SBDCNet

NATIONAL INFORMATION CLEARINGHOUSE

ASBDC 2015 SALARY SURVEY

An SBA, ASBDC and SWTXB SBDC Partnership

This material is based upon work supported by the U.S. Small Business Administration. Any opinions, findings, conclusions or recommendations expressed are those of SBDCNet and do not necessarily reflect the views of the U.S. SBA. This U.S. Small Business Administration (SBA) Grant is funded by the SBA. SBA's funding is not an endorsement of any products, opinions, or services; All SBA funded programs are extended to the public on a nondiscriminatory basis.

Executive Summary

The FY 2015 Salary Survey was completed in April 2015 by referencing source data provided by ASBDC members from current FY/CY 2015 SBDC Cooperative Agreements. Information analyzed and presented represents data received from 59 individual network submissions.

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

December, 2014

- Request for key personnel section of the FY 2015 budget proposal sent to all State, Executive and Regional SBDC Directors

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 2,116 salaries were submitted resulting in excess of 10,000 pieces of data manipulated to produce the 2015 salary survey.

Data Considerations:

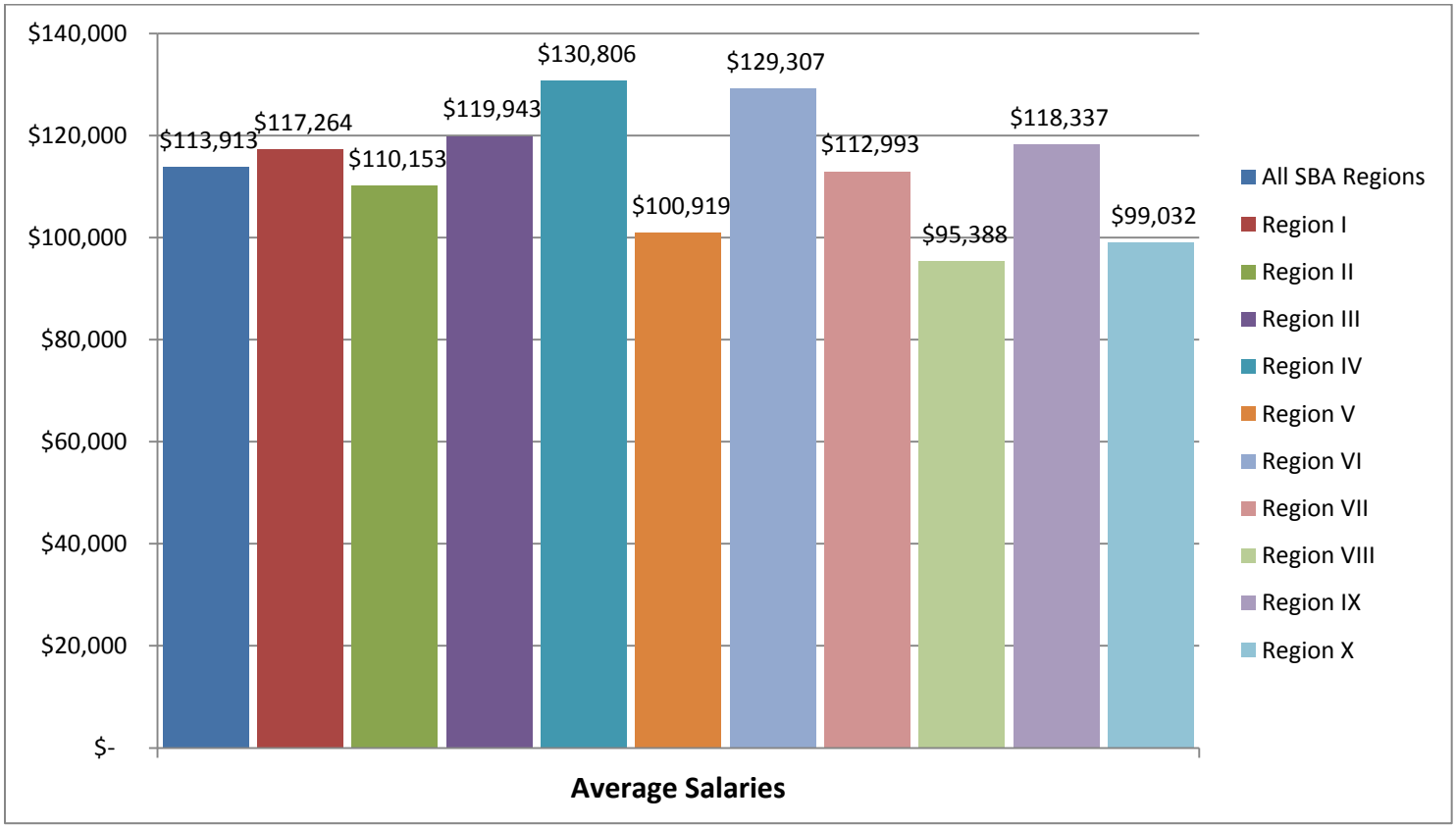
- All Part-Time (49% or less time) positions were excluded from the analysis of the salary survey.
- Titles with 3 or fewer occurrences were considered to be outliers and also excluded.
- All thresholds to determine "Level I" and "Level II" were based on natural breaks found in salary data.
- Graphs with "0" instances of a job classification means that there were no clearly identifiable job titles for that category for that region's graph or were excluded as part of the first bullet point.

- “Average Salaries" refer to the average salaries for each respective category and region rather than the entire network average. For example, the "State Directors" graph reports the average State Director salaries for XX region. All averages were done by calculating the individual category salaries reported.

