

Association of Small Business Development Centers.®

Prepared by the
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Executive Summary

The FY 2011 Salary Survey was completed in May 2011 referencing source data provided by ASBDC members from current FY/CY 2011 SBDC Cooperative Agreements. Responses were received from 40 States and 2 U.S. geographically; it was a very representative survey.

This study outlines SBA regional and national comparisons for positions found within the SBDC program network. Historically, the salary survey has been used in several ways, none the least of which has been for position comparability and negotiation support with host institutions.

The SBDC National Information Clearinghouse would like to thank all survey participants.

METHODOLOGY:

On January 15th 2011, a letter was sent to all State, Executive and Regional SBDC Directors requesting the key personnel section of the FY 2011 budget proposal.

The data was categorized according to the following variables:

- job title
- state
- annual salary
- regions

To ensure accuracy, data was manually reviewed following entry into Microsoft Excel software and thrice checked against the reporting organizations' key personnel charts. A series of statistical analyses were performed and comparisons of mean salaries between regions were prepared in table and chart formats. A total of 1,693 salaries were submitted resulting in excess of 10,000 pieces of data manipulated to produce the 2011 salary survey.

On May 5th, the preliminary 2011 ASBDC salary survey report was reviewed and subsequently published for distribution.

RECOMMENDATIONS:

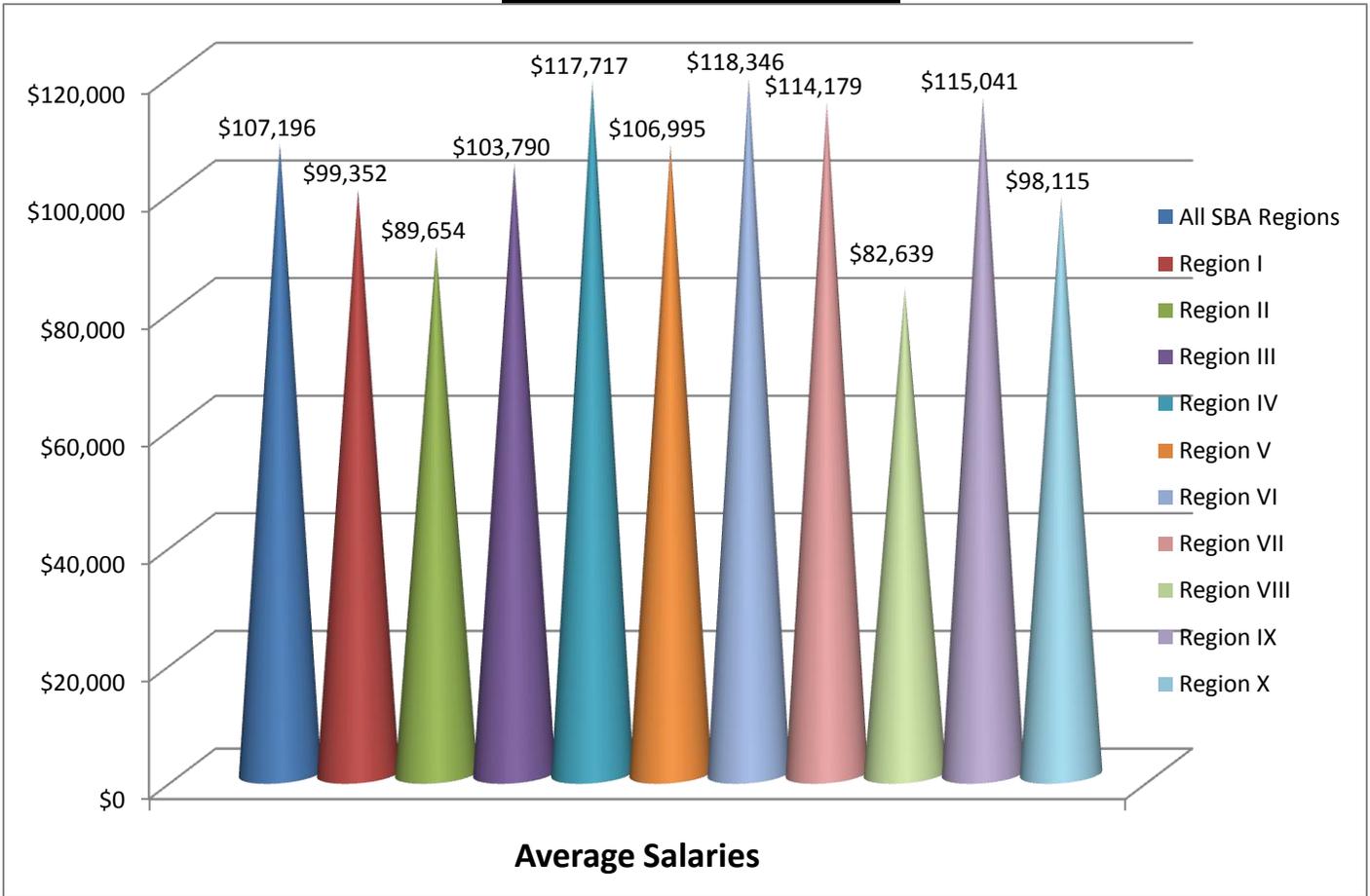
Since the FY 2007 survey, where a recommendation was made to appropriately categorize personnel positions to eliminate inaccurate categorizing of job positions during these surveys, the FY 2009 and FY 2011 surveys have seen a slight improvement in the IT, Accountant and Administrative areas. The Counselor, Center/Regional Director and Area Director Positions still has numerous differences across the SBDC Network. This difference leads to incorrectly categorized positions which further results in erroneous comparisons. The Salary Survey will not reach its true potential in reporting accurate salaries until the job categories are standardized and all states, regions and territories participate. The FY 2009 and FY 2011 surveys had only a few states report their lead center personnel. This type of reporting leads to higher mean salary reporting as the Lead Centers tend to have higher salaries. In the FY 2009 and FY 2011 surveys some states reported annual salary rates based on the work time percentage. The salary survey should be based on the annual 100 percent work time salary. Additionally, the historical and most recently prepared ASBDC salary surveys have been developed using the Key Personnel information submitted as part of each states' budget section of their respective SBDC proposal. The following recommendations are offered to minimize future challenges inherent with the current methodology:

- Each state director should submit salary information for all positions within their respective network and not solely for the state office staff.
- ASBDC should develop a list of titles applicable to all SBDC staff positions for use on the Key Personnel document of the budget, and make these categories standard across all SBDC's 5
- ASBDC should develop a method to ensure all states report salary information. A 77% percent return rate is not a good representation of the salaries of the SBDC personnel.
- A standard form should be produced and sent to the States. The States can then fill in the information. This will allow the States to classify and clarify their own job titles based on the categories listed in the form. This form can be made available online and electronically submitted.

Responding States/Regions

Region	States/Centers Responding	States/Centers Non-responding
I	MA, ME, RI, VT	CT, NH
II	NY, VI	NJ, PR
III	DE, MD, PA VA, WV	DC
IV	AL, FL, GA, KY MS, SC, TN	NC
V	IL, IN, MI	MN, OH, WI
VI	AR, LA, NM, OK, TX-HOU, SWTXB, NTX, NWTX	None
VII	IA, KS, MO, NE	None
VIII	CO, MT, SD, UT, WY	ND
IX	CA(Northeastern, Northern, Orange County, Los Angeles, UC Merced) HI, NV, Pacific Islands	American Samoa, AZ, CA(San Diego)
X	AK, ID, WA	OR
Total	49	14

State Directors 2011

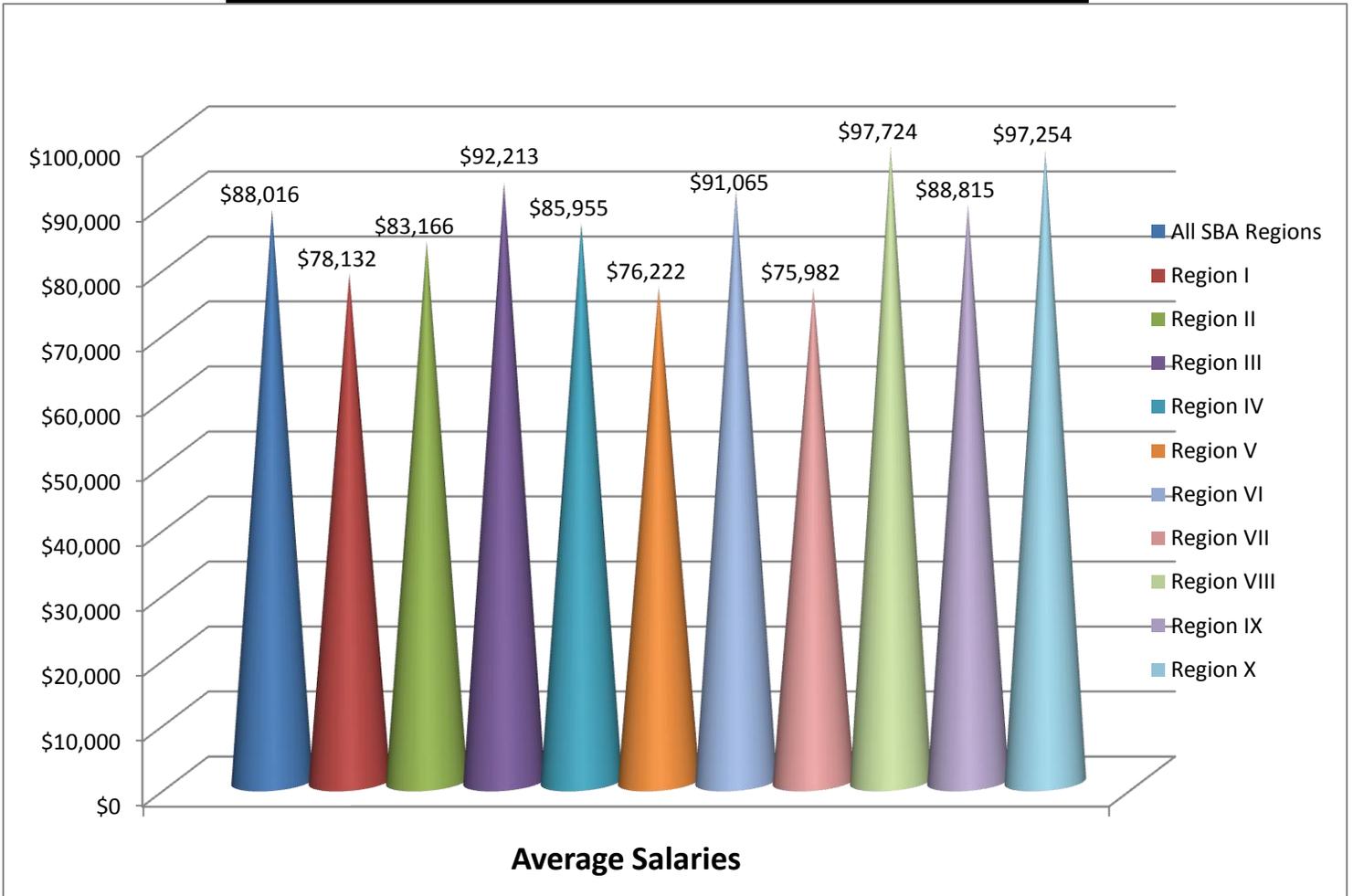


Statistical Analysis

Number	45	
Mean	\$107,196	
Median	\$102,030	
Std. Deviation	\$20,593	
Minimum	\$70,092	
Maximum	\$145,479	
Percentile	50	\$102,030
	60	\$107,465
	70	\$117,901
	80	\$126,367
	90	\$139,641

* For a list of job classifications included, please refer to Appendix A

Associate/Assistant State Director Level I 2011

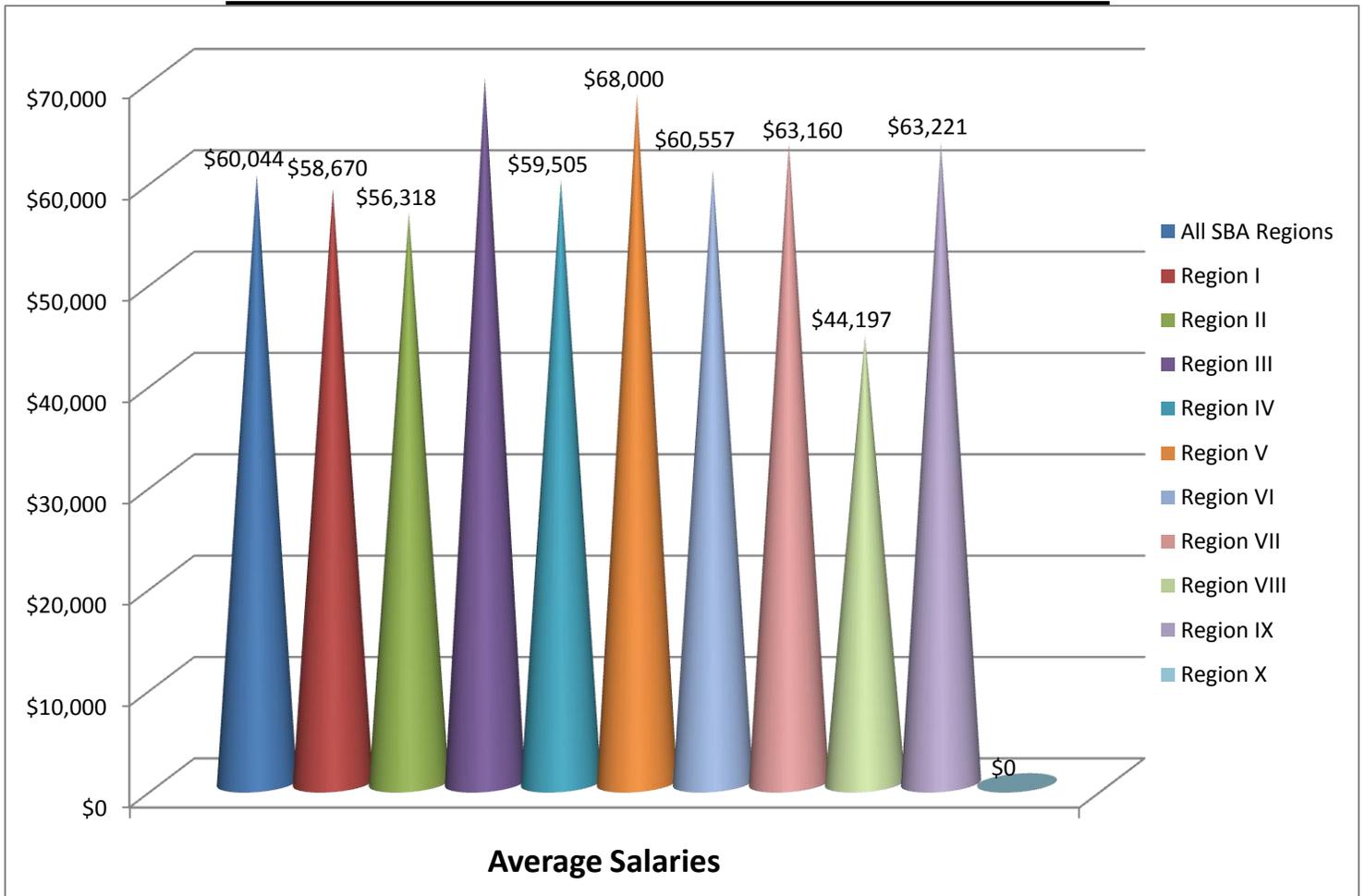


Statistical Analysis

Number	27	
Mean	\$88,016	
Median	\$86,000	
Std. Deviation	\$12,229	
Minimum	\$71,996	
Maximum	\$118,758	
Percentile	50	\$86,000
	60	\$89,591
	70	\$93,929
	80	\$97,068
	90	\$101,969

* For a list of job classifications included, please refer to Appendix A

Associate/Assistant State Director Level II 2011

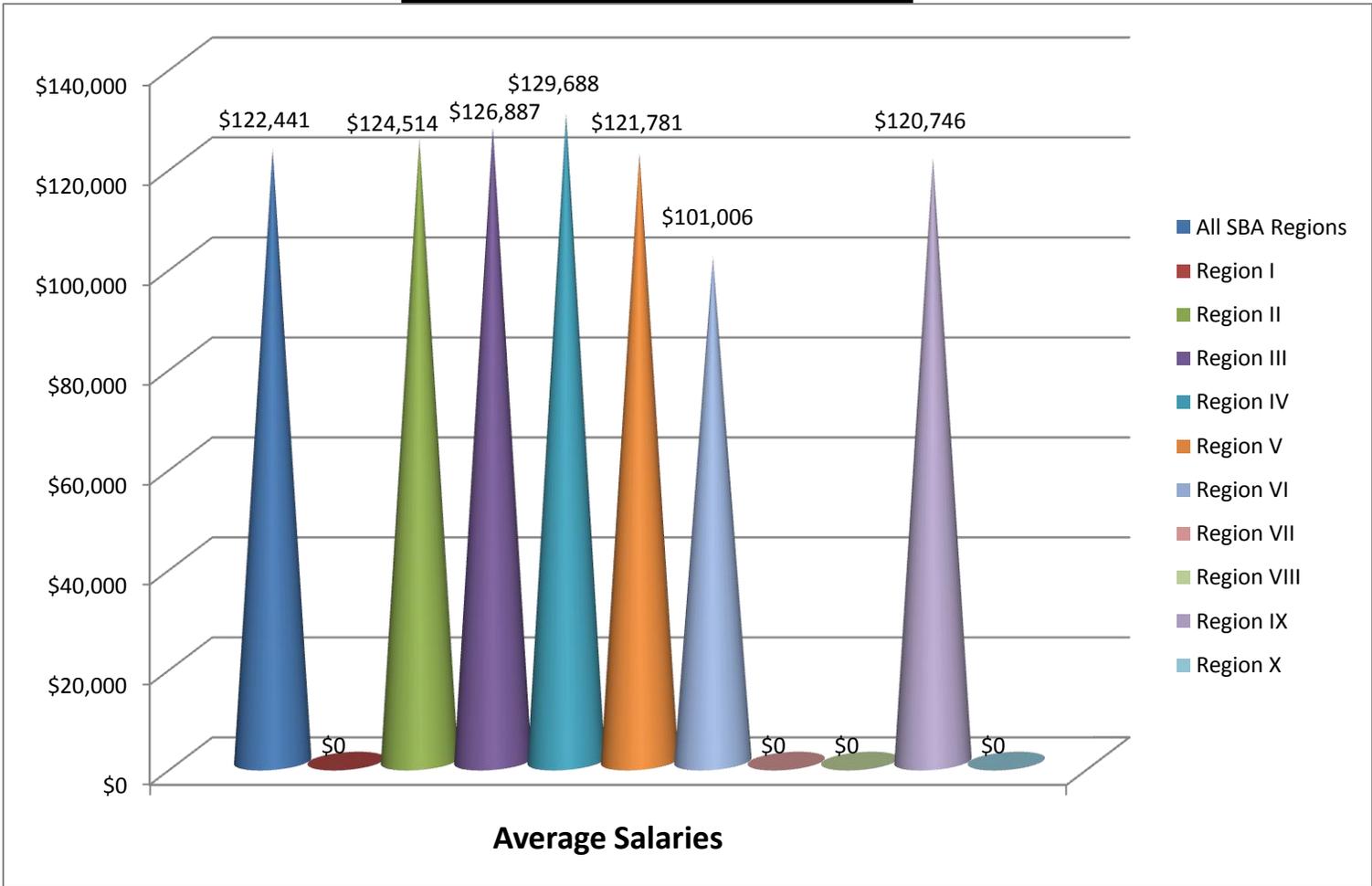


Statistical Analysis

Number	30	
Mean	\$60,004	
Median	\$62,005	
Std. Deviation	\$7,616	
Minimum	\$36,157	
Maximum	\$70,002	
Percentile	50	\$62,005
	60	\$63,487
	70	\$64,023
	80	\$66,354
	90	\$68,149

