



# Important Information for the 2013 EAA National Surveys

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### 2013 National Survey Steering Committee

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## 2013 EAA NATIONAL SURVEYS – SCHEDULES AND SUBSCRIPTION FEES

### 2013 NATIONAL EXECUTIVE COMPENSATION SURVEY

Host Association: Management Association

Questionnaire: January 2013

Report: May 2013

#### Option A: Host association collects data, cleans data, prepares report:

▶ 1-75 participants	\$790 Base + \$15/participant
▶ Over 75 participants	\$790 Base + \$10/participant

### 2013 NATIONAL IT & ENGINEERING COMPENSATION SURVEY

Host Association: MRA / Trusight

Questionnaire: May 2013

Report: September 2013

#### Option A: Host association collects data, cleans data, prepares report:

▶ 1-75 participants	\$790 Base + \$15/participant
▶ Over 75 participants	\$790 Base + \$10/participant

### 2015/2016 NATIONAL POLICIES & BENEFITS SURVEY (conducted in alternate years)

Host Association: Management Association

Questionnaire: August 2014

Report: February 2015

#### Option A: Host association collects data, cleans data, prepares report:

▶ 1-75 participants	\$790 Base + \$15/participant
▶ Over 75 participants	\$790 Base + \$10/participant

### 2013 NATIONAL SALARY BUDGET SURVEY

Host Association: Cascade

Questionnaire: July 2013

Report: October 2013

**Option A.** Host association collects data, cleans data, prepares report for one reporting area (i.e. state), and provides participating association with National Report and Local Data Pages:

\$425 Base  
(additional reporting areas \$100 each)

**Option B.** Participating association enters edited summary data online (via an association data entry form/survey) and host association provides participating association with national report :

\$250 Base  
(additional reporting areas \$110 each)

**2013 NATIONAL SALES COMPENSATION & PRACTICES SURVEY**

Host Association: MRA

Questionnaire: July 2013

Report: November 2013 (note change in dates)

**Option A: Host association collects data, cleans data, prepares report:**

▶ 1-75 participants	\$790 Base + \$15/participant
▶ Over 75 participants	\$790 Base + \$10/participant

**2013 NATIONAL BUSINESS TRENDS SURVEY**

Host Association: Cascade

Questionnaire: October 2013

Report: December 2013

Association Base Cost: Administration, Data cleaning, & Analysis:	\$295/flat fee
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**2013 NATIONAL WAGE & SALARY SURVEY – compiled data from local surveys**

Host Association: MRA

Questionnaire: October 2013

Report: December 2013

Association Base Cost: Administration, Data cleaning, & Analysis:	Compiled data/ Base fee \$275 (addl reporting areas= \$100 each) +additional features TBA
Several new On Demand features+	

*+Contingent upon all EAs collecting common demographics in their local surveys in 2013*

## Guidelines for Selling National Surveys

**Associations who co-sponsor a survey are authorized to re-sell it as follows:**

- For any price to members or non-member, participants (free or otherwise)
- For a fee that is at or above the base co-sponsor fee to non-member, non-participants using the chart below. The co-sponsor fees defray some but not all of the actual labor costs incurred by the host association to produce a national survey. This protects the value of membership and the EAA brand.

<b>National Survey Co-sponsored by Association</b>	<b><u>Non-member Non-participant</u> fee at or above the base fee</b>
National Executive Compensation Survey	\$790
National IT & Engineering Compensation Survey	\$790
National Policies & Benefits Survey	\$790
National Salary Budget Survey	\$150
National Sales Compensation & Practices Survey	\$790
National Wage & Salary Survey	\$790
National Business Trends Survey	\$295

**Associations who do not co-sponsor a survey... (see next page)**

**Associations who do not co-sponsor a survey cannot re-sell the survey, but can contact the Host Association as follows:**

- If your association did not co-sponsor a survey, but has a member who wants to purchase it, contact the Host Association to make arrangements. As a courtesy to a sister EAA, the host association will provide the survey to your member at its own member fee (a considerable savings for your member over the non-member fee).
- This only applies to an occasional member purchase; it is not a substitute for co-sponsoring a survey for your members.
- If your association did not co-sponsor the survey and a non-member contacts you, please refer these requests to the Host Association who will handle the transaction.