Responding States/Regions

Region	States/Centers Responding	States/Centers Non-Responding
I	ME, MA, VT, CT, NH	RI
II	NY, VI, NJ, PR	None
III	DE, DC, PA, VA, WV, MD	None
IV	AL, FL, GA, KY, MS, SC, NC, TN	None
V	IN, MI, MN, OH, WI, IL	None
VI	AR, LA, NM, TX-HOU, SWTXB, NTX, NWTX	OK
VII	IA, KS, MO, NE	None
VIII	CO, MT, ND, SD, UT, WY	None
IX	CA(Northeastern, Northern, Inland Empire, UC Merced, Los Angeles), HI, NV, Pacific Islands, American Samoa	AZ, CA(San Diego)
X	AK, ID, WA, OR	None
Total	59	4

State Directors 2015

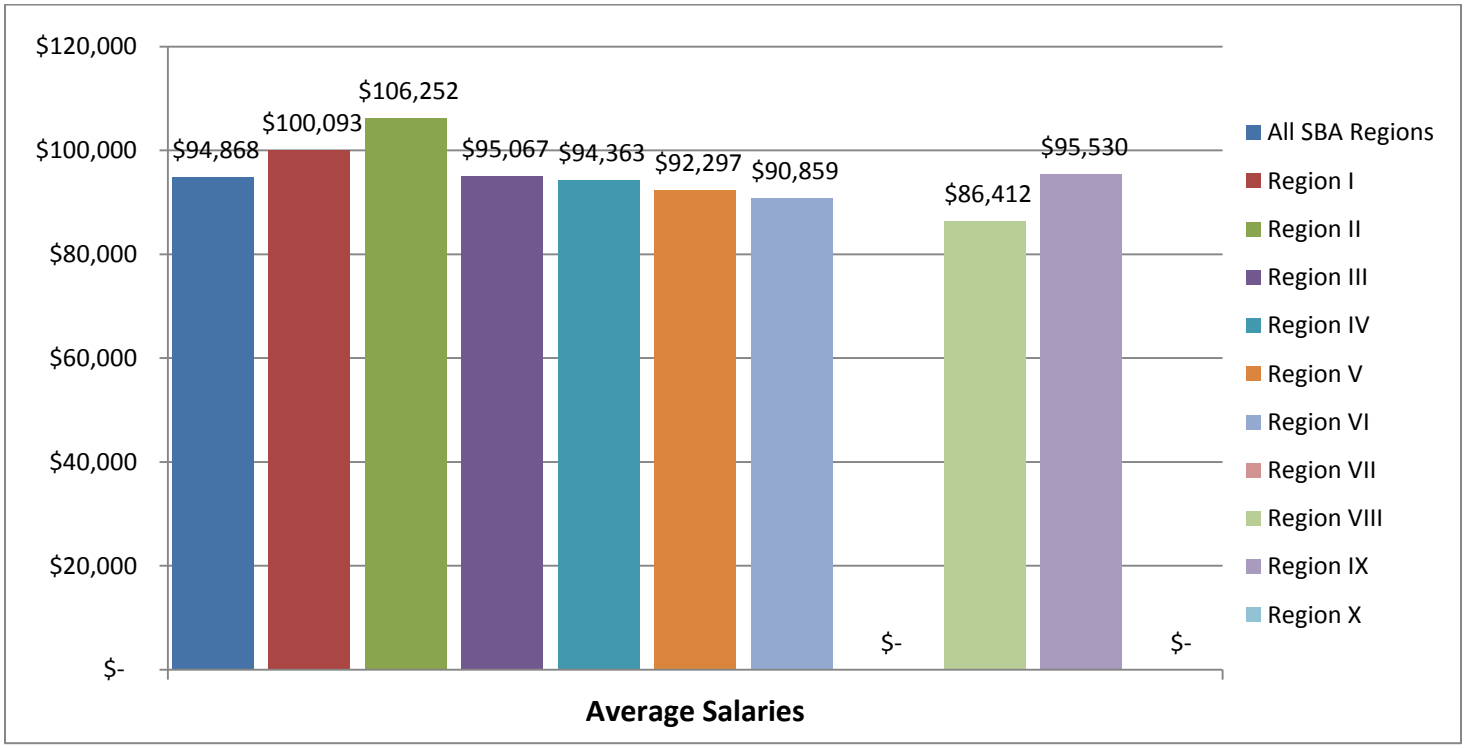


Statistical Analysis

Number		51
Mean		$113,913
Median		$110,825
Std. Deviation		$24,361
Minimum		$72,539
Maximum		$161,022
Percentile	50	$110,825
	60	$115,500
	70	$125,000
	80	$138,507
	90	$151,496