* For a list of job classifications included, please refer to Appendix A

Center Director Level I 2011

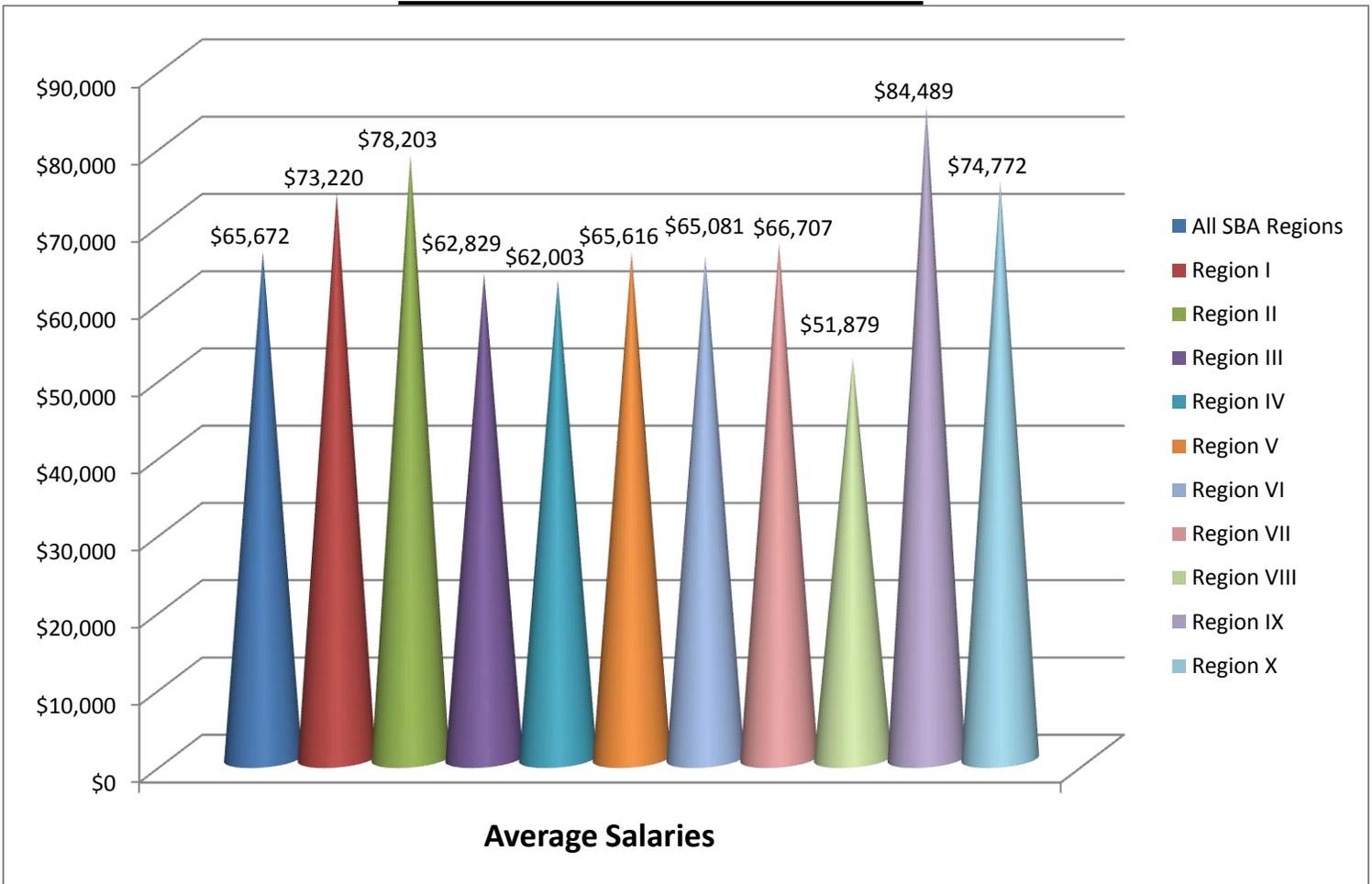


Statistical Analysis

Number	25	
Mean	\$122,441	
Median	\$113,815	
Std. Deviation	\$21,504	
Minimum	\$101,006	
Maximum	\$176,836	
Percentile	50	\$113,815
	60	\$119,620
	70	\$129,360
	80	\$136,046
	90	\$154,311

* For a list of job classifications included, please refer to Appendix A

Center Director Level II 2011

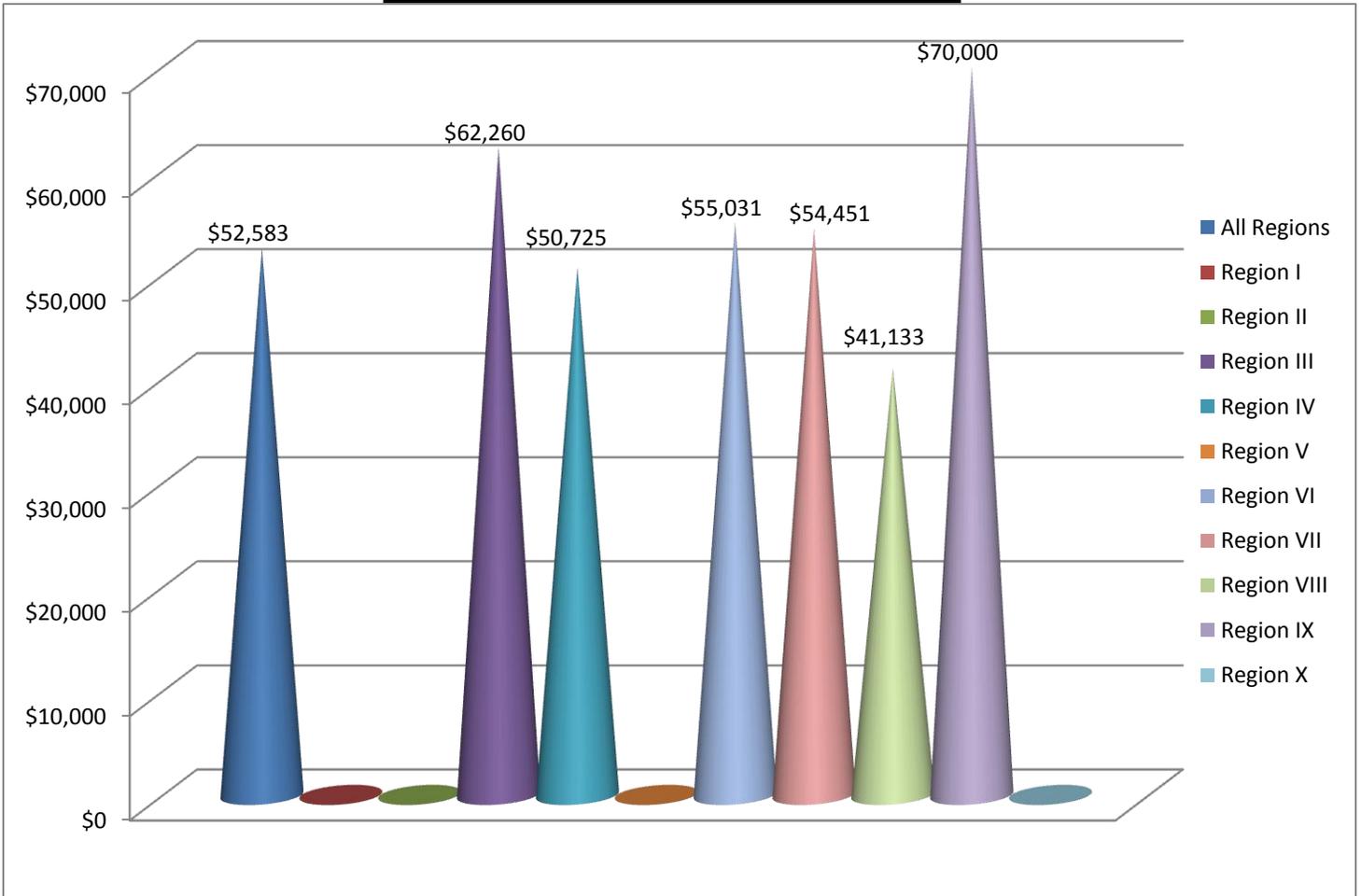


Statistical Analysis

Number	402	
Mean	\$65,672	
Median	\$64,306	
Std. Deviation	\$15,204	
Minimum	\$20,294	
Maximum	\$98,860	
Percentile	50	\$64,306
	60	\$68,991
	70	\$73,000
	80	\$78,275
	90	\$88,816

* For a list of job classifications included, please refer to Appendix A

Assistant Center Director 2011

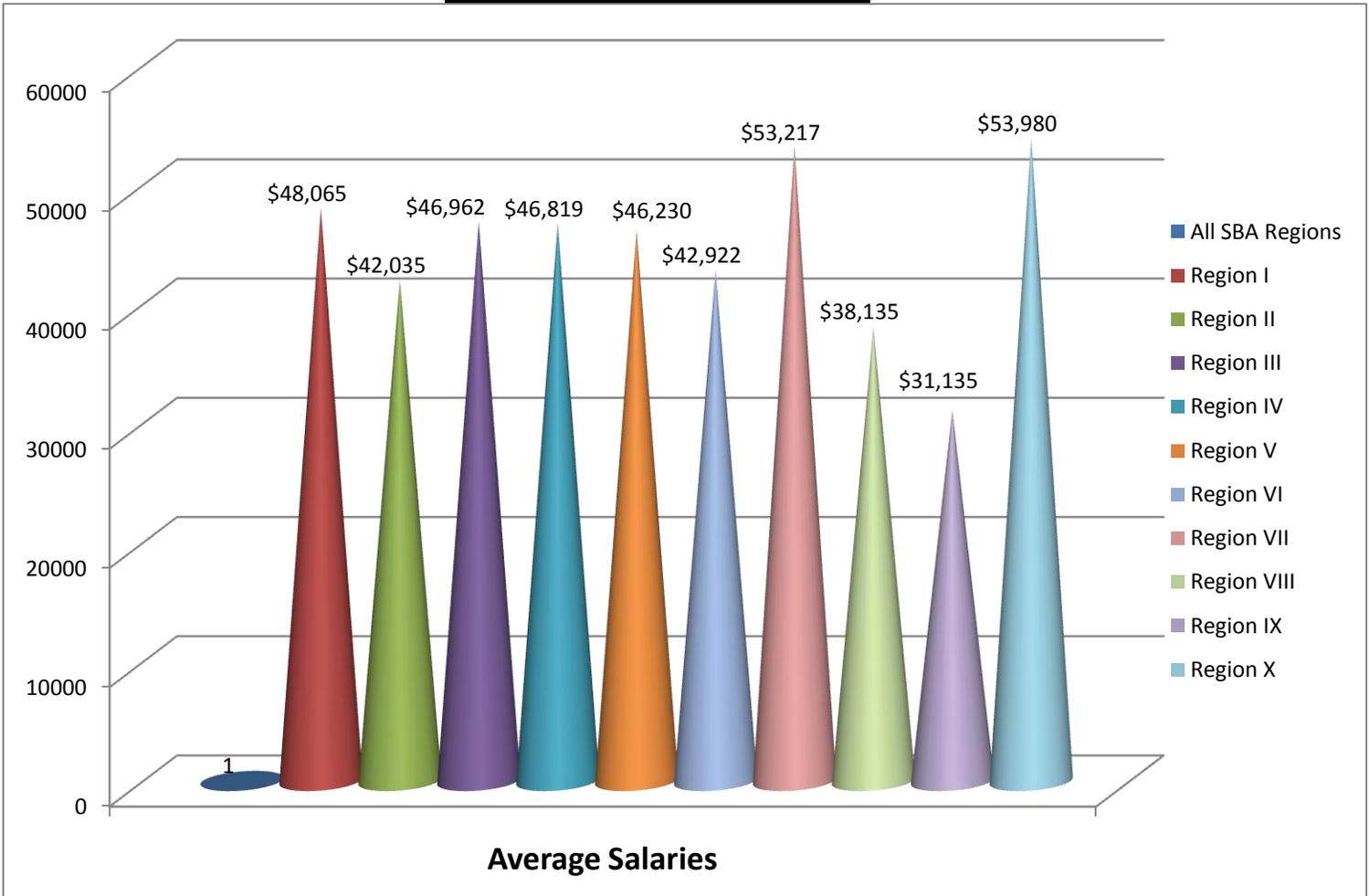


Statistical Analysis

Number	49	
Mean	\$52,583	
Median	\$52,319	
Std. Deviation	\$12,276	
Minimum	\$26,981	
Maximum	\$82,847	
Percentile	50	\$52,319
	60	\$53,884
	70	\$57,428
	80	\$60,998
	90	\$68,560

* For a list of job classifications included, please refer to Appendix A

Business Advisor 2011

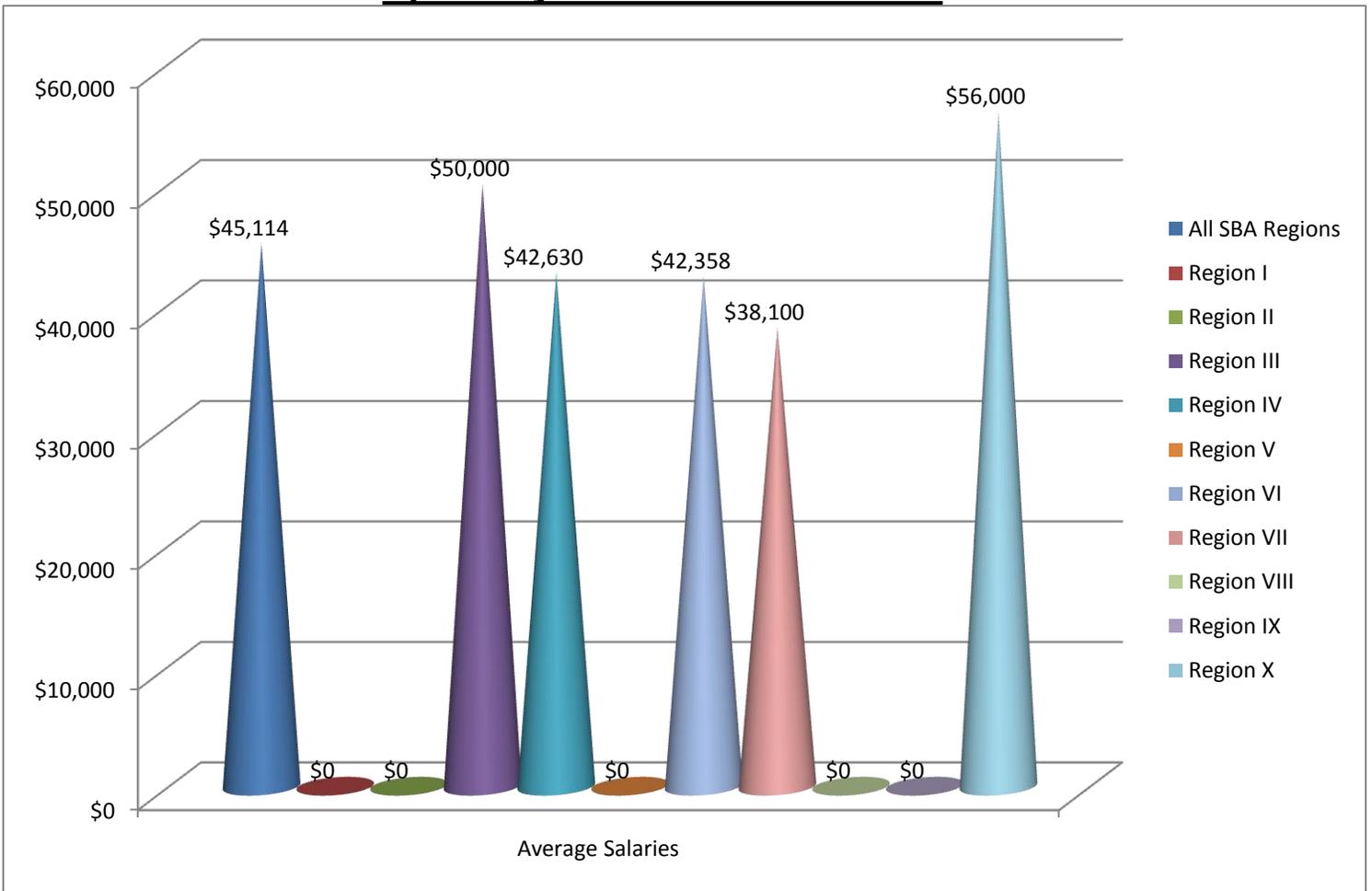


Statistical Analysis

Number	540	
Mean	\$44,416	
Median	\$44,000	
Std. Deviation	\$12,996	
Minimum	\$10,114	
Maximum	\$89,701	
Percentile	50	\$44,000
	60	\$46,682
	70	\$50,013
	80	\$54,686
	90	\$59,804

