP/Director  | \$69,620       | \$65,000             | \$60,000         | \$64,000         | \$68,333             | \$65,000  | \$70,420           | \$65,000  | 5   |
| Foundation EVP/VP/Director       | \$62,063       | \$68,750             | \$65,000         | \$63,000         | \$61,454             | \$64,872  | \$63,463           | \$61,500  | 10  |
| Subsidiary EVP/VP/Director       | \$131,533      | \$120,000            | \$115,000        | \$159,000        | \$129,000            | \$120,000 | \$133,874          | \$120,100 | 3   |
| Sponsorship Director/Manager     | \$80,388       | \$80,388             | \$60,775         | \$100,000        | \$79,500             | \$79,500  | \$80,388           | \$80,388  | 2   |

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