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

Associate/Assistant State Director Level I 2015

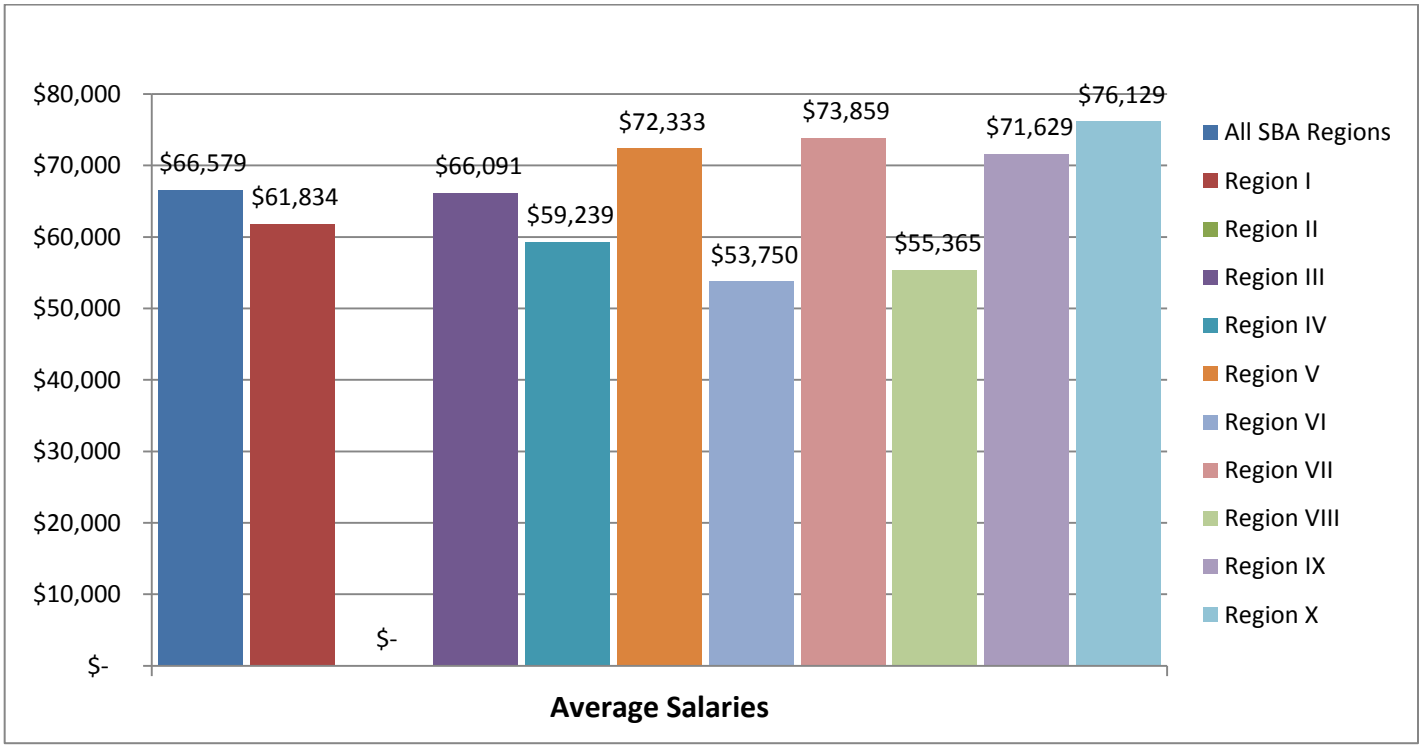


Statistical Analysis

Number		27
Mean		$94,868
Median		$93,705
Std. Deviation		$10,668
Minimum		$82,694
Maximum		$122,596
Percentile	50	$93,705
	60	$96,968
	70	$99,600
	80	$102,612
	90	$107,854

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

Associate/Assistant State Director Level II 2015

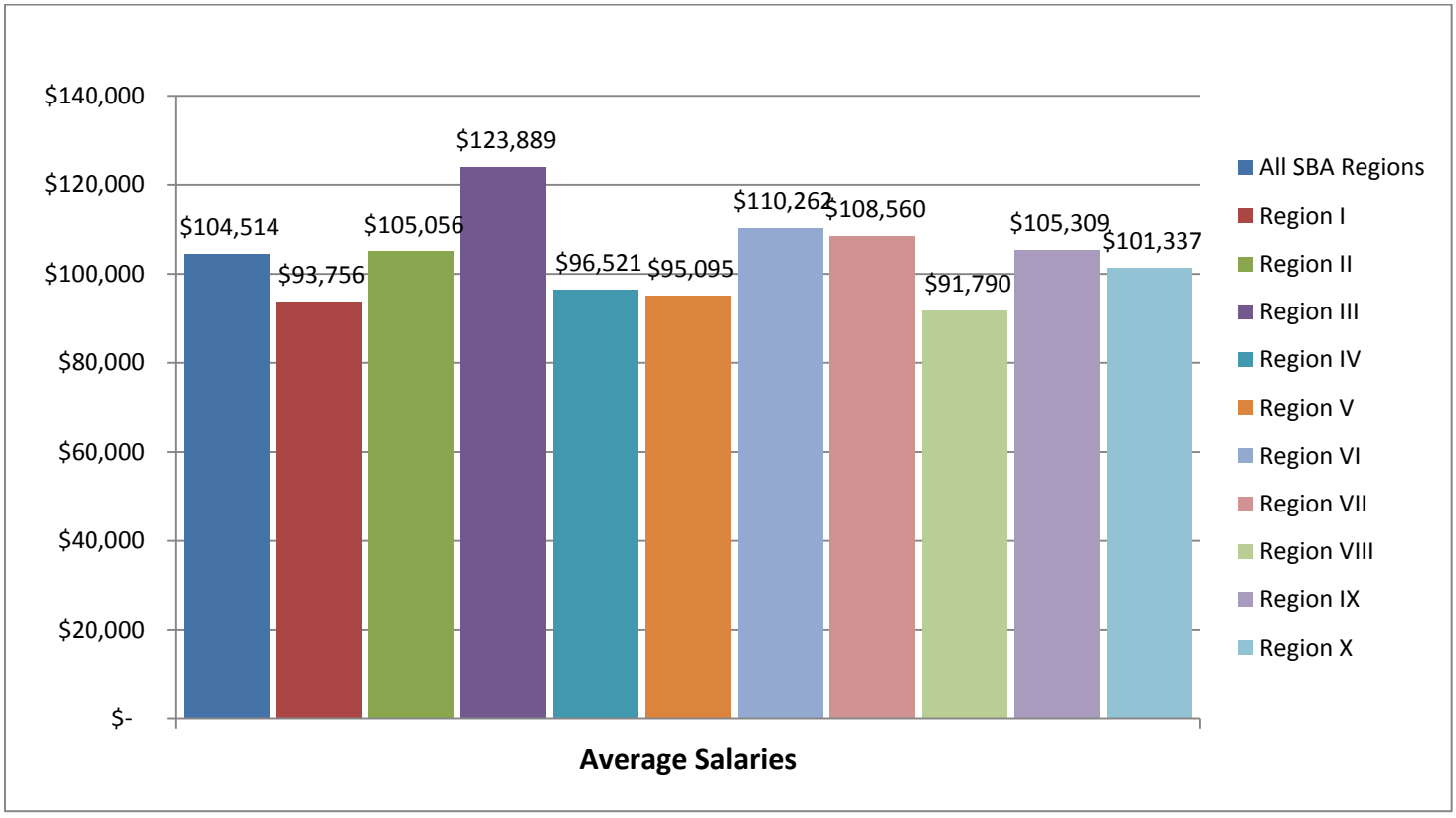


Statistical Analysis

Number		25
Mean		$66,579
Median		$68,958
Std. Deviation		$10,945
Minimum		$40,460
Maximum		$80,000
Percentile	50	$68,958
	60	$71,432
	70	$73,420
	80	$75,400
	90	$78,003