* For a list of job classifications included, please refer to Appendix A

Specialty Center Advisor 2011

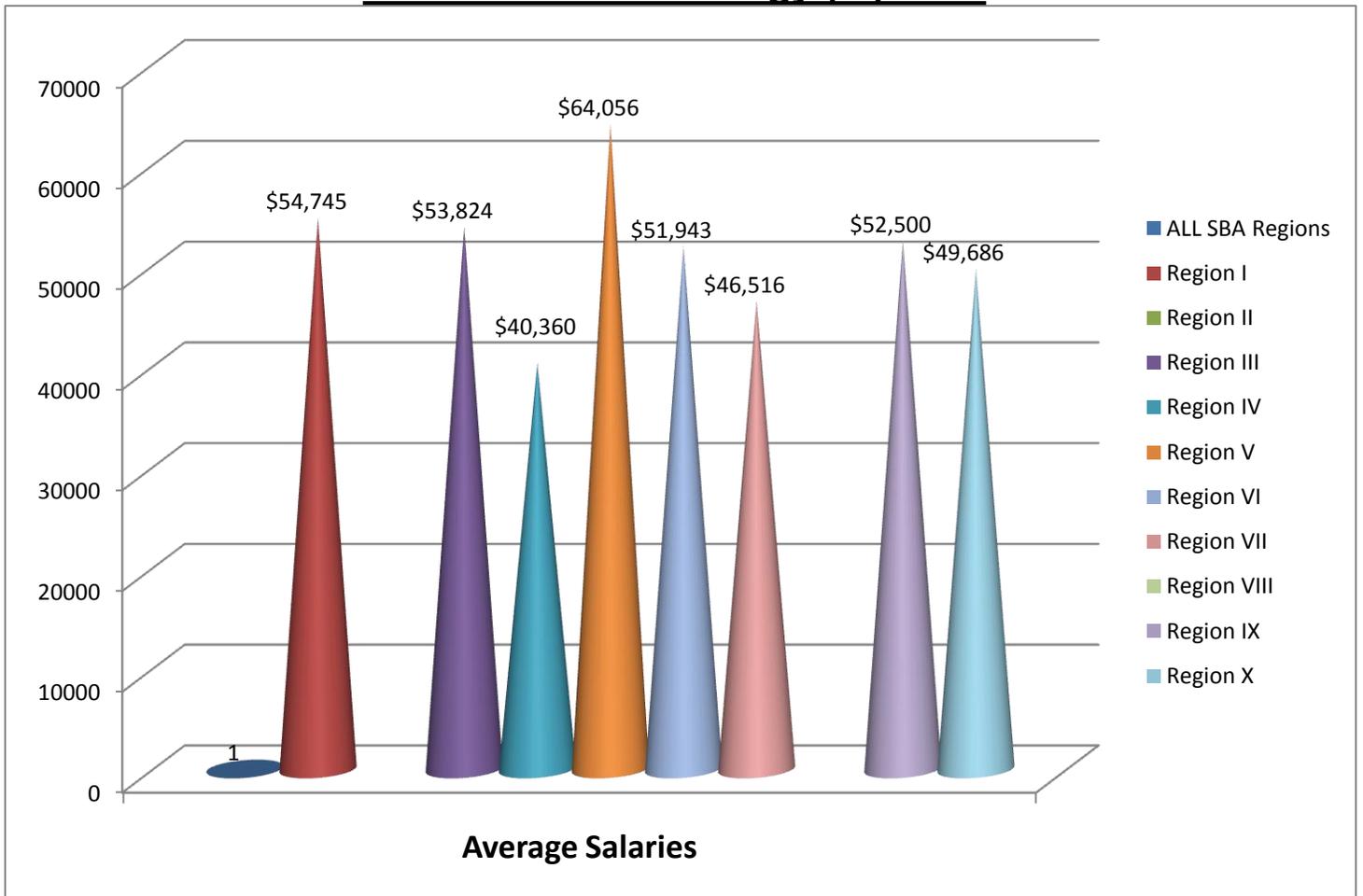


Statistical Analysis

Number	14	
Mean	\$45,114	
Median	\$43,481	
Std. Deviation	\$6,788	
Minimum	\$37,000	
Maximum	\$56,000	
Percentile		
	50	\$43,481
	60	\$44,389
	70	\$50,000
	80	\$52,173
	90	\$55,830

* For a list of job classifications included, please refer to Appendix A

Information Technology (IT) 2011

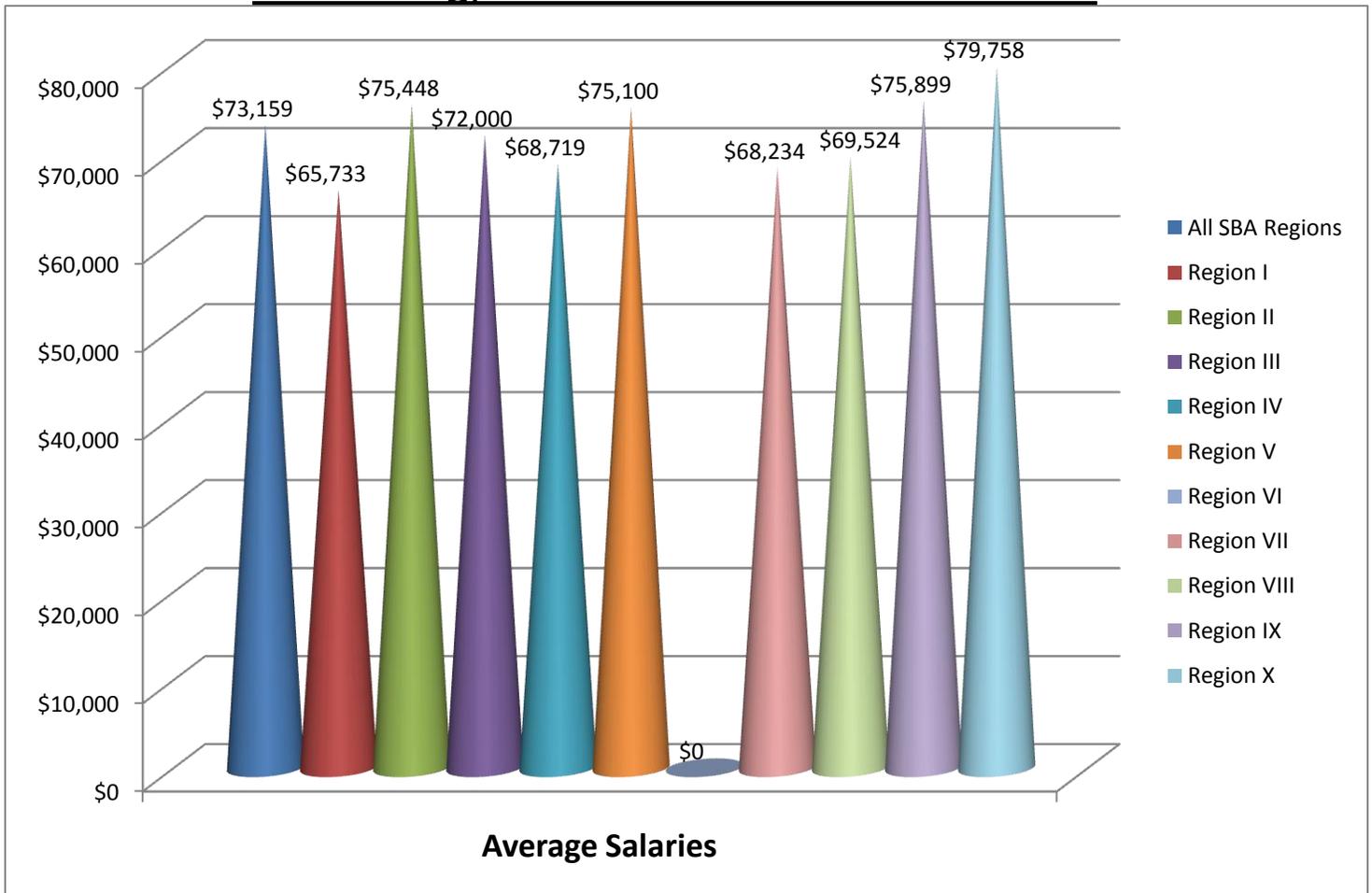


Statistical Analysis

Number	41	
Mean	\$49,130	
Median	\$48,347	
Std. Deviation	\$14,637	
Minimum	\$20,800	
Maximum	\$84,035	
Percentile	50	\$48,347
	60	\$52,000
	70	\$54,511
	80	\$60,004
	90	\$66,621

* For a list of job classifications included, please refer to Appendix A

Accounting, Grants and Finance Level I 2011

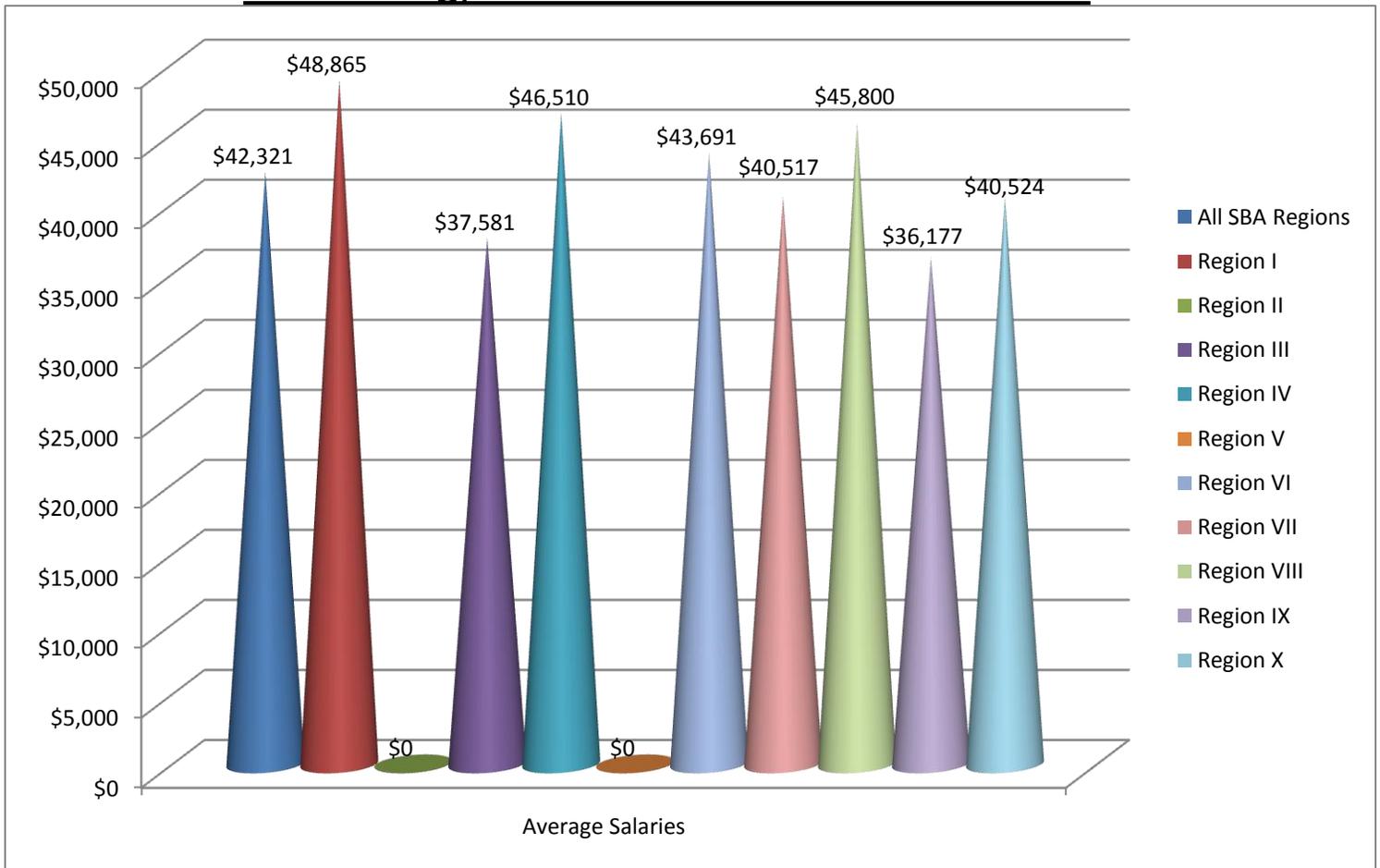


Statistical Analysis

Number	15	
Mean	\$73,159	
Median	\$73,776	
Std. Deviation	\$5,030	
Minimum	\$65,216	
Maximum	\$85,000	
Percentile	50	\$73,776
	60	\$74,889
	70	\$76,432
	80	\$76,734
	90	\$76,960

* For a list of job classifications included, please refer to Appendix A

Accounting, Grants and Finance Level II 2011

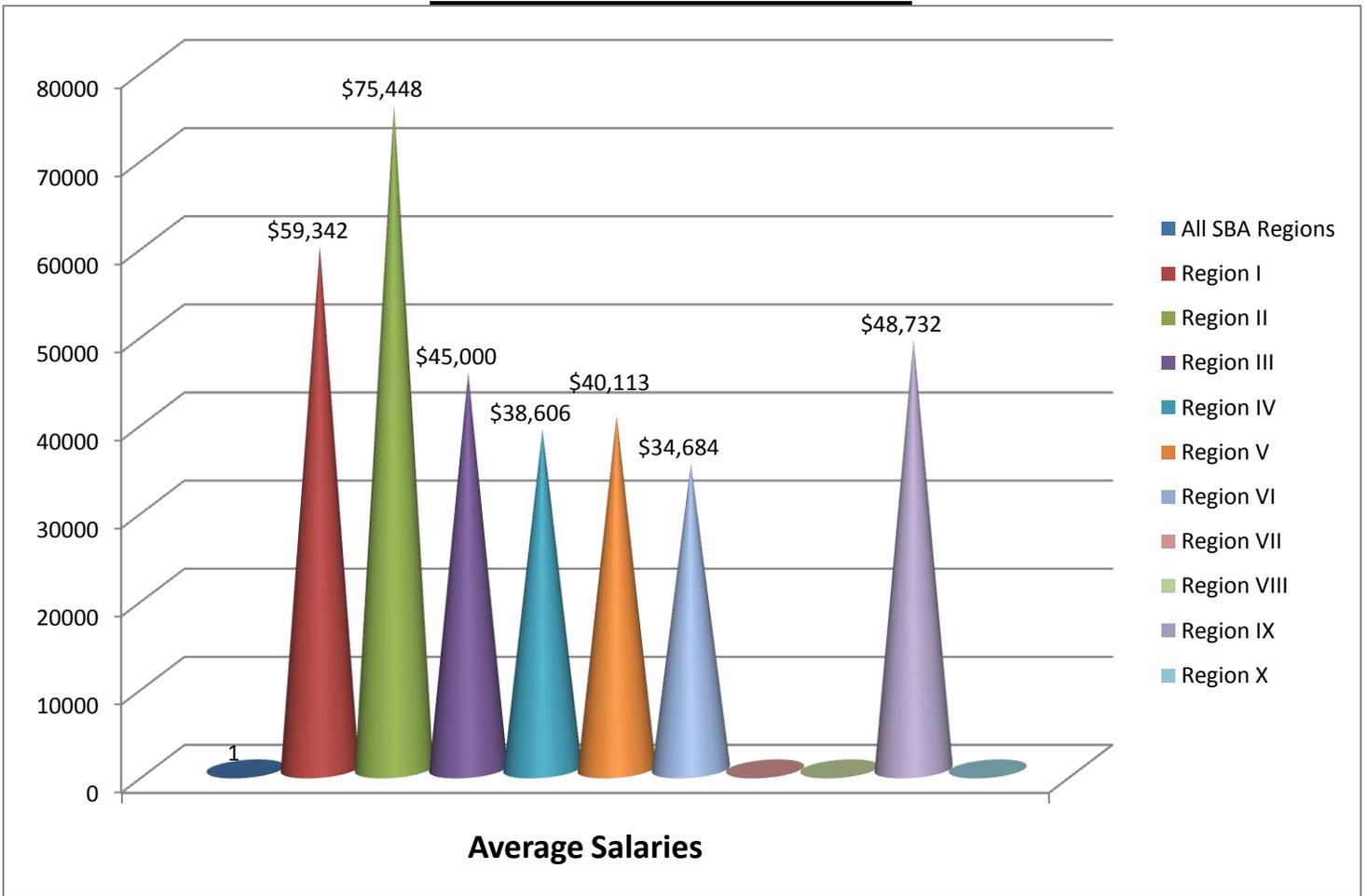


Statistical Analysis

Number	35	
Mean	\$42,321	
Median	\$43,366	
Std. Deviation	\$10,025	
Minimum	\$20,214	
Maximum	\$59,290	
Percentile	50	\$43,366
	60	\$45,000
	70	\$46,207
	80	\$50,604
	90	\$54,893