### **Guidelines for Collecting Comparable Data through a Local Survey Instrument for Inclusion in a National Survey (rather than using the national survey instrument)**

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In 2012, the National Survey Committee addressed the need to expand the methods of data collection from using only the national survey instrument to allowing comparable data to be gathered in a local survey and then submitted for inclusion in a national survey. This is being done to accommodate the growing trend of associations to combine all of their jobs into one survey to simplify participation for their members. An association can collect data through the local survey instrument and submit it to the national surveys when the following best practice guidelines are met:

- a) **The local survey must use the same job descriptions and titles used in the national survey.** These positions are available in the EAA Benchmark Jobs document that was prepared in 2009.
- b) **The local survey must include the required sequences within a job family.** These positions are identified in the EAA Benchmark Jobs document.
- c) **The local survey must gather comparable base salary and bonus pay data in the same manner as the national survey.** For example, if the national survey gathers base salary and variable pay, and the local survey only gathers base salaries, the local data cannot be used in the national survey as it would skew the results.
- d) **The local survey must gather comparable demographic breakout data as the national survey.** The local survey may publish fewer or more demographic breakouts locally as long as the cell boundaries that are used to collect data match the national survey demographics. See the next section for an explanation of how this works and for the required demographic cell boundaries.
- e) **Although encouraged to do so, associations are not required to collect benefits or other supplemental questions** in the national surveys to be eligible to submit salary data. Note: Beginning in 2014 each host association will prepare a list of required benefits / supplemental questions that must be asked to ensure the national surveys contain comparable data.
- f) The association that gathers comparable data as outlined above through its local survey instrument **must contact the host association to obtain the required spreadsheet format for submission of their data** for inclusion in the national survey, and to determine if the host association will charge a flat fee for the initial upload and /or for subsequent uploads if errors are found.

**The local data cannot be used unless comparable data as outlined above are collected.**

## National Surveys and Standard Demographics in 2013

During 2012 the National Survey Committee made a decision to establish common demographic breakouts for all seven national surveys. This is consistent with the decision made several years ago to use common benchmark job descriptions. The benefits of having common demographics:

- Further strengthens the EAAs ability to provide consistent national data.
- Members with locations in different states will be able to get comparable data.
- On Demand options can be offered for the National Wage and Salary Survey

**A majority of associations began collecting the standard demographics in 2012 and all associations are encouraged to do so in 2013.** By using common demographics the data can be recombined (rolled up) as needed in the national surveys. The beauty of **collecting consistent demographics is that associations do not have to buy into a single approach for their reports.** How your association reports the demographics in your local survey reports is up to you and what is a best fit your members **as long as the cell boundaries match the national demographics.**

The following pages:

- Outline the demographics that are being used in the national surveys as of 2012,
- Show examples of how- at the local level- associations can aggregate data in any way that fits their membership in its local reports.

### A. Industry Breakouts Established by the EAA National Survey Committee

For National Surveys & Recommended gathering in Local Surveys	Example of How a Local Survey Might Rollup for Its Report (cell boundaries match)
Natural Resources / Mining	Goods Producing, Non-Manufacturing
Utilities	
Construction	
Non-Durable Goods Manufacturing	Non-Durable Goods Manufacturing
Durable Goods Manufacturing	Durable Goods Manufacturing
Retail Trade	Services
Wholesale Trade	
Transportation / Warehousing	
Information (Communication/Broadcasting)	
Financial Activities (includes Banking, Insurance, Real Estate)	
Professional / Business Services	
Education Services	
Health Services	
Social Services	
Leisure / Hospitality Services	
Services, not elsewhere classified	
Public Administration	

**NEW: HOW TO HANDLE NON-PROFIT ORGANIZATIONS:** see next page

**NEW: HOW TO HANDLE NON-PROFIT ORGANIZATIONS:**

Health Services and Social Services as well as some Education Services are non-profit in many cases. To avoid potential overlapping responses, non-profits should be reported in their correct industry above.

**NEW: Profit – Non-profit Breakout (suggested but not required):** Add a separate question to your local surveys enables you to breakout the data for national surveys while keeping the industry categories intact.