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

Center Director Level I 2015

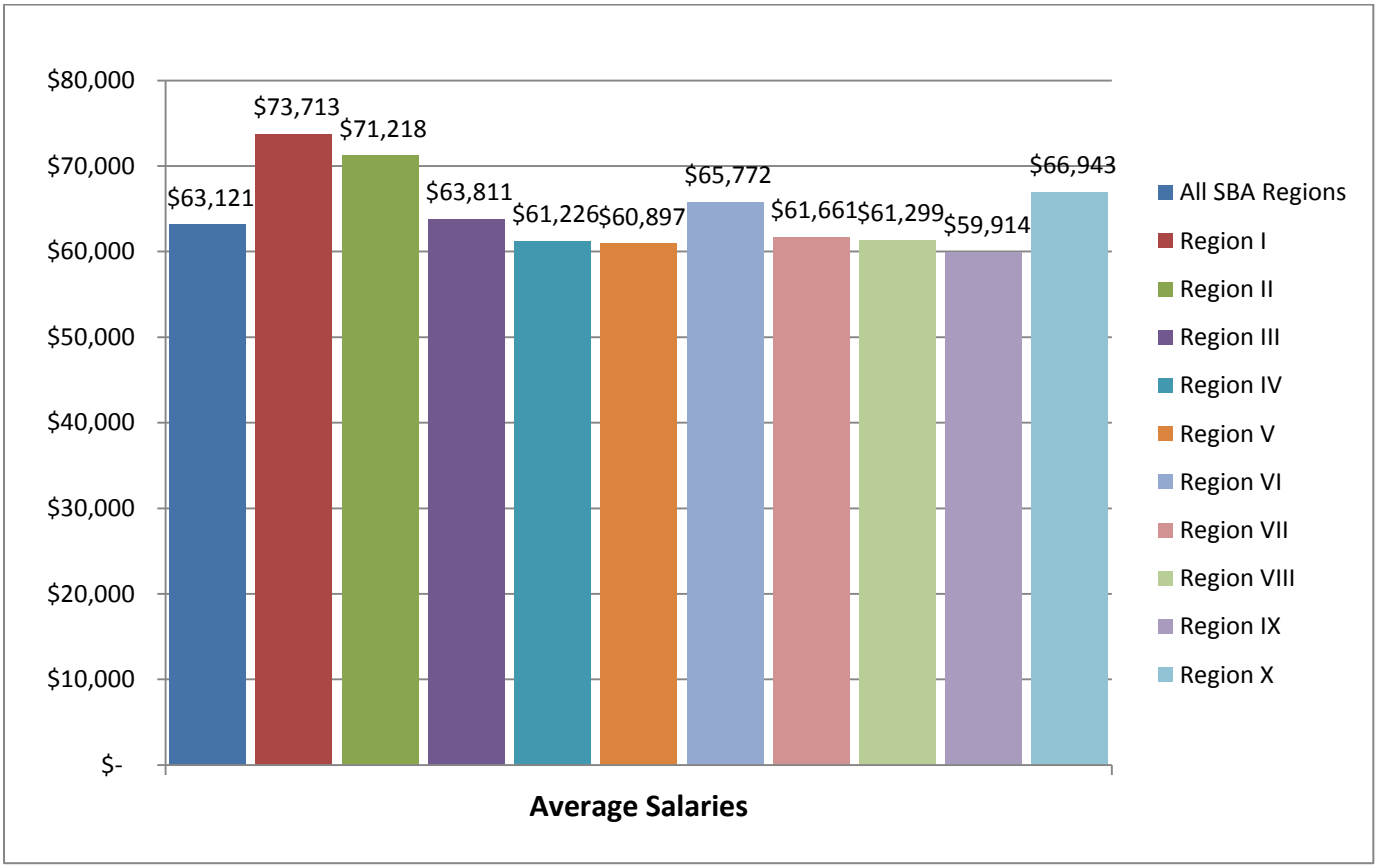


Statistical Analysis

Number		79
Mean		$104,514
Median		$100,487
Std. Deviation		$14,737
Minimum		$90,000
Maximum		$156,574
Percentile	50	$100,487
	60	$102,822
	70	$108,000
	80	$112,845
	90	$127,520