* For a list of job classifications included, please refer to Appendix A

Office Administrator 2011

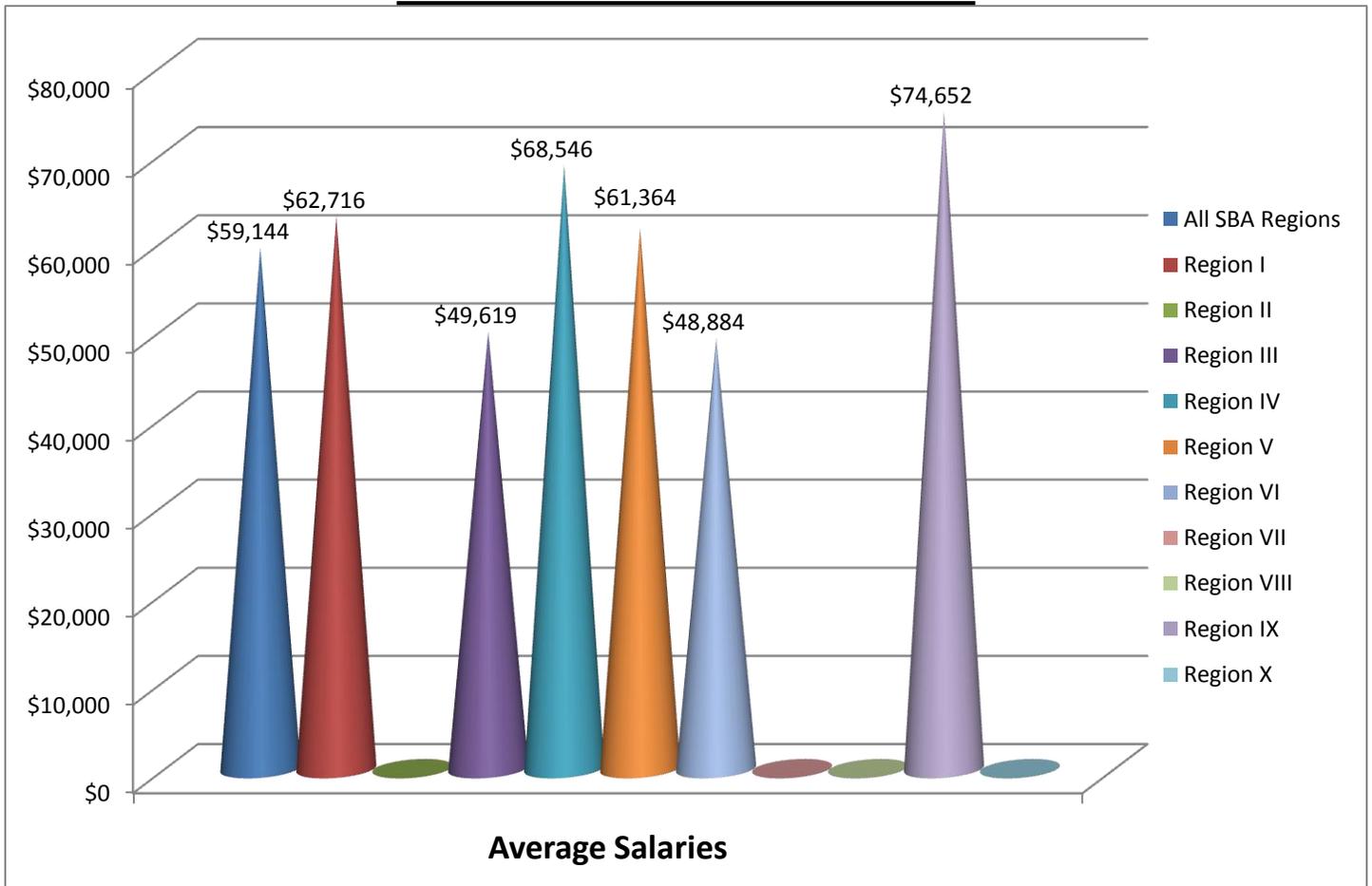


Statistical Analysis

Number	34	
Mean	\$38,952	
Median	\$37,043	
Std. Deviation	\$15,499	
Minimum	\$8,222	
Maximum	\$78,486	
Percentile	50	\$37,043
	60	\$38,938
	70	\$44,511
	80	\$48,884
	90	\$55,930

* For a list of job classifications included, please refer to Appendix A

Senior Business Advisor 2011

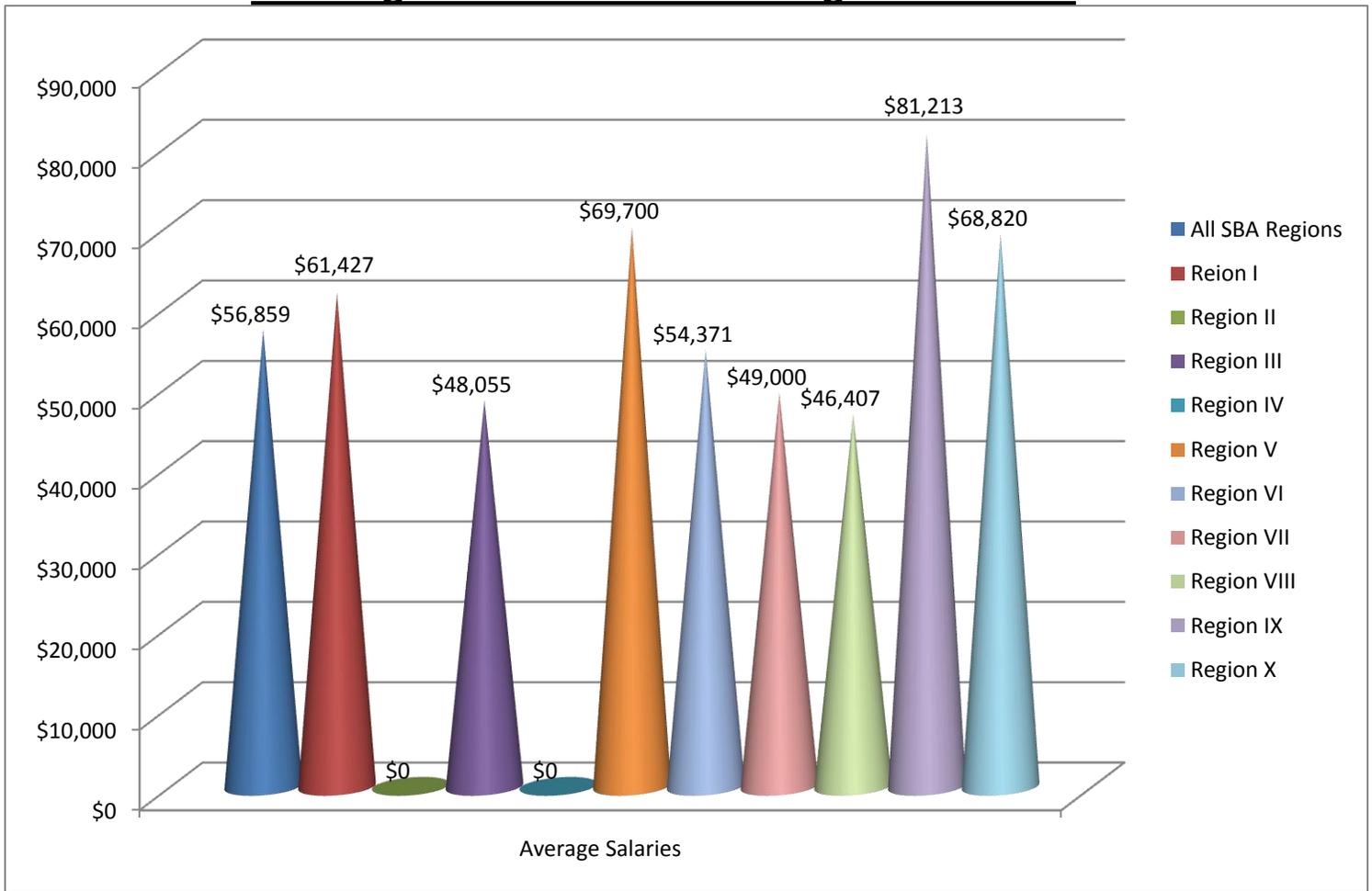


Statistical Analysis

Number	52	
Mean	\$59,144	
Median	\$59,289	
Std. Deviation	\$11,681	
Minimum	\$35,684	
Maximum	\$88,710	
Percentile	50	\$59,289
	60	\$61,727
	70	\$65,385
	80	\$68,985
	90	\$71,850

* For a list of job classifications included, please refer to Appendix A

Training Coordinator/ Marketing Level I 2011

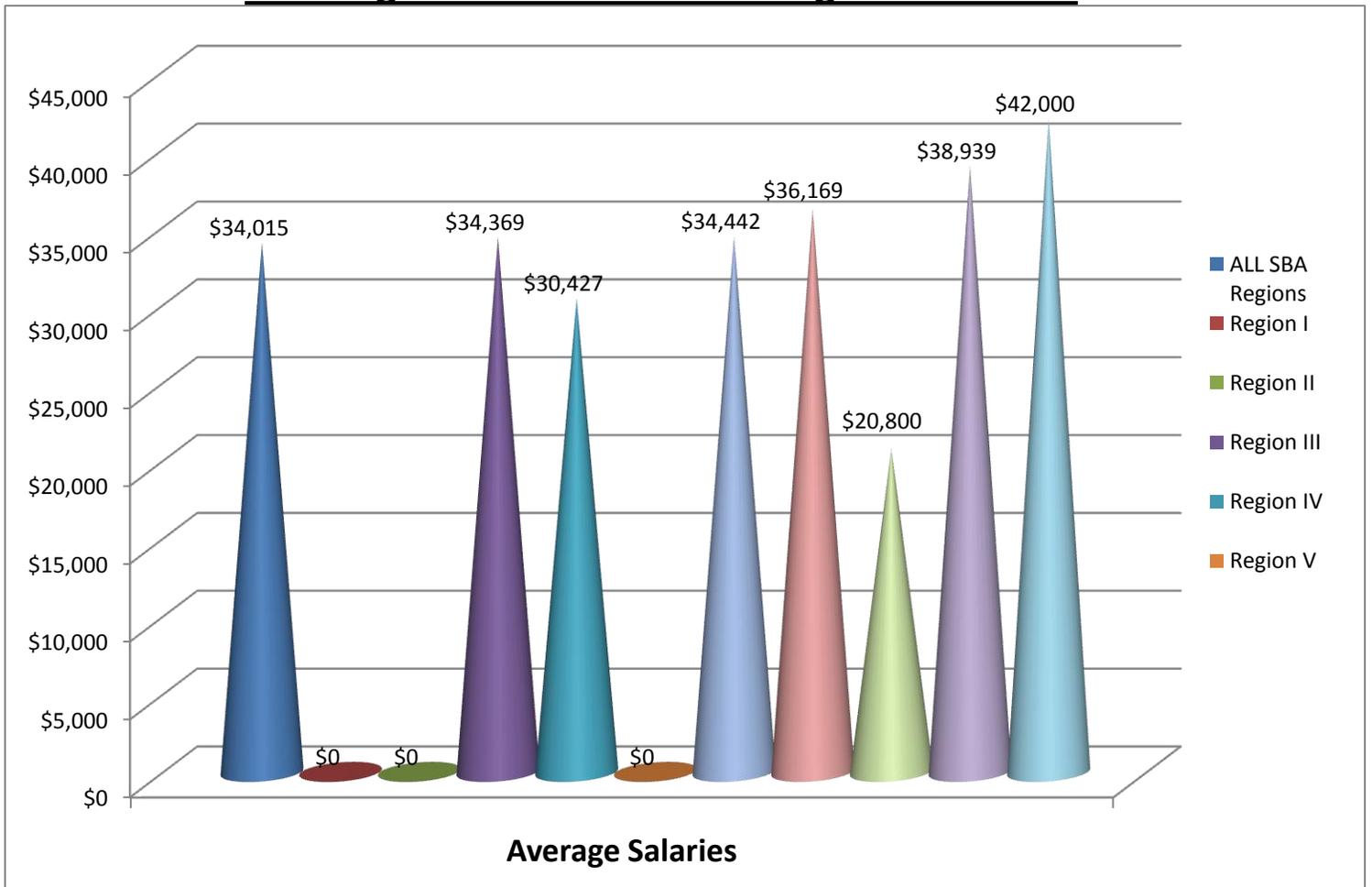


Statistical Analysis

Number	22	
Mean	\$56,859	
Median	\$53,750	
Std. Deviation	\$11,072	
Minimum	\$45,000	
Maximum	\$81,213	
Percentile	50	\$53,750
	60	\$57,255
	70	\$59,300
	80	\$63,223
	90	\$77,366

* For a list of job classifications included, please refer to Appendix A

Training Coordinator/ Marketing Level II 2011

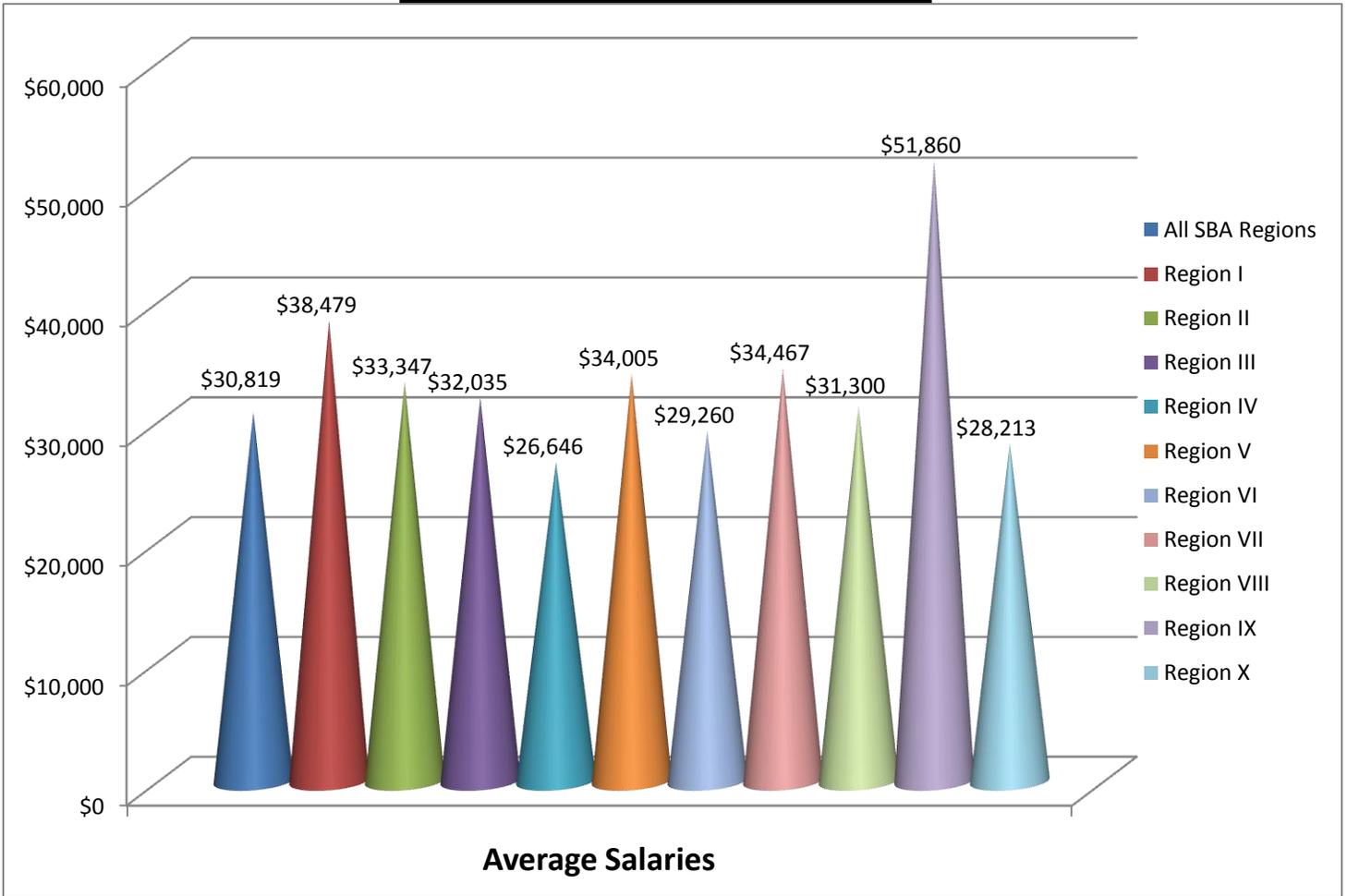


Statistical Analysis

Number	48	
Mean	\$34,015	
Median	\$34,569	
Std. Deviation	\$6,683	
Minimum	\$18,404	
Maximum	\$44,931	
Percentile	50	\$34,569
	60	\$36,080
	70	\$38,995
	80	\$40,809
	90	\$42,000

