



Association Executive Compensation & Benefit Survey

Prepared By:
Whorton Marketing & Research
April 18, 2019

Table of Contents

- Introduction 1
- Respondent Profile 1
- Compensation tables 4
- Staff Characteristics 21
- Compensation charts 25
- Leave Policies 31
- Insurance 33
- Retirement 35
- Other Benefits 37
- Role as CEO..... 39

Introduction

In 2019, state Societies of Association Executives in 30 states conducted compensation and benefit surveys among their executive members with Whorton Marketing & Research providing project support. This was the sixth time over 12 years of conducting the project.

A total of 4,209 key contacts in member and select non-member organizations with deliverable addresses were surveyed between January 31 and February 25 with a series of personalized emails customized for each participating society.

A total of 893 surveys completed both the compensation and benefits sections, for a response rate of 21.2%. Although this response rate was almost identical to 2017, a smaller pool of contacts due to several larger states not participating meant considerable fewer responses compared to 2017. We note this primarily because it may result in some variations in results which are artifacts of changes in the profile of participants more than an actual trend.

States represented this year by region include:

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

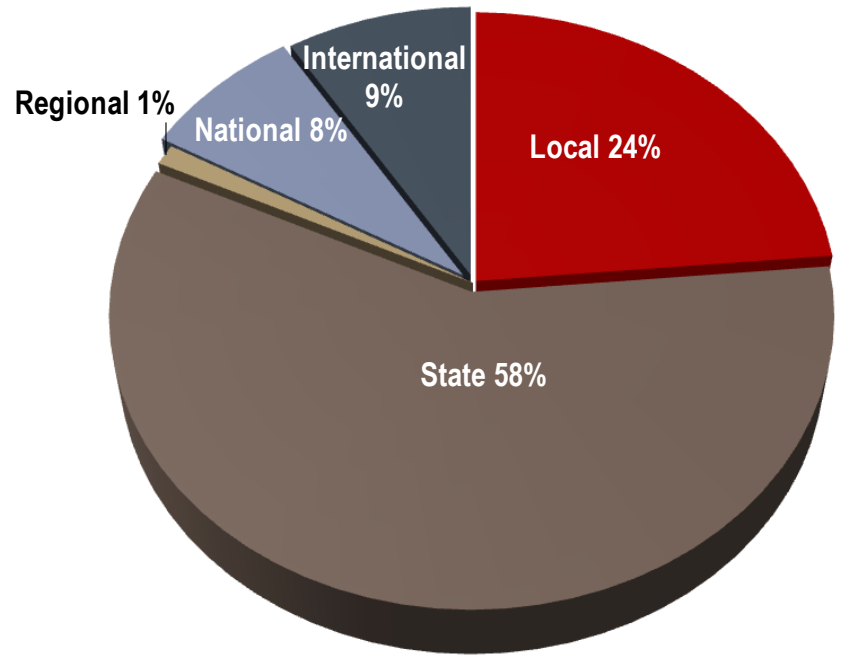
Definition: Statistical Terms

The national and state reports present detailed compensation data using the following statistical measures:

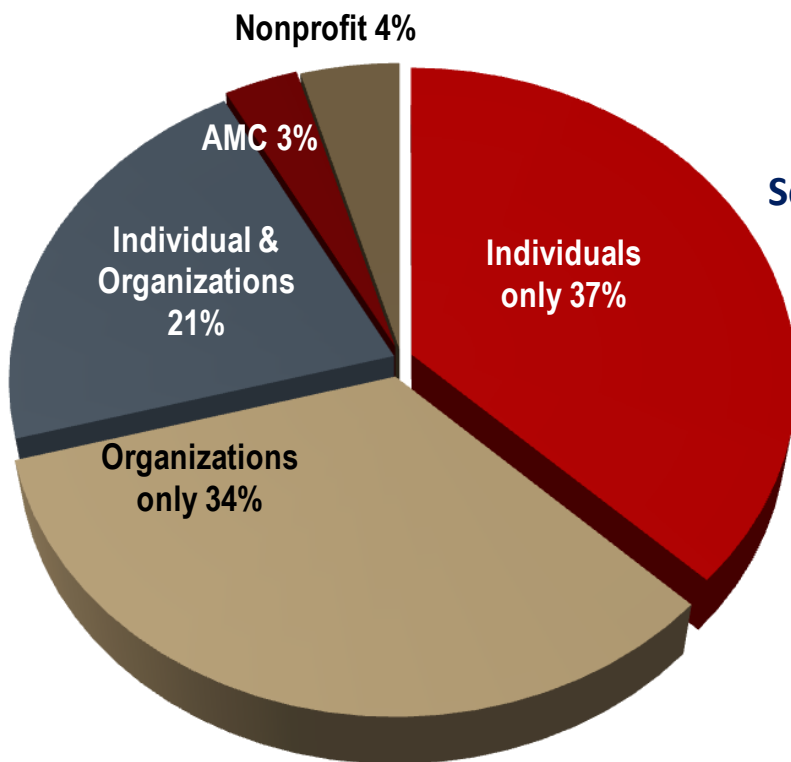
- **Mean:** Numeric average that is traditionally what we think of when the generic term "average" is used.
- **Median:** Midpoint, above which half of all responses lie and below which half of all responses lie. This figure often provides a more reliable measure of the "typical" response as it is not inordinately influenced by a few high-dollar responses that were reported by participating associations.
- **Quartiles (Q1 & Q3):** The median sometimes is reported as the 50th percentile. Quartiles are merely the 25th and 75th 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.