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

Center Director Level II 2015

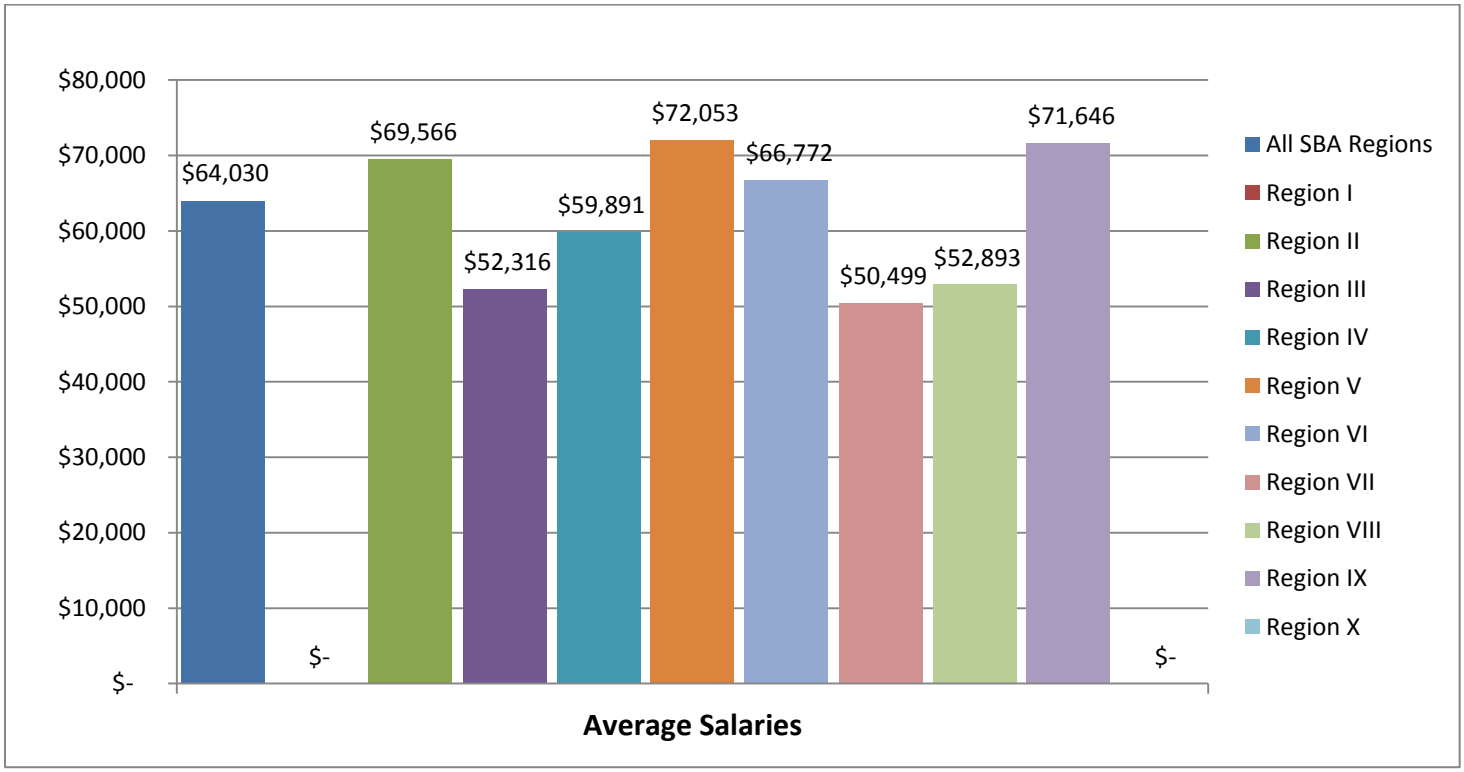


Statistical Analysis

Number		510
Mean		$63,121
Median		$64,692
Std. Deviation		$13,451
Minimum		$15,000
Maximum		$89,067
Percentile	50	$64,692
	60	$67,390
	70	$71,335
	80	$74,930
	90	$80,000

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

Assistant Center Director 2015

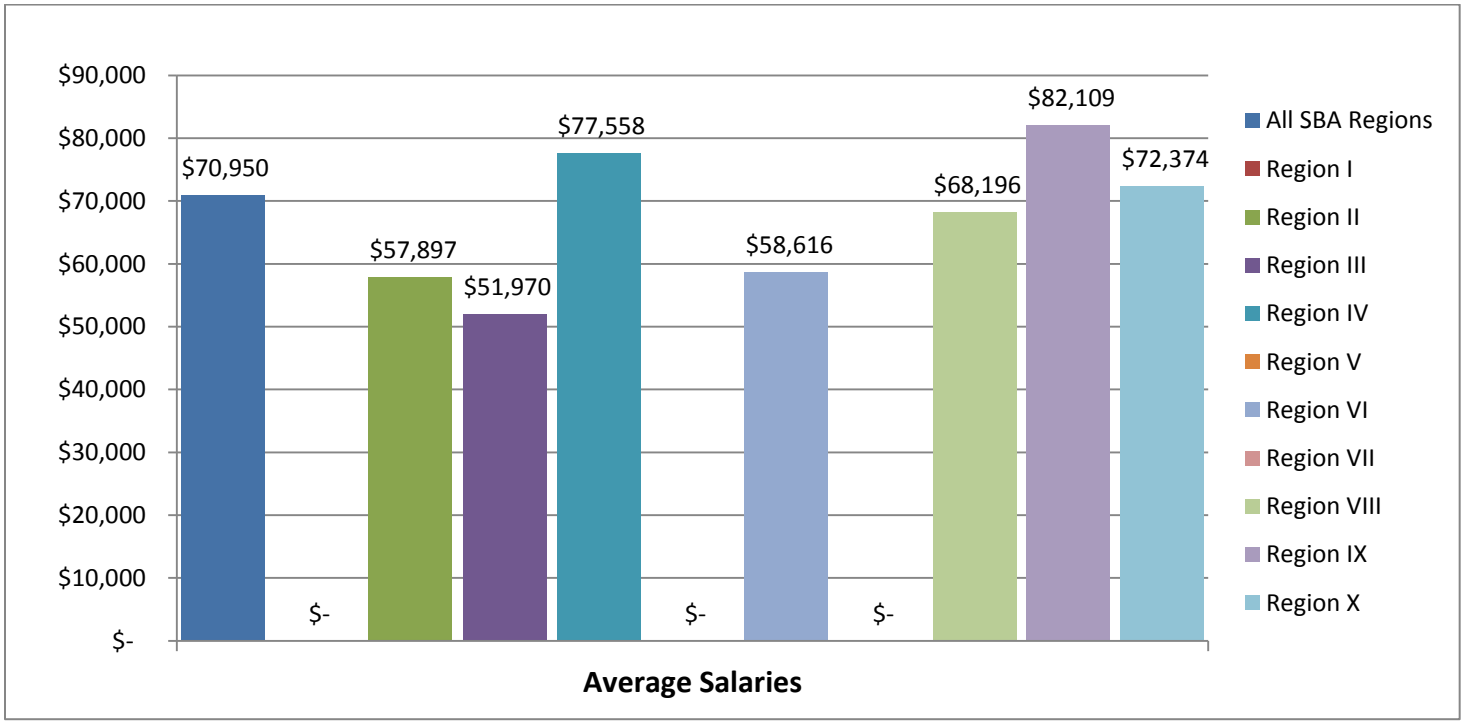


Statistical Analysis

Number		73
Mean		$64,030
Median		$62,009
Std. Deviation		$16,849
Minimum		$30,808
Maximum		$111,444
Percentile	50	$62,009
	60	$65,000
	70	$69,770
	80	$74,338
	90	$83,609