* For a list of job classifications included, please refer to Appendix A

Administrative Support 2011

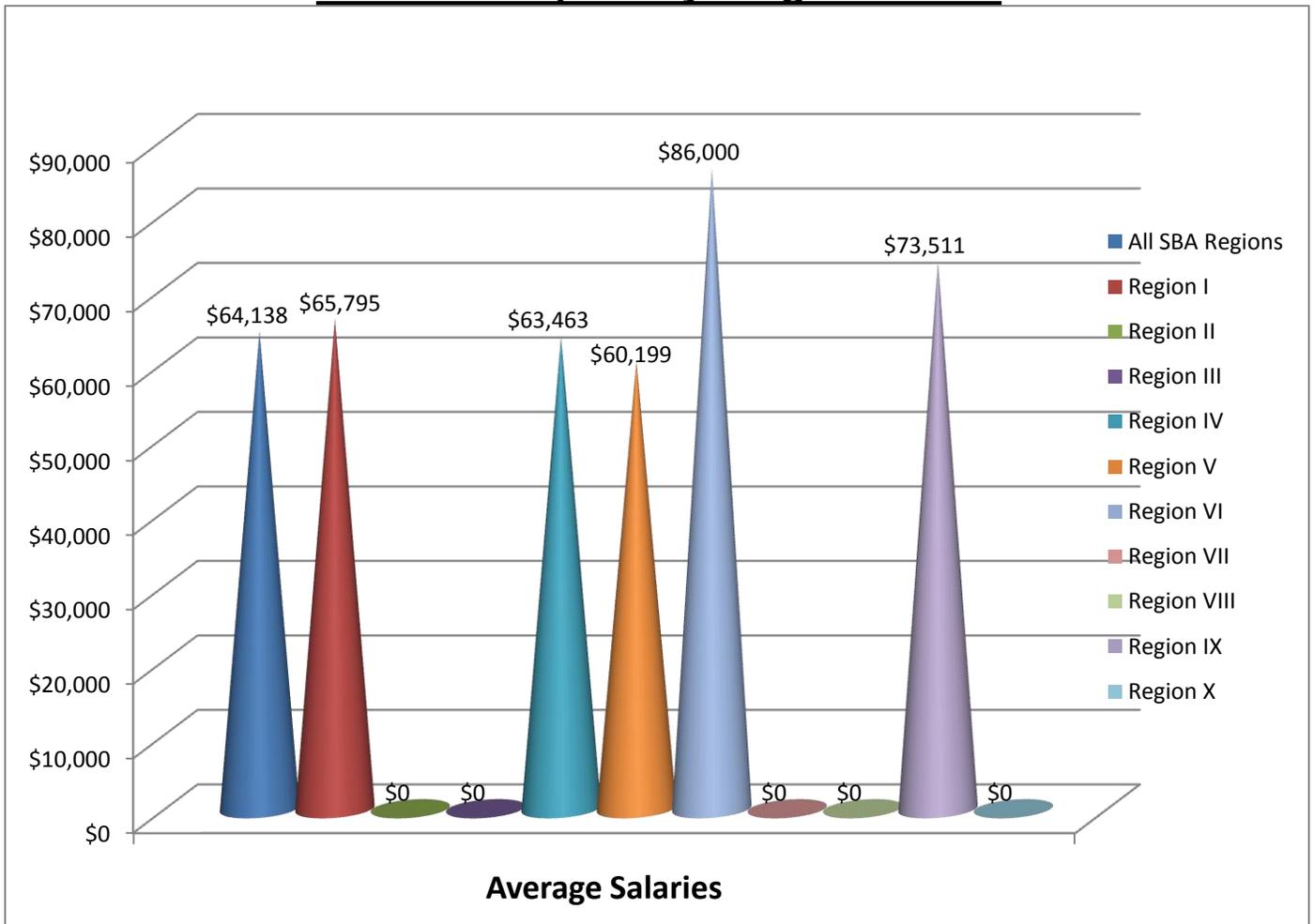


Statistical Analysis

Number	224	
Mean	\$30,819	
Median	\$29,690	
Std. Deviation	\$9,654	
Minimum	\$8,320	
Maximum	\$75,000	
Percentile	50	\$29,690
	60	\$31,260
	70	\$33,427
	80	\$37,191
	90	\$41,525

* For a list of job classifications included, please refer to Appendix A

Director of Specialty Programs 2011

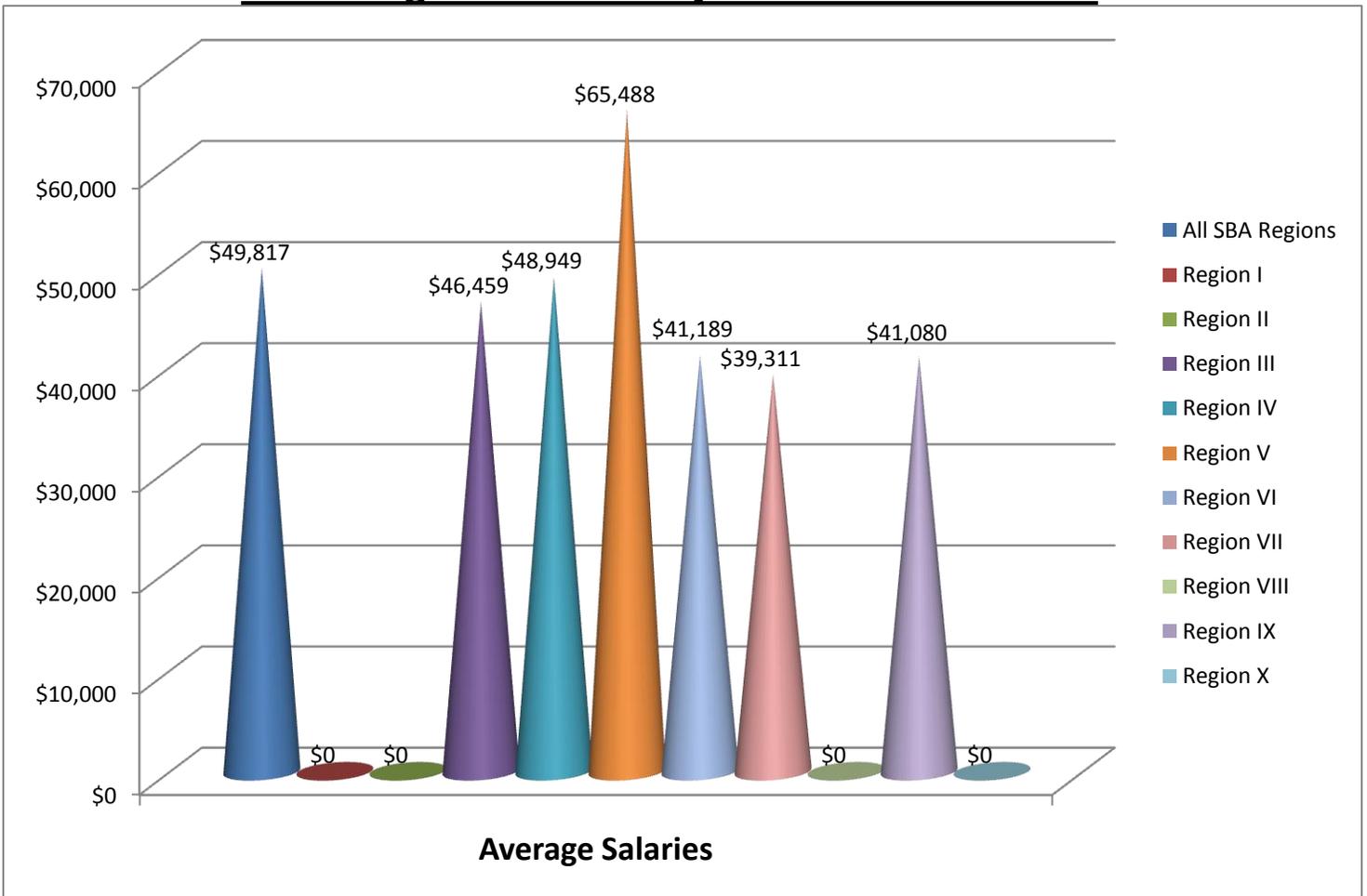


Statistical Analysis

Number	28	
Mean	\$64,138	
Median	\$60,663	
Std. Deviation	\$19,488	
Minimum	\$29,579	
Maximum	\$101,132	
Percentile	50	\$60,663
	60	\$70,047
	70	\$75,616
	80	\$84,400
	90	\$88,620

* For a list of job classifications included, please refer to Appendix A

Marketing Research/Project Coordinator 2011

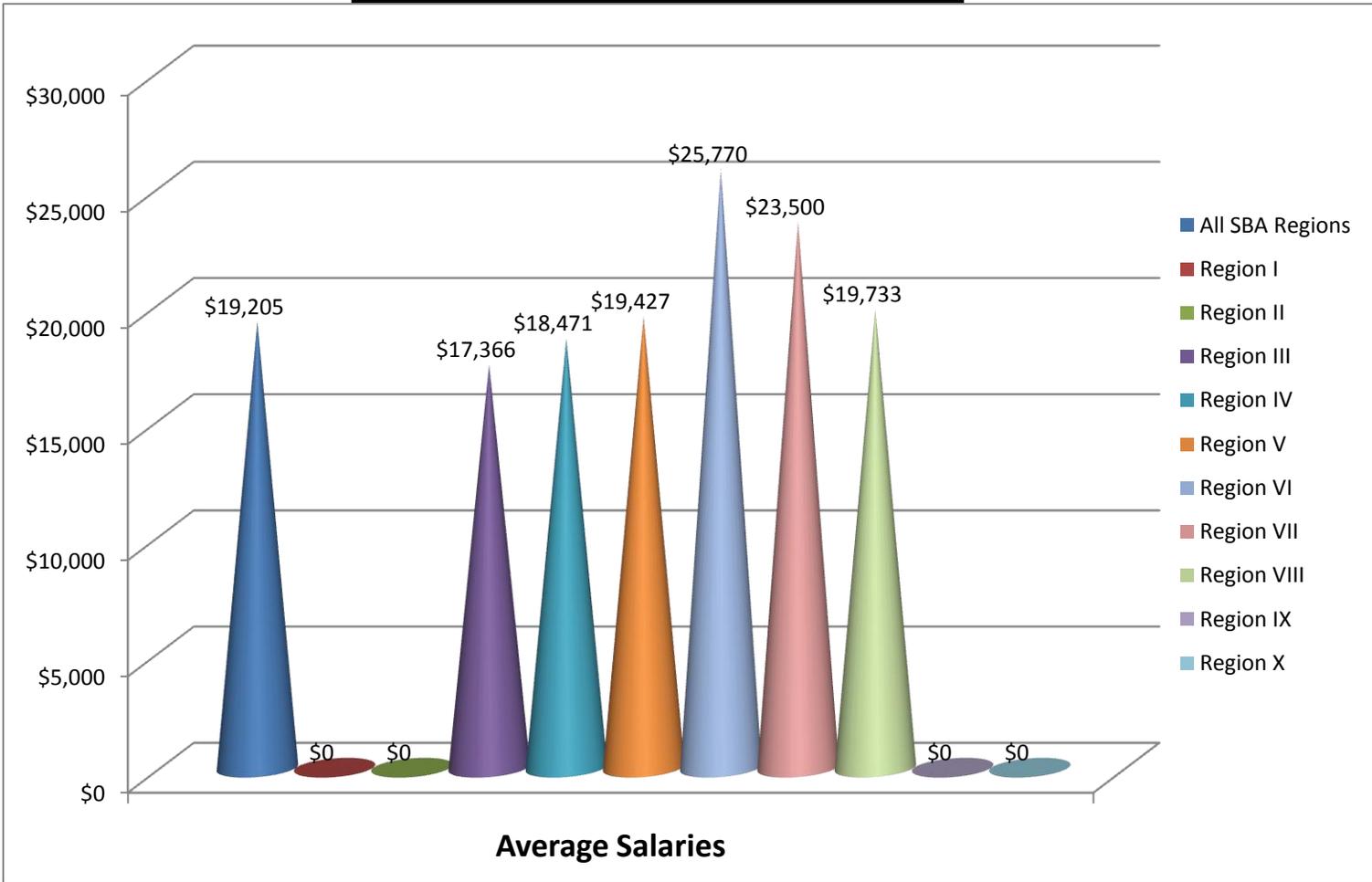


Statistical Analysis

Number	27	
Mean	\$49,817	
Median	\$44,660	
Std. Deviation	\$16,277	
Minimum	\$29,816	
Maximum	\$93,262	
Percentile	50	\$44,660
	60	\$47,124
	70	\$55,138
	80	\$58,320
	90	\$73,368

* For a list of job classifications included, please refer to Appendix A

Part Time Business Advisor 2011

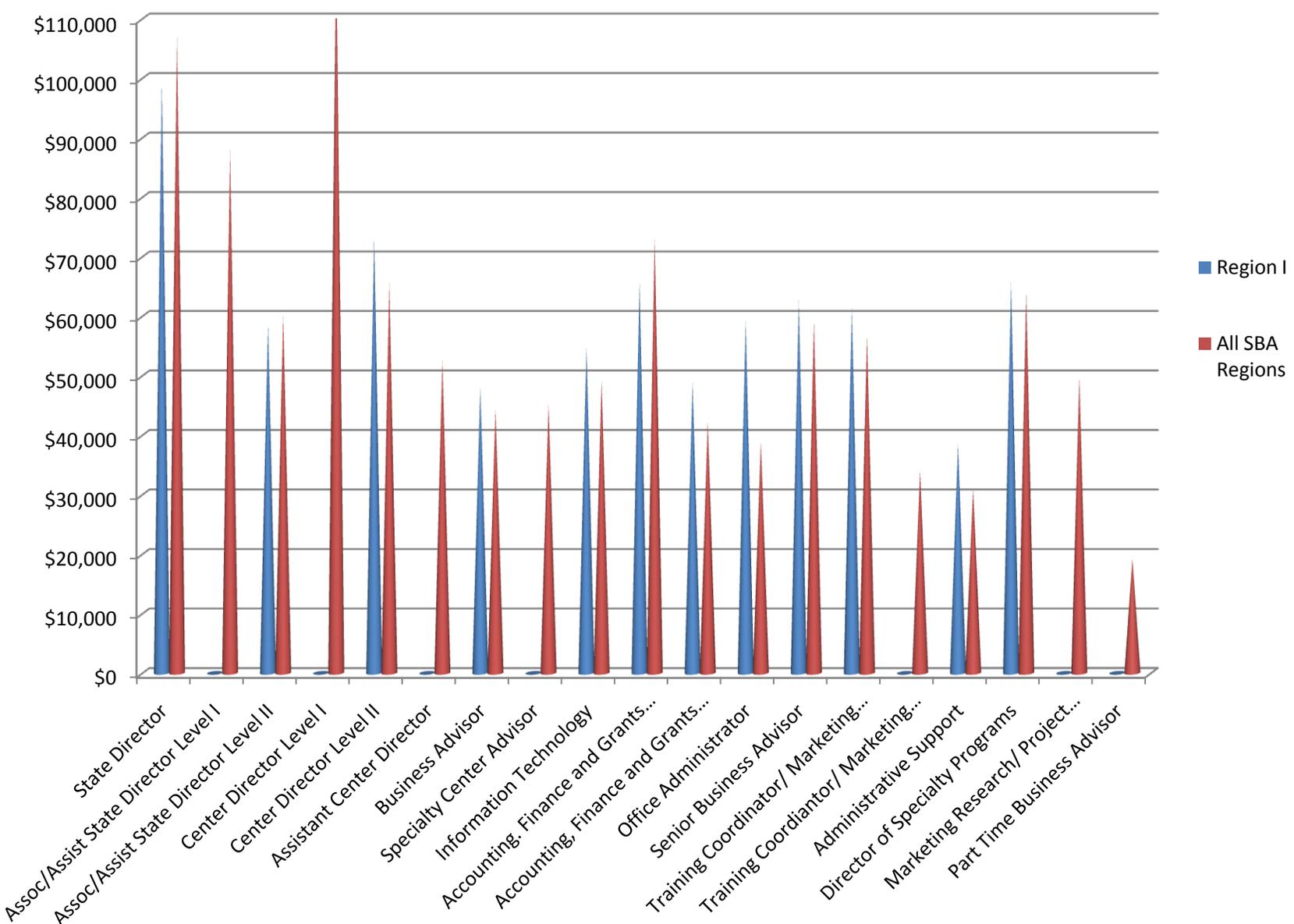


Statistical Analysis

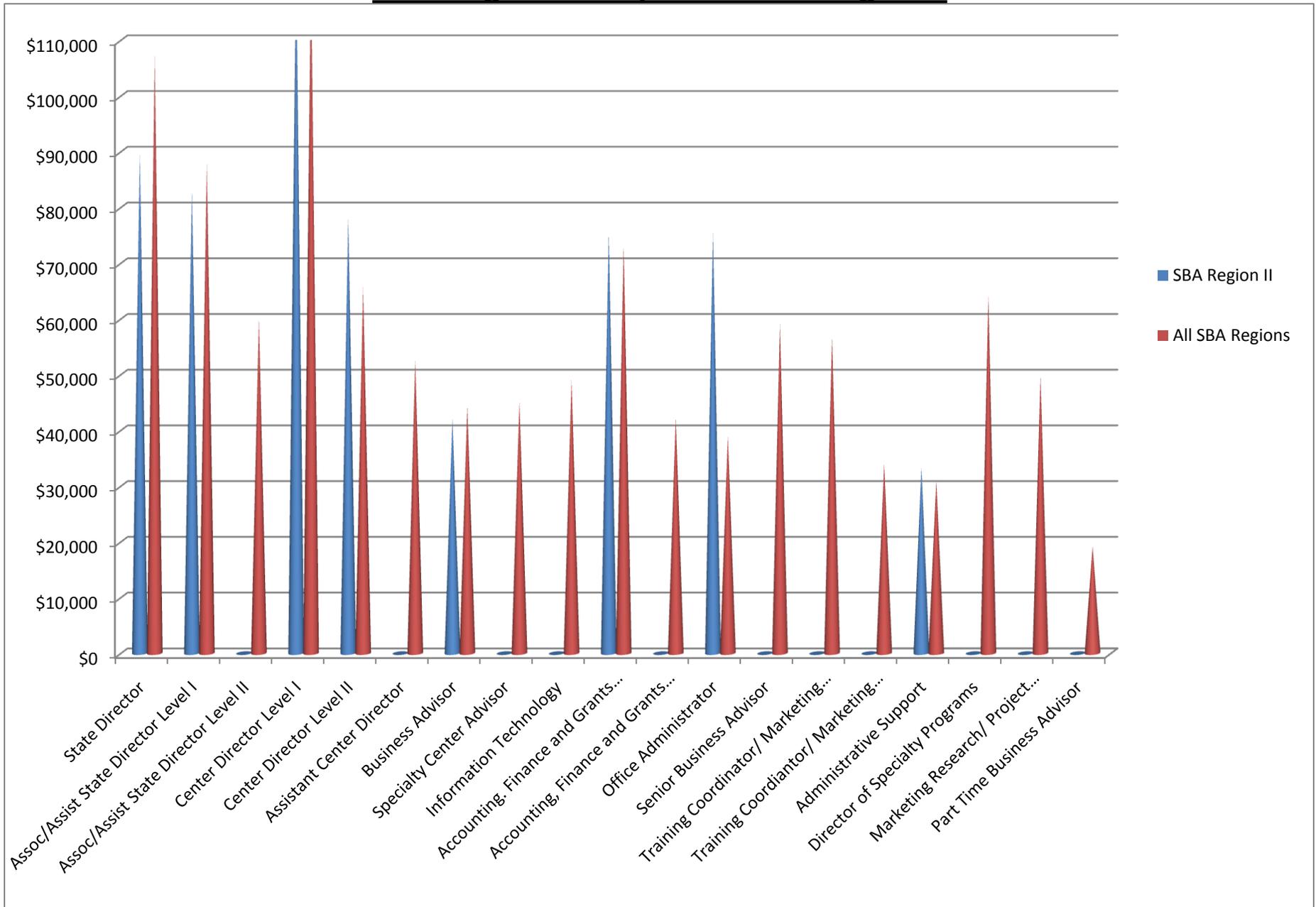
Number	24	
Mean	\$19,205	
Median	\$20,300	
Std. Deviation	\$5,235	
Minimum	\$8,423	
Maximum	\$30,134	
Percentile	50	\$20,300
	60	\$21,118
	70	\$21,600
	80	\$23,721
	90	\$24,658