- |                              |
|------------------------------|
| • For Profit-privately held  |
| • For Profit-publicly traded |
| • Not-for-Profit             |
| • Public sector government   |

**B. Employee Breakouts Established by the EAA National Survey Committee**

Associations can use different employee breakouts as long as the cell boundaries match the boundaries shown below for the national surveys.

<b>For National Surveys Employee Count</b>	<b>Local Survey Example 1: Cell boundaries match</b>	<b>Local Survey Example 3: Cell boundaries do NOT match</b>
1-99	1-49	1-50
	50-99	50-100
100-249	100-150	100-200
	150-200	
	200-249	
250-499	250-350	200-450
	350-499	
500-999	500-999	450-800
1,000 or more	1,000 – 5,000	Over 800
	Over 5,000	

**TIP:** The easiest way is to collect the actual number of employees. Then each association can present the employee breakouts they wish to use and can also submit to the national surveys in a way that can be used.

**C. Revenue Breakouts Established by the EAA National Survey Committee**

The table below shows that the National Executive Survey (first column) will have more revenue breakouts than the other National Surveys (second column). The Executive Survey with a large number of participants and rates that are very revenue sensitive has nine revenue groups. The other national surveys have five revenue groups. If needed, we can recombine (rollup) the smaller breakouts so the sample size is large enough.

The next three columns show examples of how revenue breakouts used to gather local data would be eligible or ineligible for submitting to a national survey.

**Local Survey Examples 1 and 2 are workable options that allow locally collected data to be aggregated and included with national surveys (except the Executive Survey) without**

compromising the summary by revenue. Local surveys can provide a different number of revenue cuts so long as they can be aggregated into a national survey without overhanging cell boundaries.

**Local Example 3 cannot be aggregated to match national survey data** because the cell boundaries for the revenue group labeled B overhang the national survey cell boundaries. As a result, this data cannot be used in the national surveys. This could be remedied by adding a revenue cut at \$25MM to \$49.9MM.

<b>National Executive Survey</b>	<b>National Surveys</b> -IT & Eng -Sales -Wage/ Sal. -Trend	<b>Local Survey Example 1:</b> Cell boundaries match	<b>Local Survey Example 2:</b> Cell boundaries match	<b>Local Survey Example 3:</b> Cell boundaries do NOT match (Overhang)
\$0 – 4.9MM	A	A	A	A
\$5 – 9.9MM	A	A	B	A
\$10 – 14.9MM	A	B	B	B
\$15 – 24.9MM	A	B	C	B
\$25 – 49.9MM	B	C	D	B
\$50 – 99.9MM	C	D	E	C
\$100 – 249.9MM	D	E	F	D
\$250 – 499.9MM	E	F	G	E
\$500MM+	E	F	G	F

The mix of participant company size in local surveys will tend to limit and define the natural survey breaks. Local Example 1 shows that a local break at \$9.99MM has been chosen as a best fit. At a later time, data from cells labeled A and B can be combined and reported in a revenue breakout that matches one of the national surveys.

**Tip:** If local data are collected with exact revenue it can be recalculated in any configuration and can be combined with national data.

#### **D. Regional Breakouts to Be Established by the EAA National Survey Committee**

Currently there are several different regions in the seven national reports. The Committee is working on establishing consistent regional breakouts to be used in the 2013 national reports and these will be forwarded shortly. However, as long as associations gather data using the state as a demographic, the data can be recombined to fit the regions in the national surveys.

## **EAA Survey Branded Cover and Naming Conventions**

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**Utilizing the EAA branded cover:** The survey cover page includes a place to add your association's logo and identification in the middle panel of the cover. The remaining EAA identifying logo and page design is to be used as presented as a means of establishing and promoting the EAA brand.

A decision was made to name surveys with the year the survey data will be used. This is a marketing issue for surveys published near the end of the year as the data that will be used the entire next year. For example, a survey that is published in Dec 2011 will be titled 2012 so it does not sound old when it is published.

## **National Survey Committee Membership – How to Join**

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The National Survey Committee has two types of members:

1. The Host Associations for each of the seven national surveys are permanent members of the committee.
2. Members at large can be from any association and can either be nominated or can volunteer.

This is a committed working committee that meets via conference call every two weeks. We welcome new additions to the committee. If interested, please contact one of the current members listed on the cover.