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

Director of Specialty Programs 2015

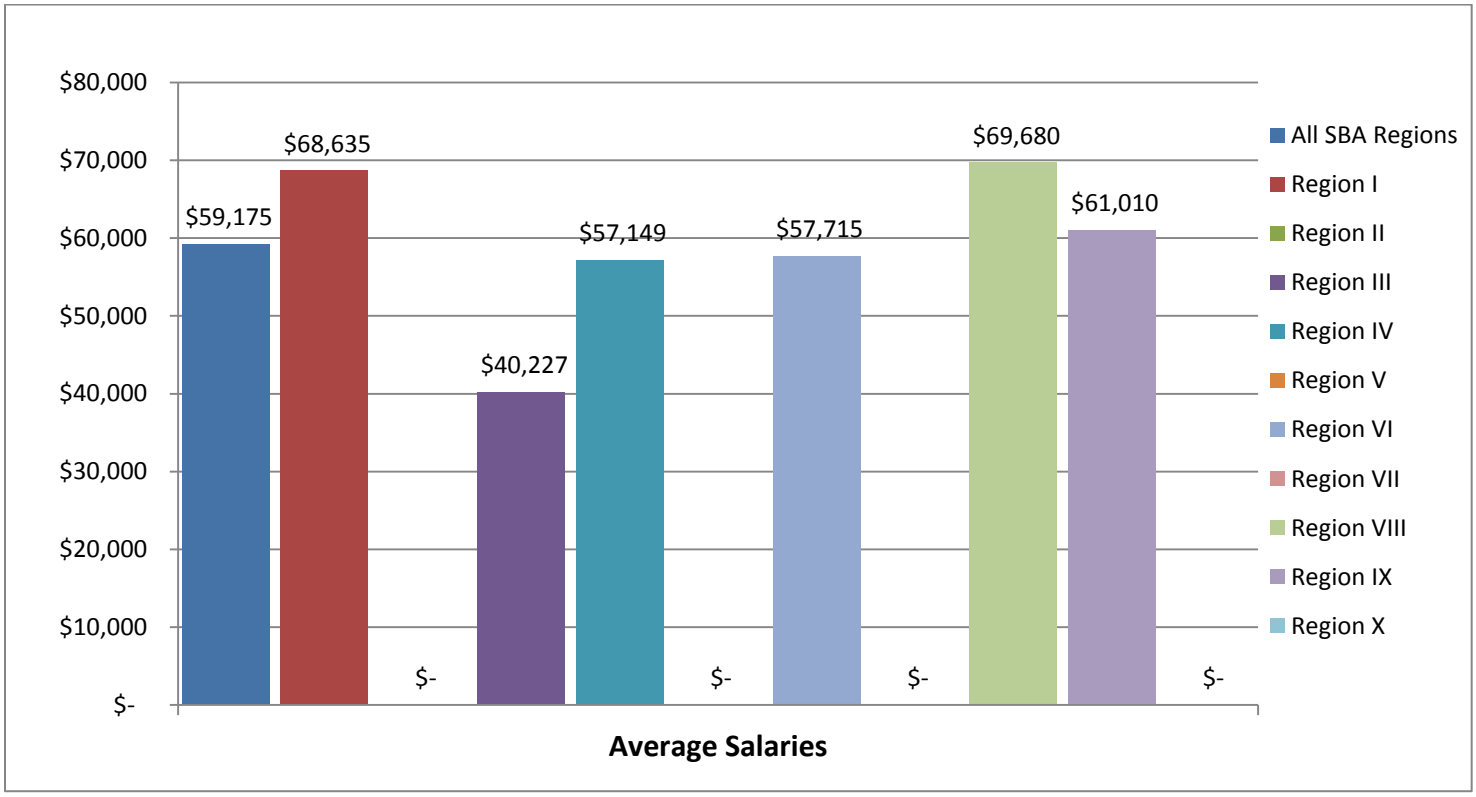


Statistical Analysis

Number		32
Mean		$70,950
Median		$73,940
Std. Deviation		$19,736
Minimum		$24,439
Maximum		$123,400
Percentile	50	$73,940
	60	$75,052
	70	$77,112
	80	$79,200
	90	$96,109

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

Senior Business Advisor 2015

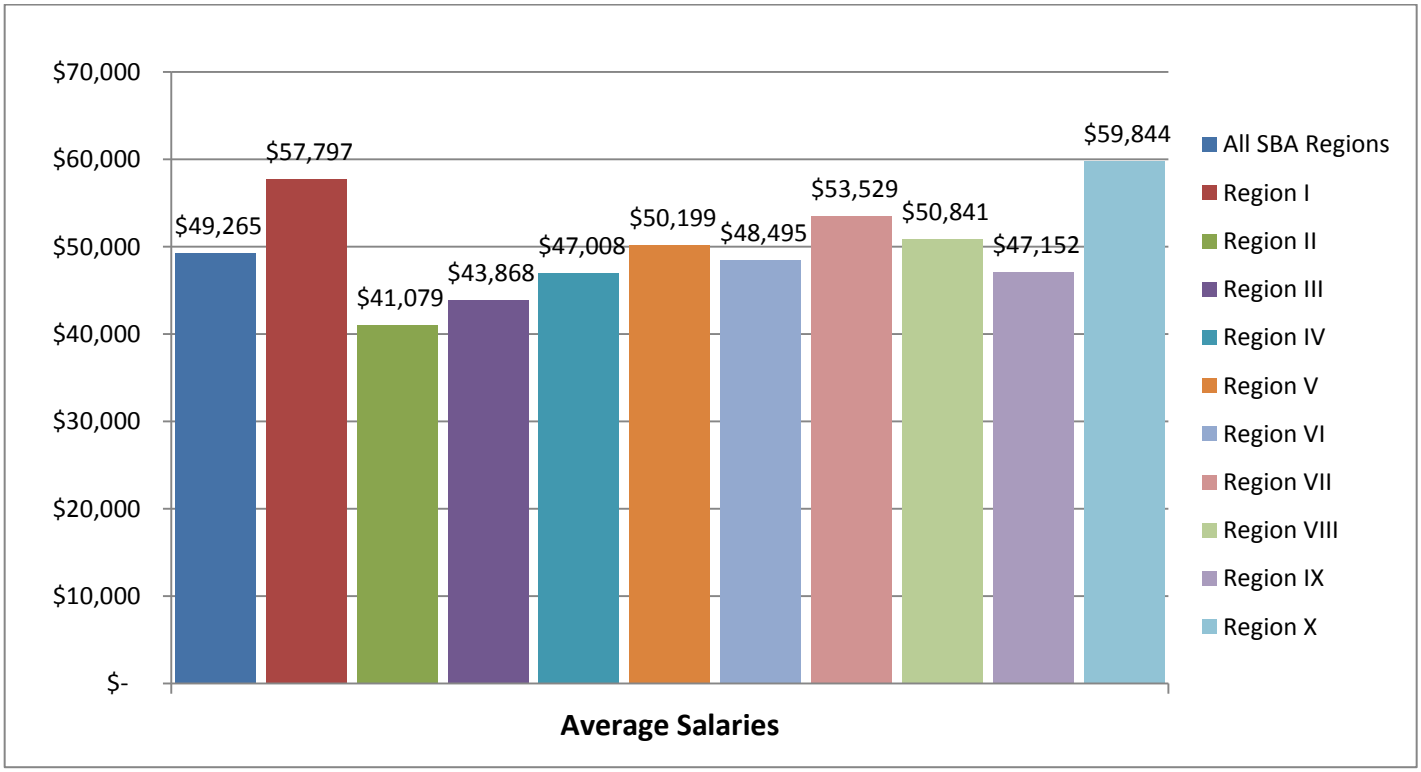


Statistical Analysis

Number		46
Mean		$59,175
Median		$61,064
Std. Deviation		$11,133
Minimum		$21,555
Maximum		$76,910
Percentile	50	$61,064
	60	$61,800
	70	$62,185
	80	$68,802
	90	$73,018