* For a list of job classifications included, please refer to Appendix A

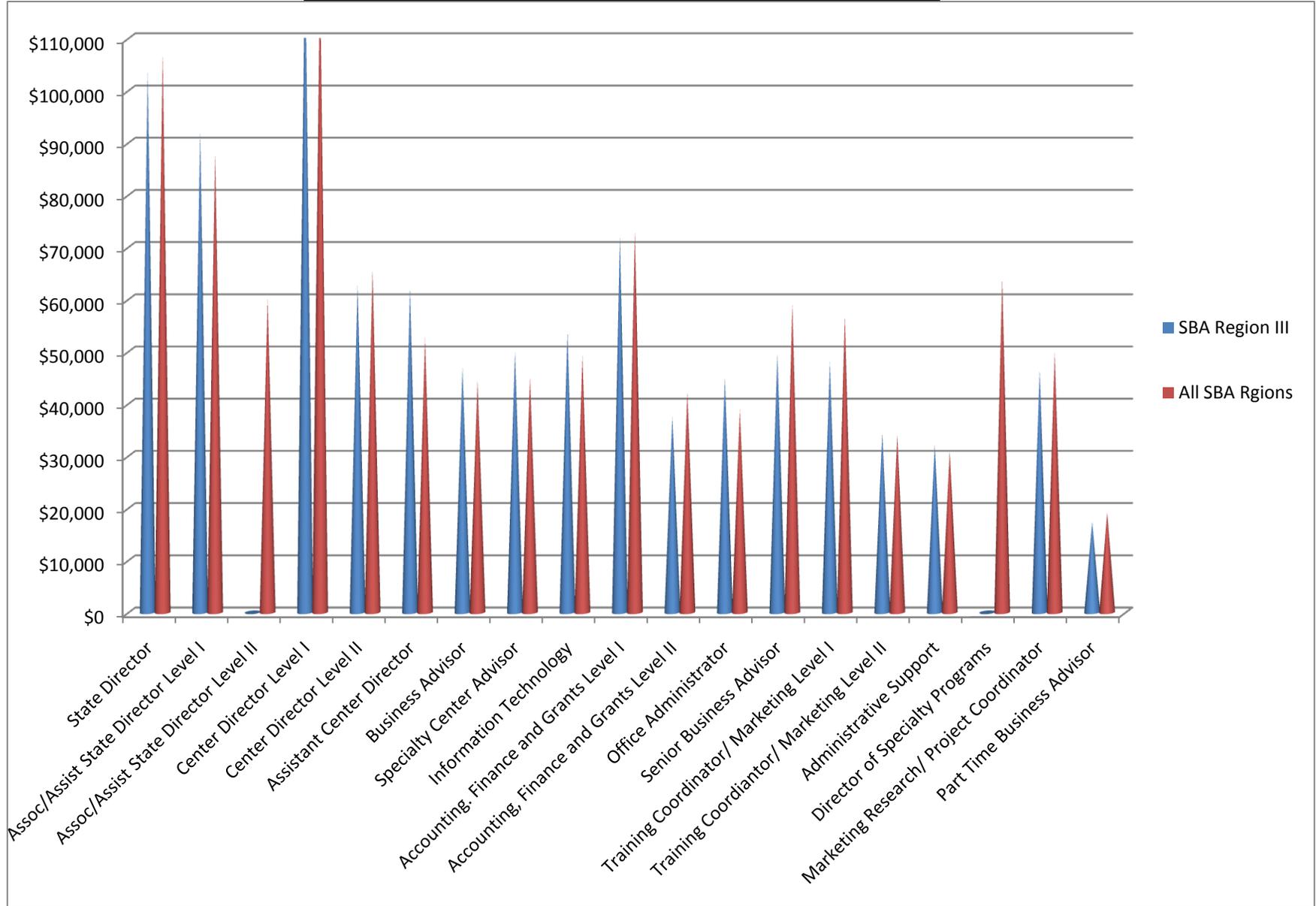
SBA Regions Compared to SBA Region I



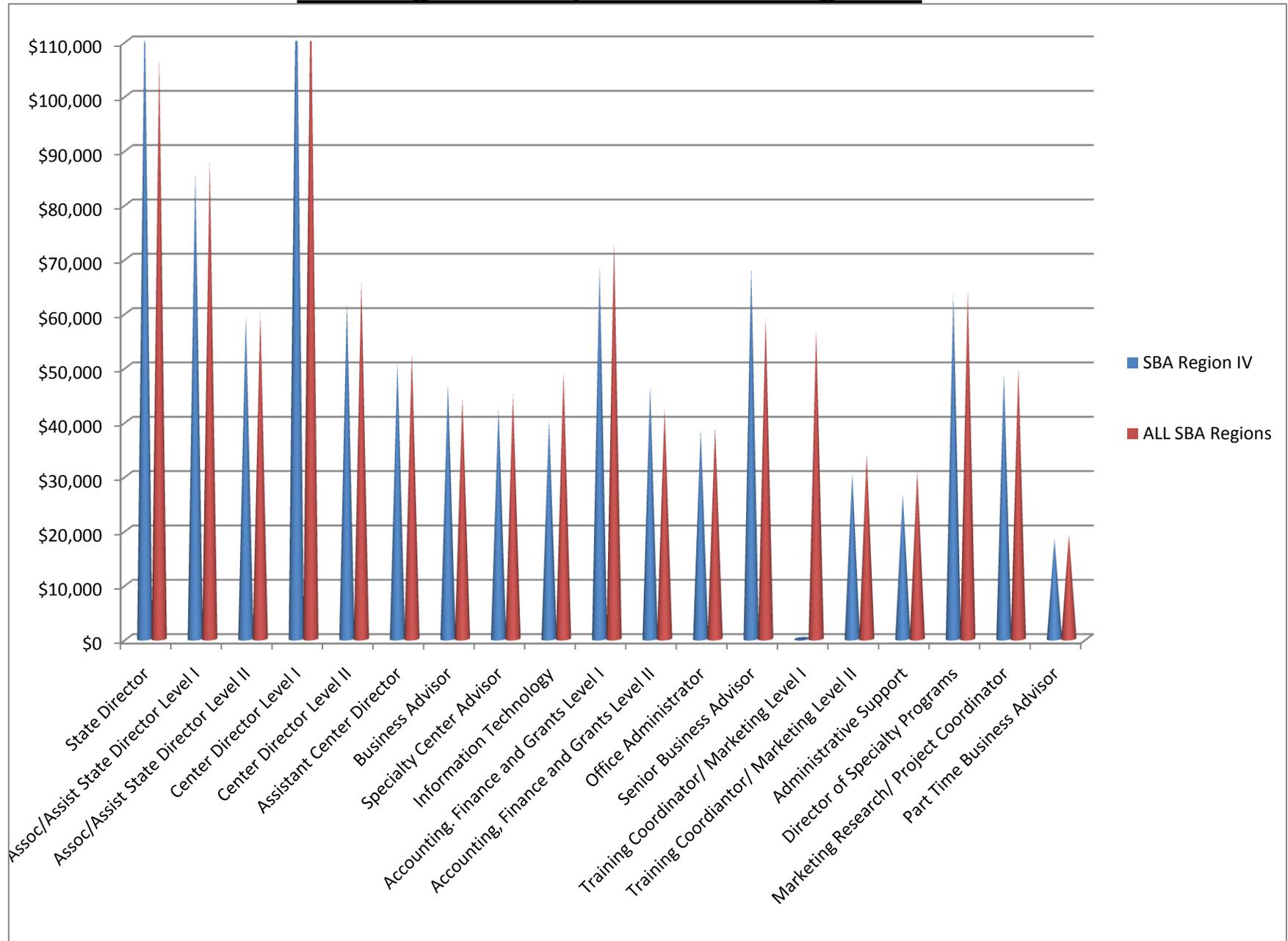
SBA Regions Compare to SBA Region II



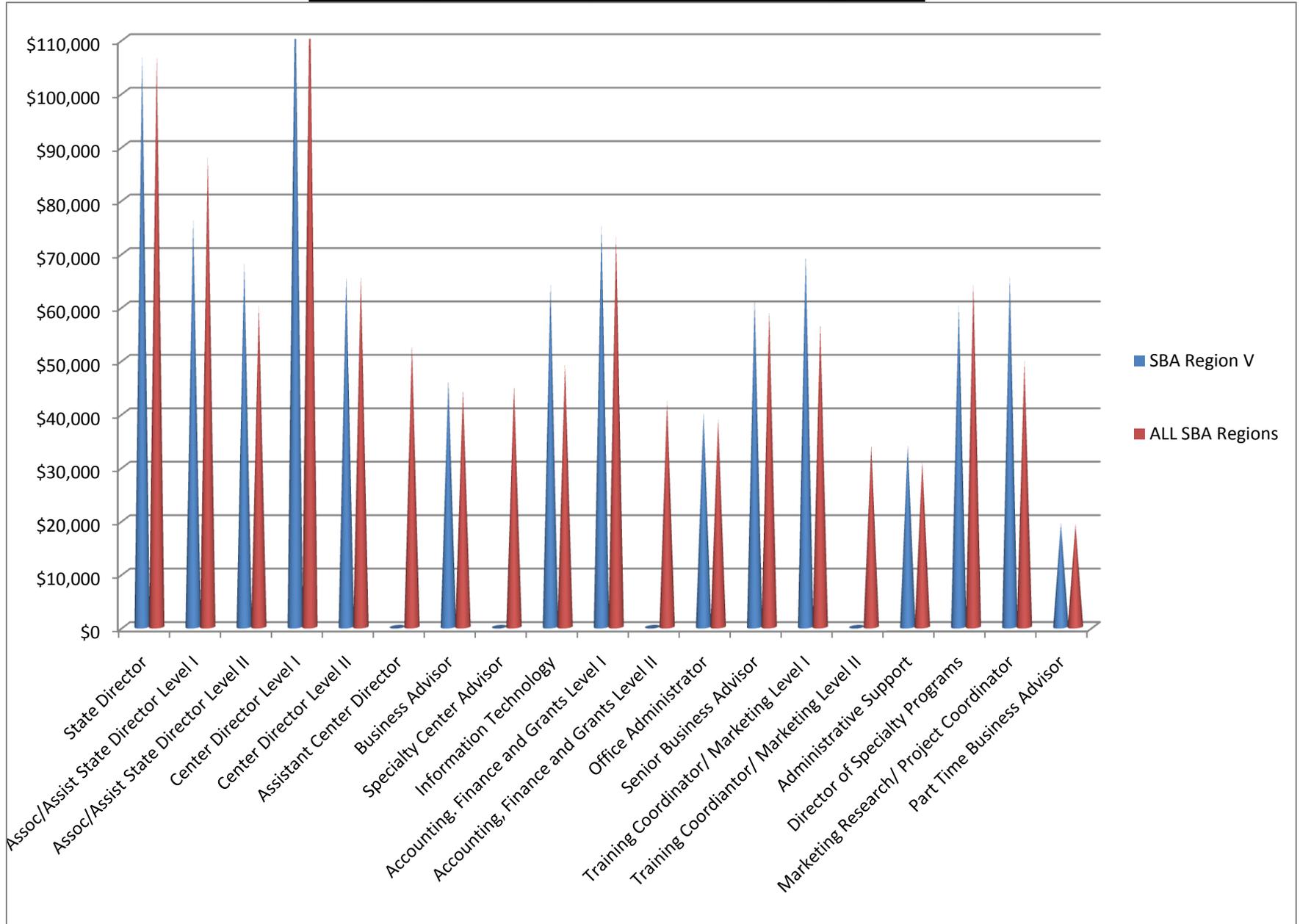
SBA Regions Compared to SBA Region III



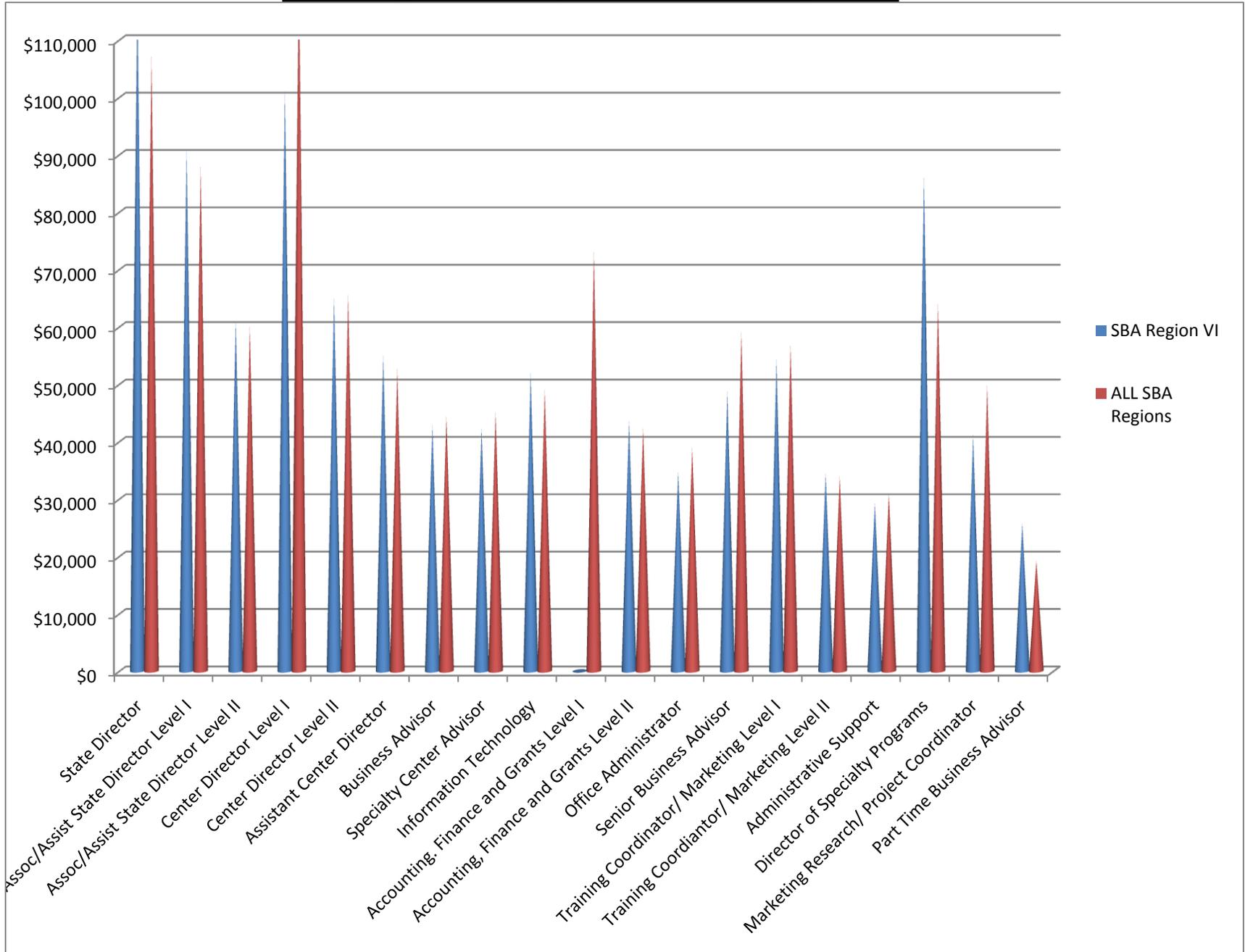
SBA Regions Compared to SBA Region IV



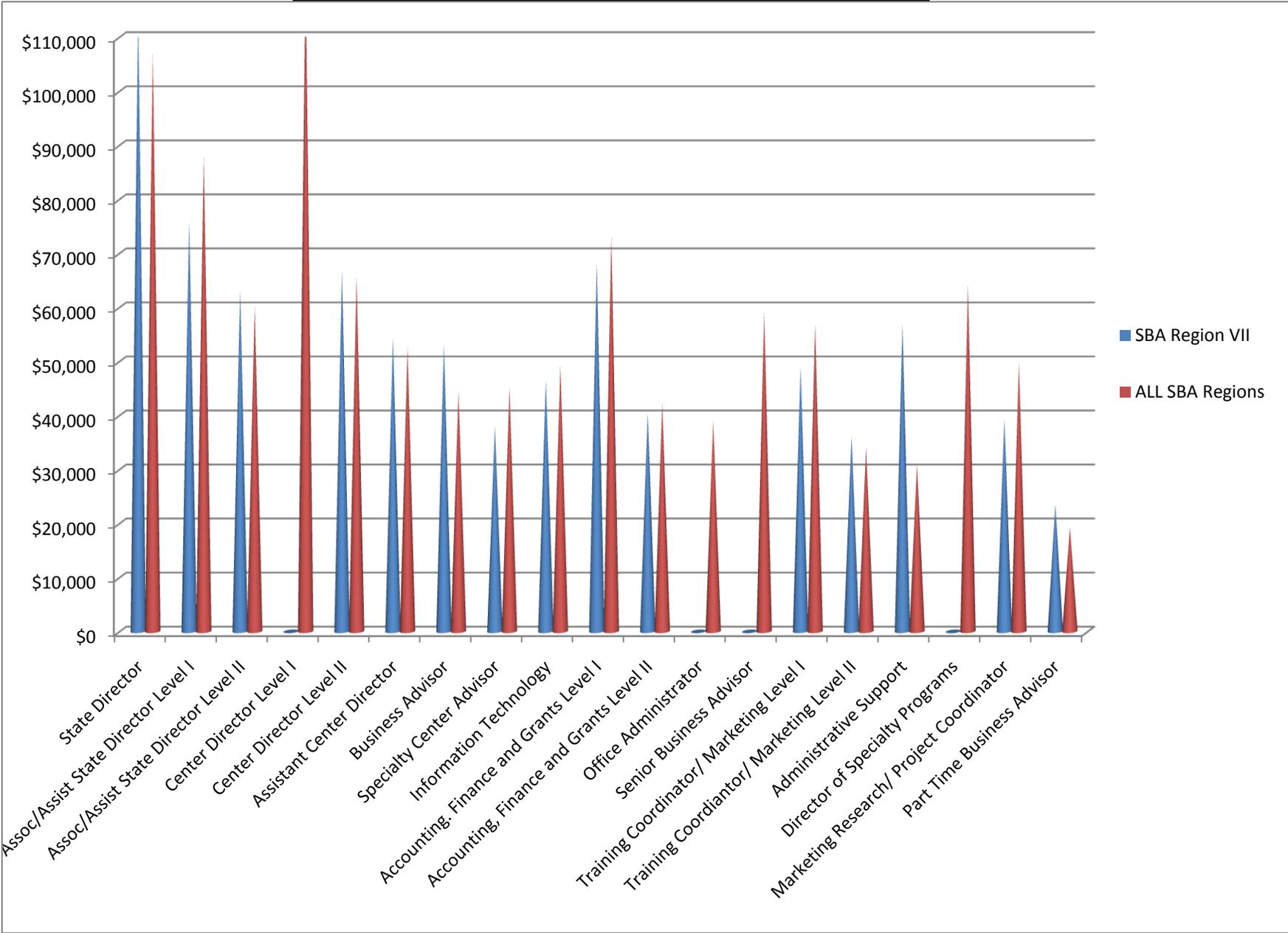
SBA Regions Compared to SBA Region V



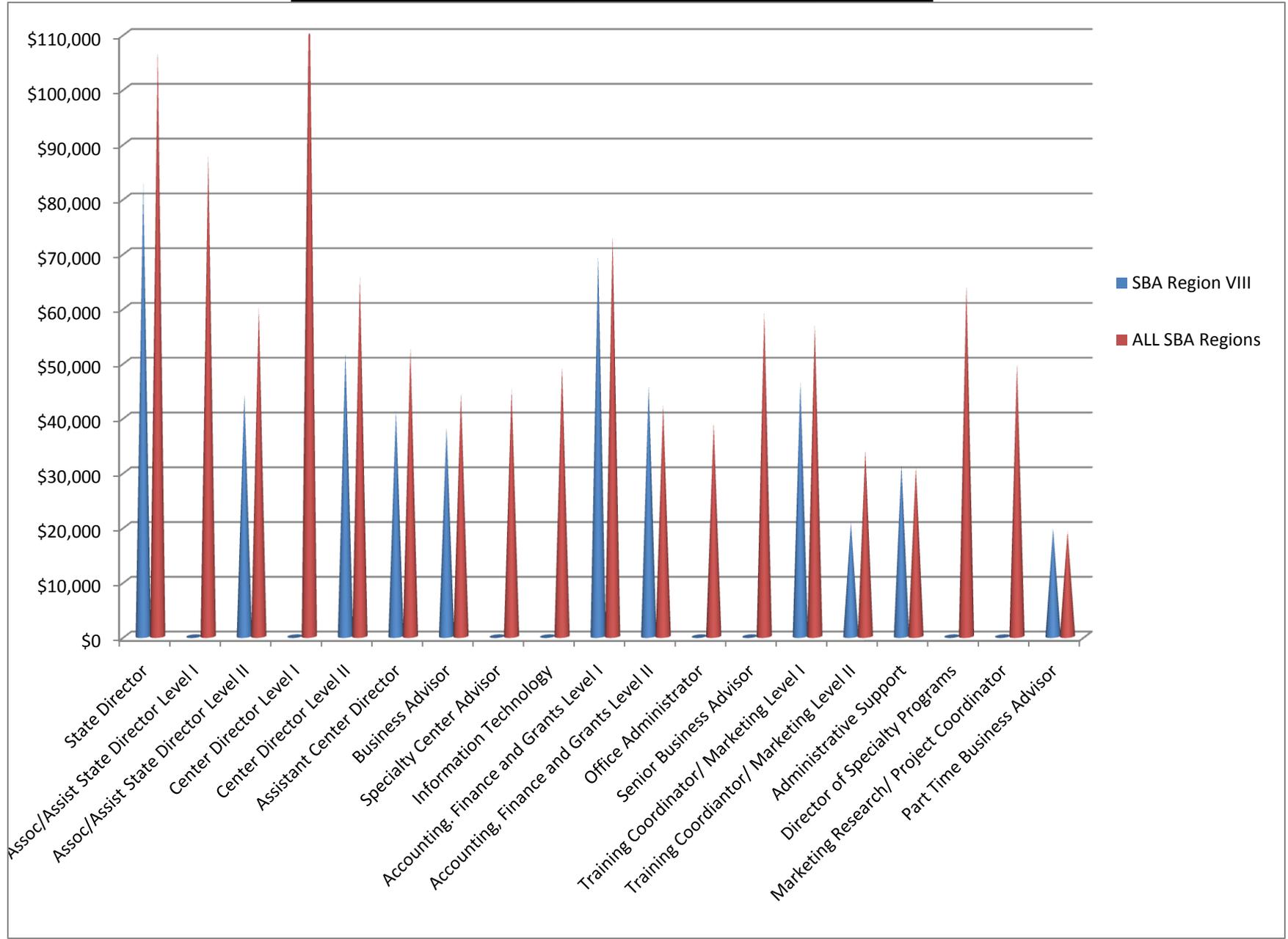
SBA Regions Compared to SBA Region VI



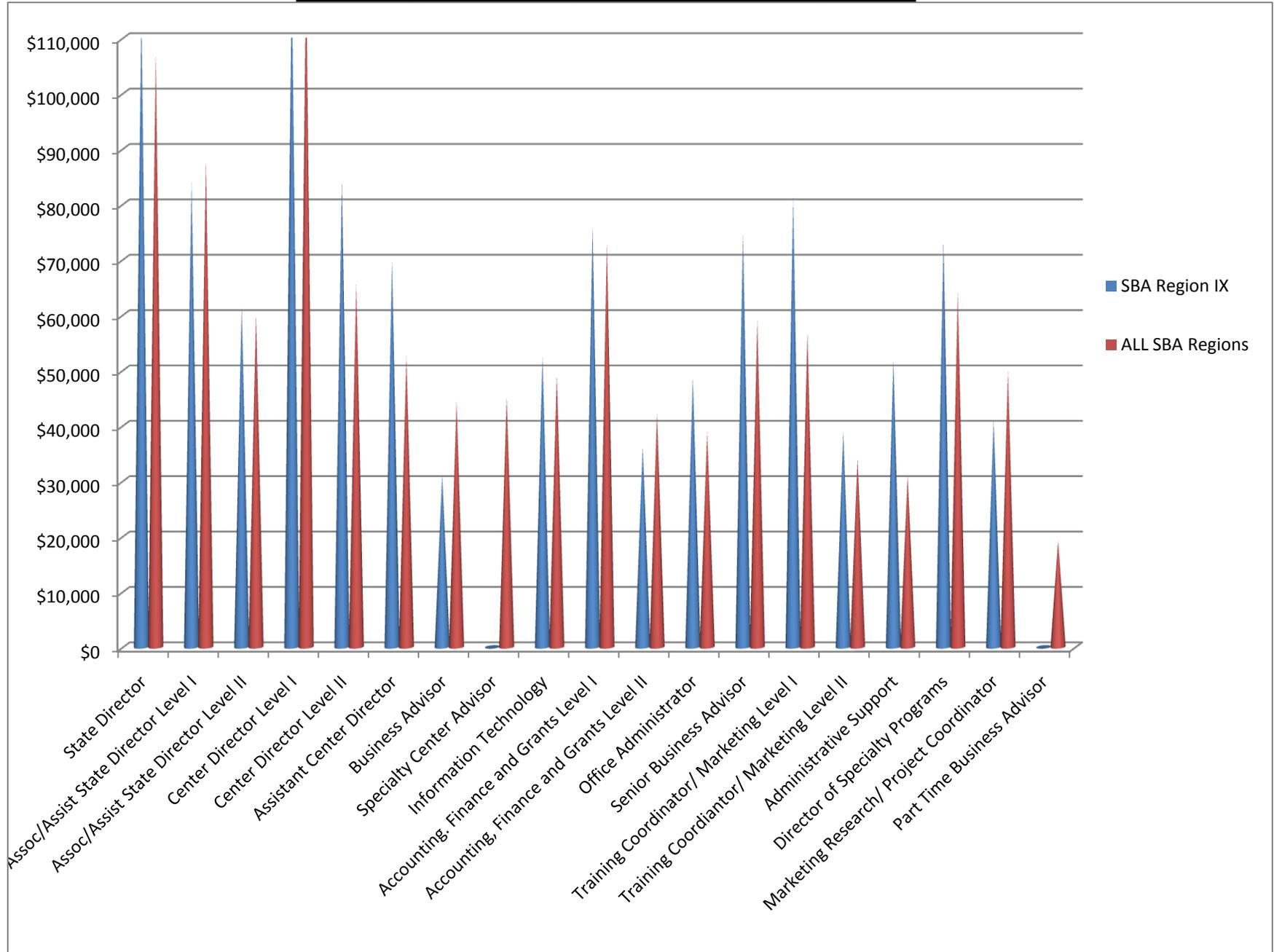
SBA Regions Compared to SBA Region VII



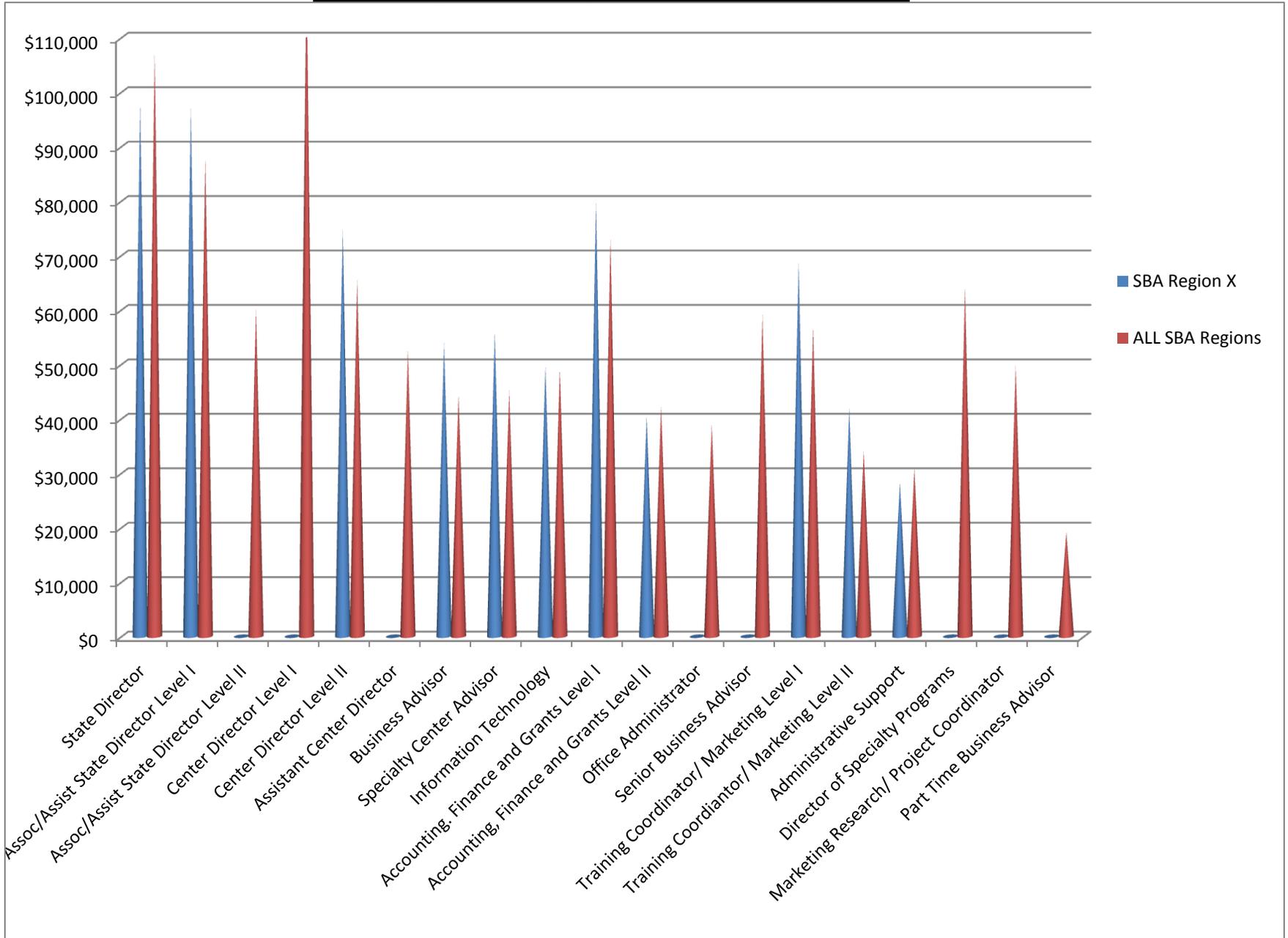
SBA Regions Compared to SBA Region VIII



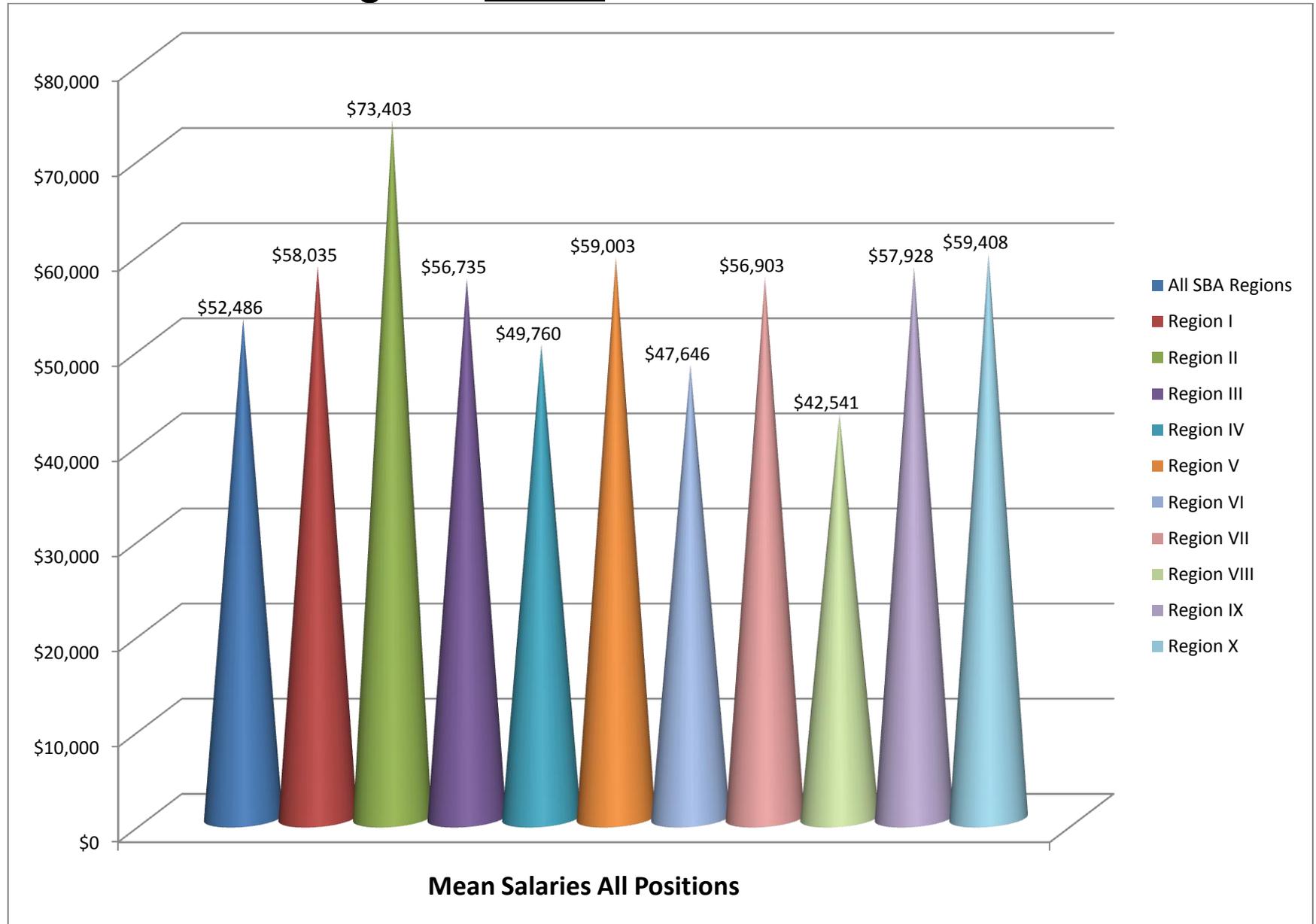
SBA Regions Compared to SBA Region IX



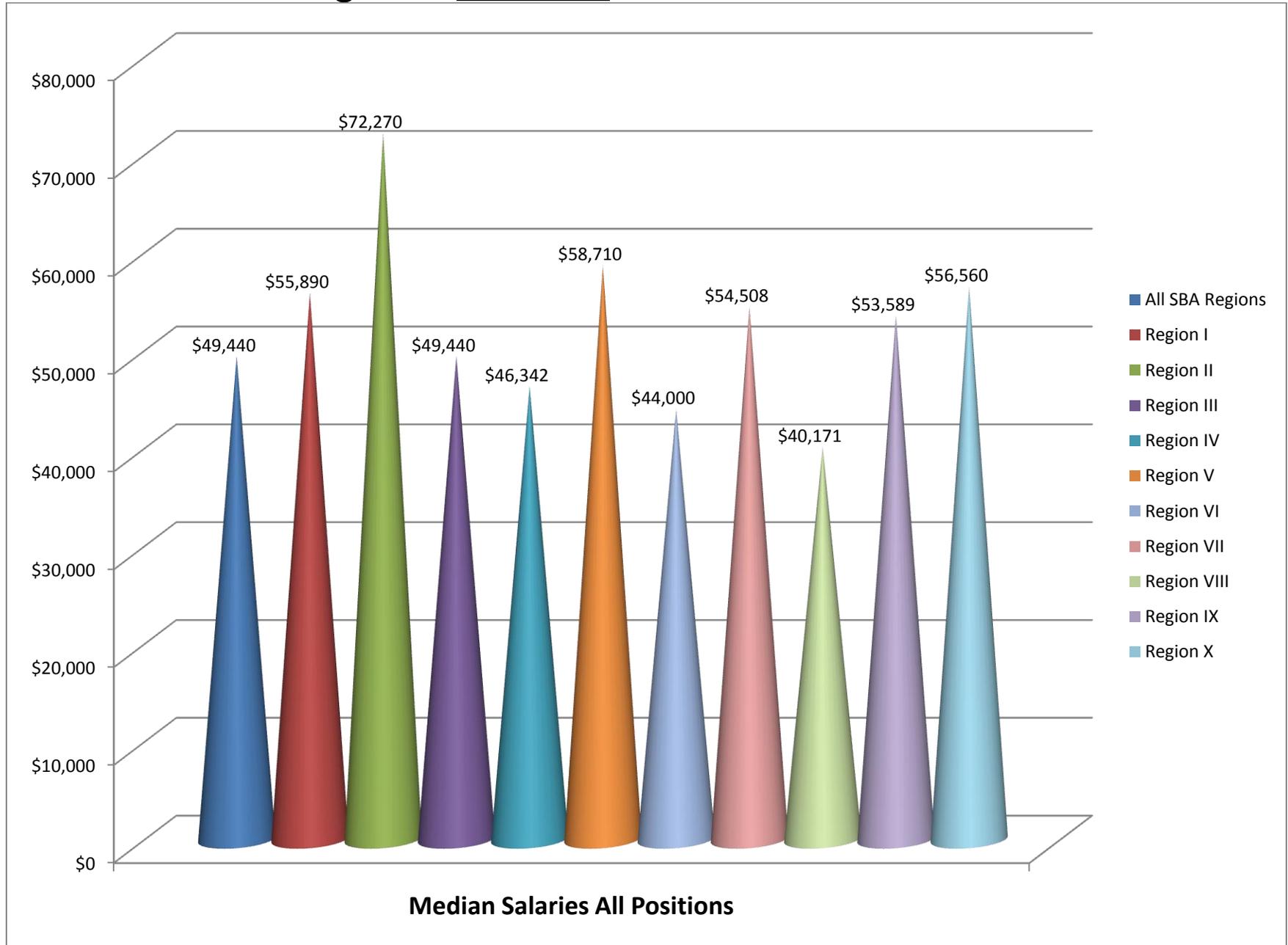
SBA Regions Compare to SBA Region X



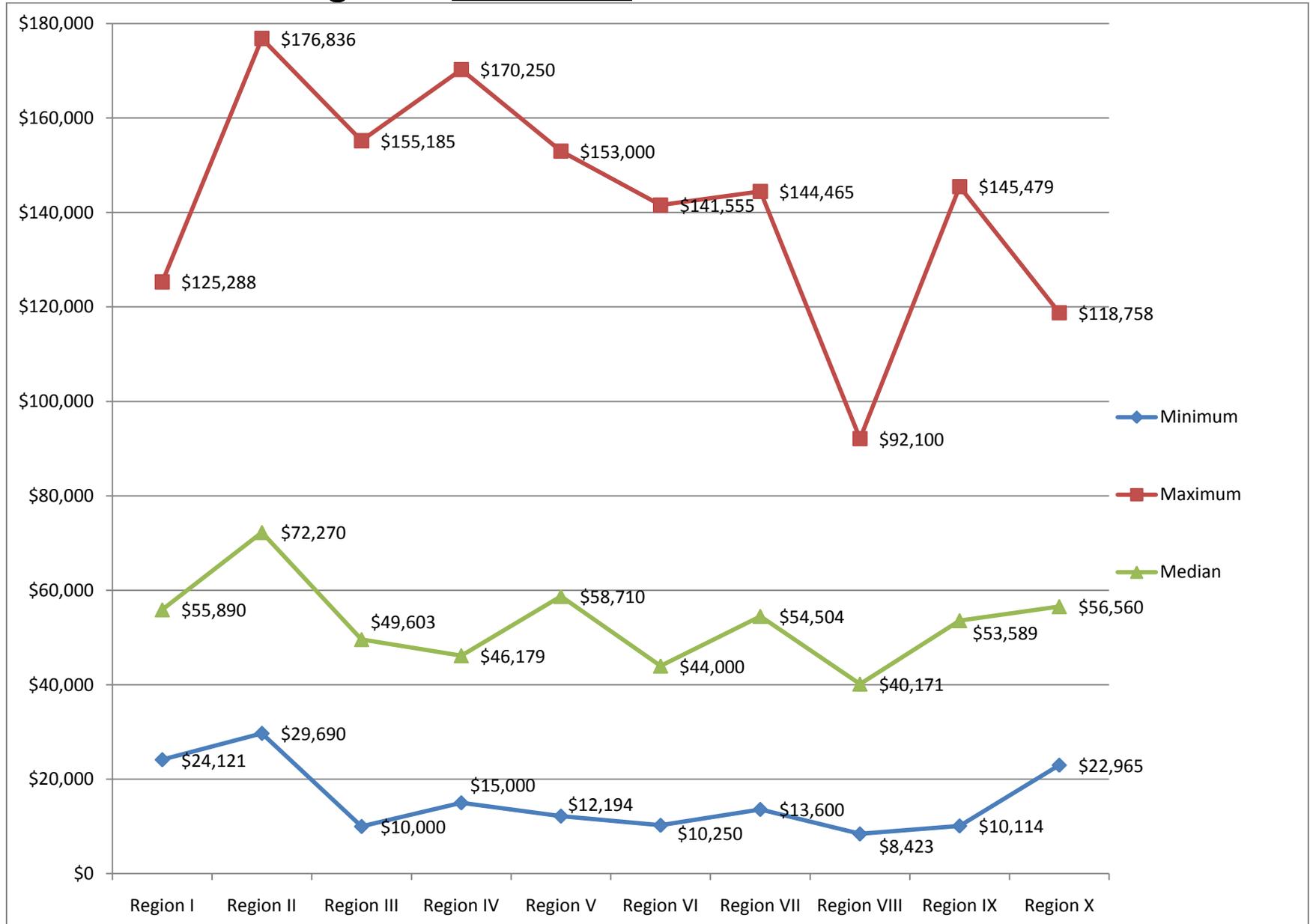
SBA Regions Mean Salaries All Positions



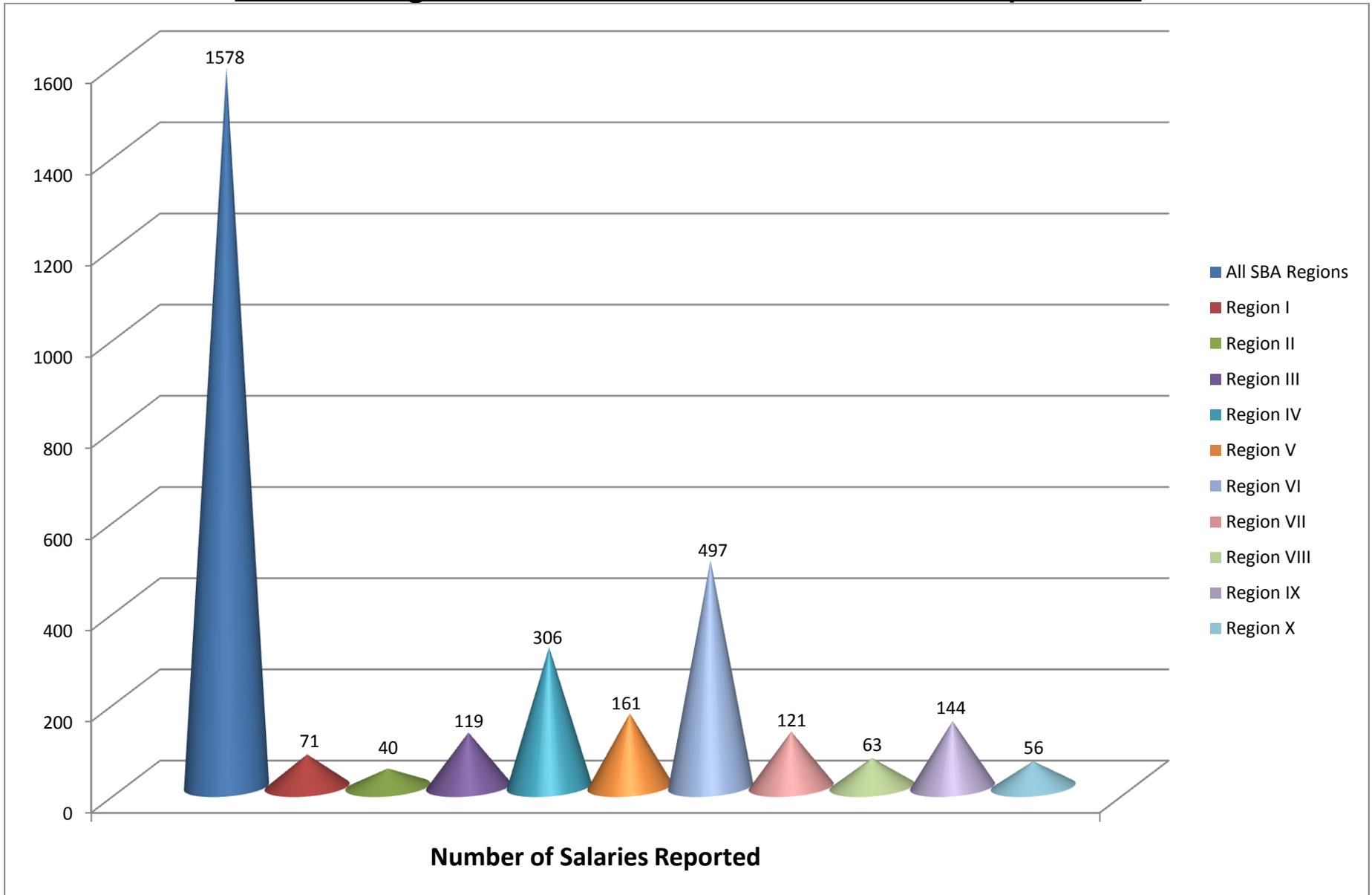
SBA Regions Median Salaries All Positions



SBA Regions Min Max Salaries All Positions



SBA Regions Number of Salaries Reported



APPENDIX A Job Classification for Salary Survey 2011

The job titles produced by the SBDCs were varied and numerous. A list was produced from the SBDC key personnel data that was submitted. A second list was created to condense the categories for data processing in the salary survey. The following categories were decided upon by the Director of the SBDC National Information Clearinghouse (SBDCNet).

State Director: Job Classification includes;
Executive Director
State Director

Associate/ Assistant State Director Level I: Job Classification includes;
Assistant State Director
Associate State Director

Associate/ Assistant State Director Level II: Job Classification includes;
Assistant State Director
Associate State Director

Center Director Level I: Job Classification includes;
Center Director
Center Manager
Executive Director of Center
Program Director
Program Manager

Center Director Level II: Job Classification includes;
Center Director
Center Manager
Executive Director of Center
Program Director
Program Manager

Assistant Center Director: Job Classification includes;
Assistant Center Manager
Manager of Consulting Services

Business Advisor: Job Classification includes;
Administrative Business Specialist
Advisor
Associate Counselor
Blended Learning and Consultant Specialist
Blended Learning and Consultant Specialist
Business Analyst

Business Advisor Continued:

Business Assistant Specialist
Business Development Specialist