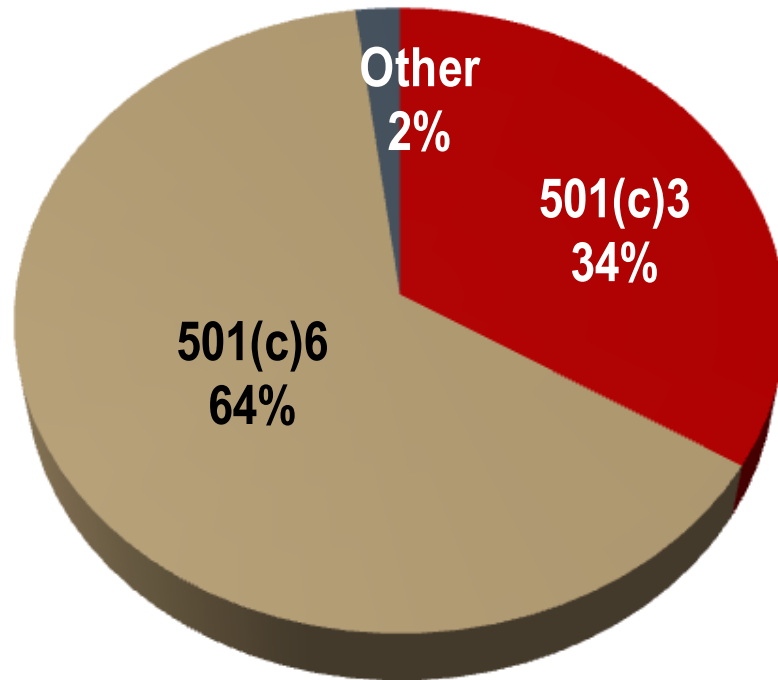
Membership Structure



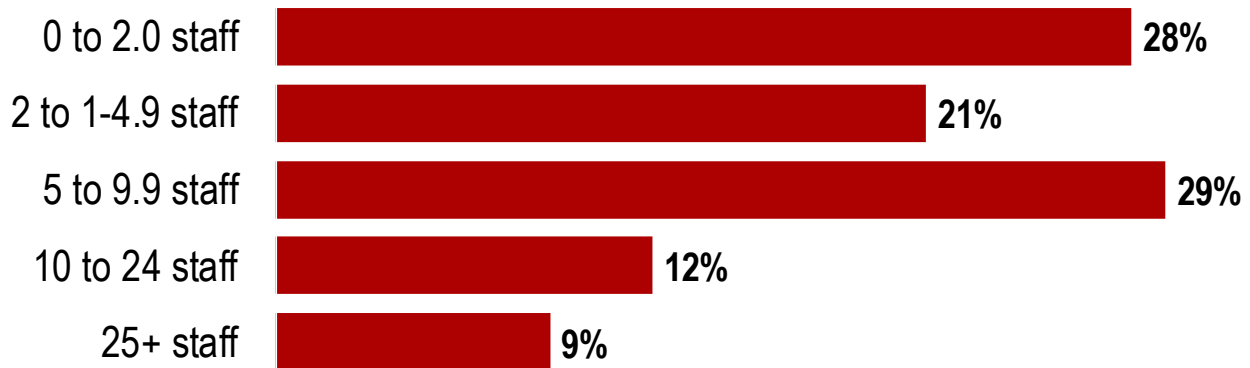
Scope of Membership/Constituency



IRS Classification of Organization



Full-Time Equivalent Staff



Overall Compensation

	Current Salary				Previous Year Salary		Total Compensation		
	Mean	Median	Q1	Q3	Mean	Median	Mean	Median	N
CEO/Executive Director									
COO/Deputy Director									
Office Manager									
Human Resources Director									
Administrative Assistant									
Receptionist									
CFO/VP/Director of Finance									
Accountant/Accounting Manager									
Bookkeeper/Accounting Clerk									
Communications/PR VP/Director									
Marketing VP/Director									
Communications/PR Manager									
Editor									
Social Media Manager									
Ad Sales Representative									
Publications/Communications Coord.									
Government/Lobbying VP/Director									
PAC Coordinator									
Education VP/Director									
Education Manager									
Education Coordinator									
Credentialing Program Specialist									
Meetings/Conventions VP/Director									
Meeting Planner									
Exposition Manager									
Meetings Coordinator									
Membership VP/Director									
Membership Manager									
Membership Coordinator									
Component Relations/Regional Manager									
Technology CIO/VP/Director of IT									
Website Content Manager									
Database Administrator									
Research/Statistics VP/Director									
Foundation EVP/VP/Director									
Sponsorship Director/Manager									

Purchase the 2019 Compensation Survey

Mean—Numeric average, traditionally what we think of when we use the generic term "average."

Median—50th percentile, or midpoint. **Q1 & Q3**—Quartiles or 25th and 75th percentiles.