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

Business Advisor 2015

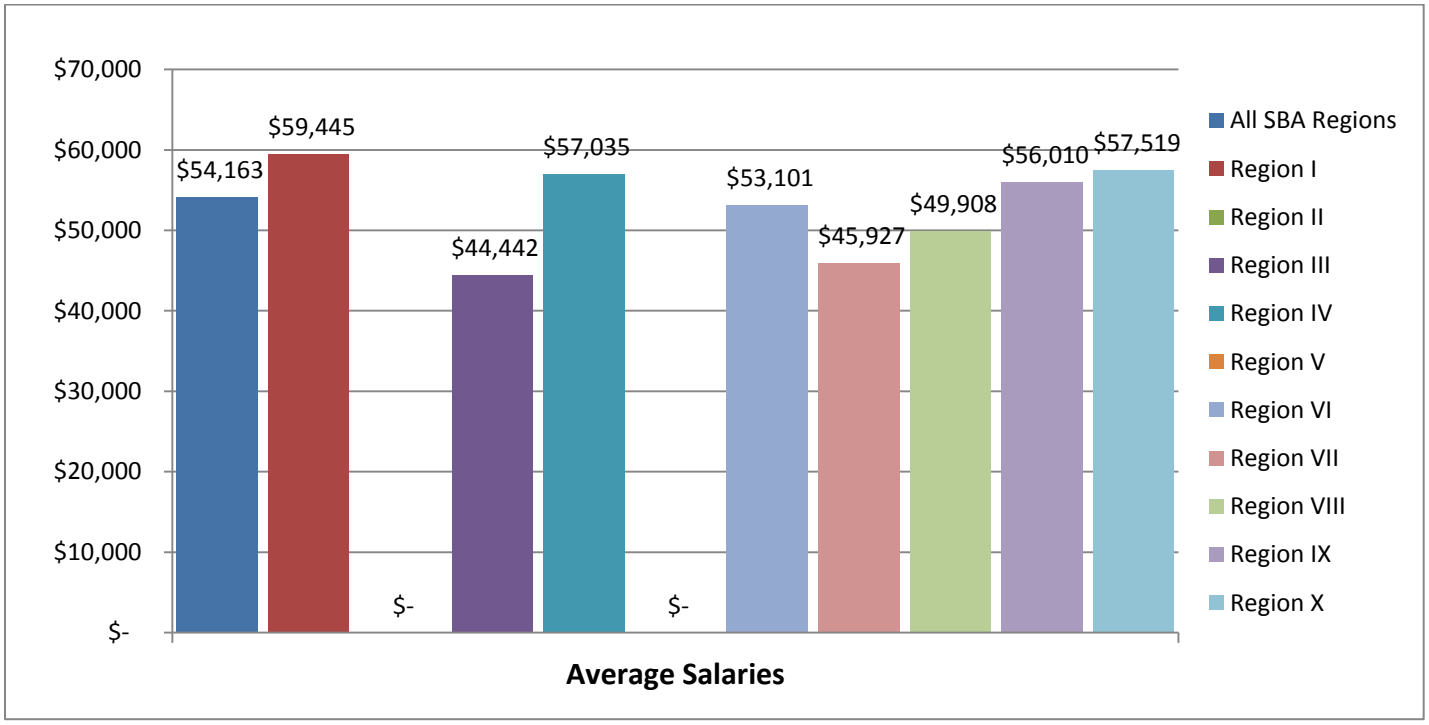


Statistical Analysis

Number		690
Mean		$49,265
Median		$48,161
Std. Deviation		$12,558
Minimum		$10,000
Maximum		$100,013
Percentile	50	$48,161
	60	$50,832
	70	$54,357
	80	$59,509
	90	$65,000