Business Economic Development Specialist
Business Incubator Manager
Business Technology Manager
CITD Specialist
Client Supervisor
Consultant Manager
Consulting Coordinator
Counselor
Intake Consultants
Lead Business Consultant
Management Consultant
Management Specialist
Outreach Center Counselor
Outreach Center Counselor
Part Time Analyst
Program Specialist
Program Specialist
Project Manager
Specialist
Technology Counselor
Trade Services Manager

Specialty Center Advisor: Job Classification includes;

Agribusiness Consultant
Environmental Compliance Specialist
Environmental Consultant
Export Specialist
Government Sales Advisor
International Trade Center Specialist
International Trade Specialist
Research Analyst
Research Director
Specialty Program Consultant

Information Technology (IT): Job Classification includes;

Communication Development Coordinator
Communications
Communications
Computer Analyst
Data Administration
Data Specialist
Director of Technology
GIS Specialist
Information Consultant
Information Coordinator
Information Coordinator
Information Manager
Information Specialist
Information Systems Specialist

Information Technology (IT) Continued:

Information Technology
Information Technology Manager
Internet Business Manager
IT Administrator
IT Operations Manager
LAN Administrator
Manager of Communications
Manager Technology Based Development
Media Specialist
Micro Systems Analyst
MIS Manager
PC Specialist
Programmer
System Administrator
System Analyst
System Support Specialist
Technical Support
Technology Coordinator
Technology Team Manager
Web Design

Grants, Finance and Accounting Level I: Job Classification includes;

Accountant
Accounting Specialist
Area Finance Officer
Budget Administrator
Budget and Human Resources Coordinator
Business Administrator
Comptroller
Controller
Director of Finance
Finance/Communications Specialist
Financial Analyst
Financial Control Manager
Financial Coordinator
Fiscal Coordinator
Loan Officer
Performance and Finance Analyst
Principal Accountant
Senior Accountant
Senior Financial Analyst
Senior Grants Accounting Technician

Accounting, Finance and Grants Level II: Job Classification includes;

Accounting Clerk
Accounting Technician
Business Manager
Financial Assistant
Fiscal Assistant
Fiscal Specialist
Fiscal Technician

Accounting, Finance and Grants Level II Continued:
Support Accountant

Office Administrator: Job Classification includes;
Administrative Manager
Administrative Services Director
Assistant Office Manager
Director of Administration

Office Administrator Continued:
Network Operations Manager
Office Administrator
Office Manager
Operations Coordinator
Operations Director

Senior Business Advisor: Job Classification includes;
Senior Business Advisor
Senior International Trade Advisor
Senior Management Consultant

Training Coordinator/ Marketing Level I: Job Classification includes;
Director of Training and Communication
Director of Training and Marketing
Director Region Training
Educational Program Manager
Network Training Director
State Training Director
Statewide Event Planner

Training Coordinator/ Marketing Level II: Job Classification includes;
Assistant Director for Marketing and Training
Assistant Training Coordinator
Business Development Trainer
Business Trainer
Business Trainer
Educational Coordinator
Educational Program Coordinator
Event Planner
Retail Training Program
Seminar Coordinator
Trainer Product Developer
Training Assistant
Training Coordinator
Training Director
Training Manager

Administrative Support: Job Classification includes;
Administrative Assistant
Administrative Support Specialist
Clerk
Client Services Assistant
Customer Service Specialist

Administrative Support Continued:

Executive Aide
Executive Assistant
Network Coordinator
Office Specialist
Secretary
Secretary/Clerical
Secretary/Clerical P/T
Senior Secretary
Senior Staff Assistant
Staff Assistant
Support Staff

Director of Specialty Programs: Job Classification includes;

Applied Research Director
Director of Counseling
Director of International Trade Center
Director of Special Projects
Management Consultant Director
SBDC CITD Manager

Program Coordinator/ Marketing Research: Job Classification includes;

Marketing Promotions
Program Development manager

Part Time business Advisor: Job Classification includes;

Part Time Advisor
Part Time Analyst
Part Time Business Advisor
Part Time Consultant
Part Time Counselor
Part Time Educational Coordinator

The following job classifications were not included in the salary survey as they were single category classifications;

Artist	Environmental Assistant
Faculty Associate	Faculty Consultant
Faculty Release	Research Catalog Librarian
State Demographer	VP of Academic Affairs
VP of Career Economic Development	Community Relations Legislative Manager

STATISTICAL DEFINITIONS

MEAN: Often referred to as "Average" except in situations where one or two extremes are found within the group.

MEDIAN: Middle figure of all values used.

STANDARD DEVIATION: a measure of the value spread

MINIMUM: Smallest value in the distribution.

MAXIMUM: Largest value in the distribution.

PERCENTILES: Percentage of cases that fall below a given mark.