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

Specialty Center Advisor 2015

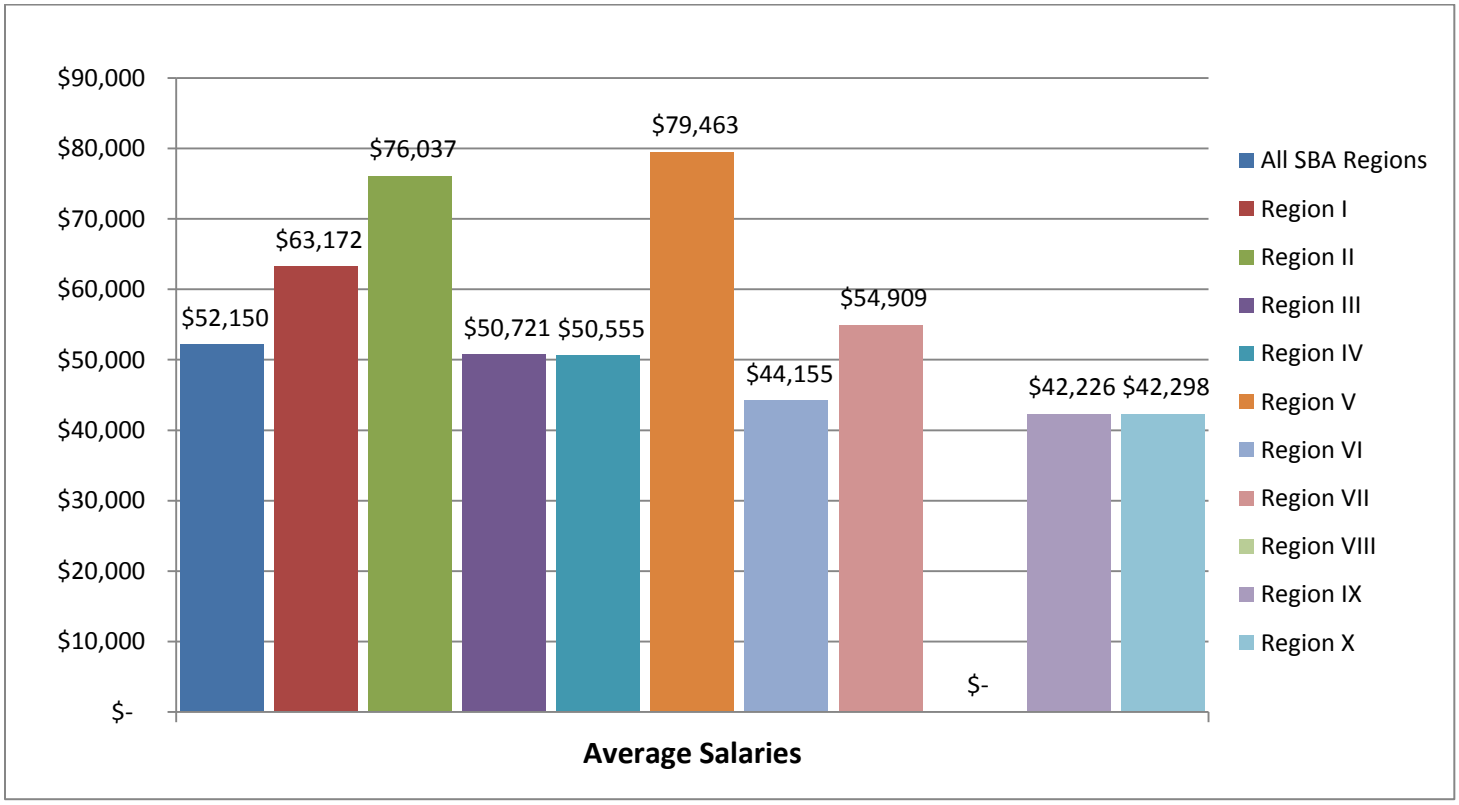


Statistical Analysis

Number		38
Mean		$54,163
Median		$52,015
Std. Deviation		$16,721
Minimum		$25,050
Maximum		$92,000
Percentile	50	$52,015
	60	$55,935
	70	$60,513
	80	$68,248
	90	$77,018

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

Information Technology (IT) 2015

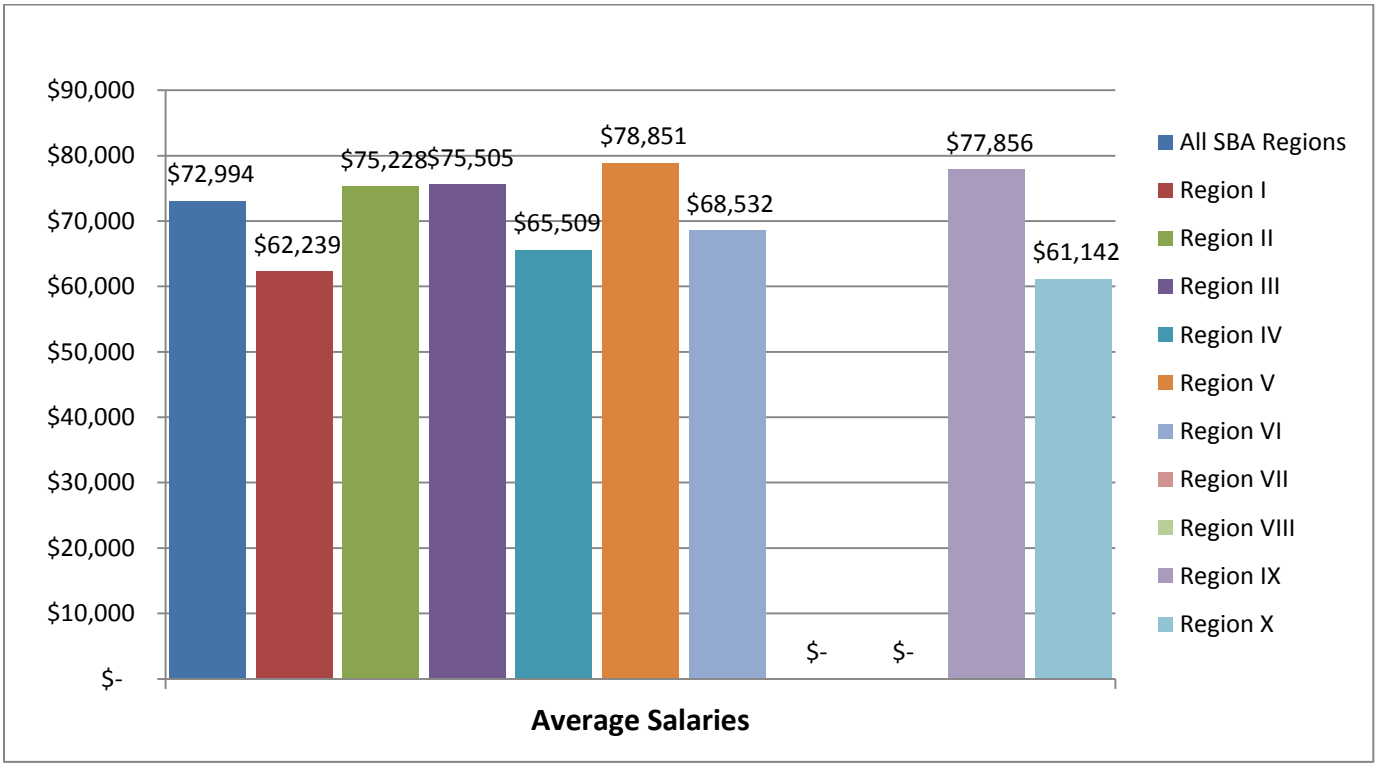


Statistical Analysis

Number		36
Mean		$52,150
Median		$50,704
Std. Deviation		$17,244
Minimum		$17,796
Maximum		$99,335
Percentile	50	$50,704
	60	$54,995
	70	$60,874
	80	$63,172
	90	$68,392

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

Accounting, Grants and Finance Level I 2015

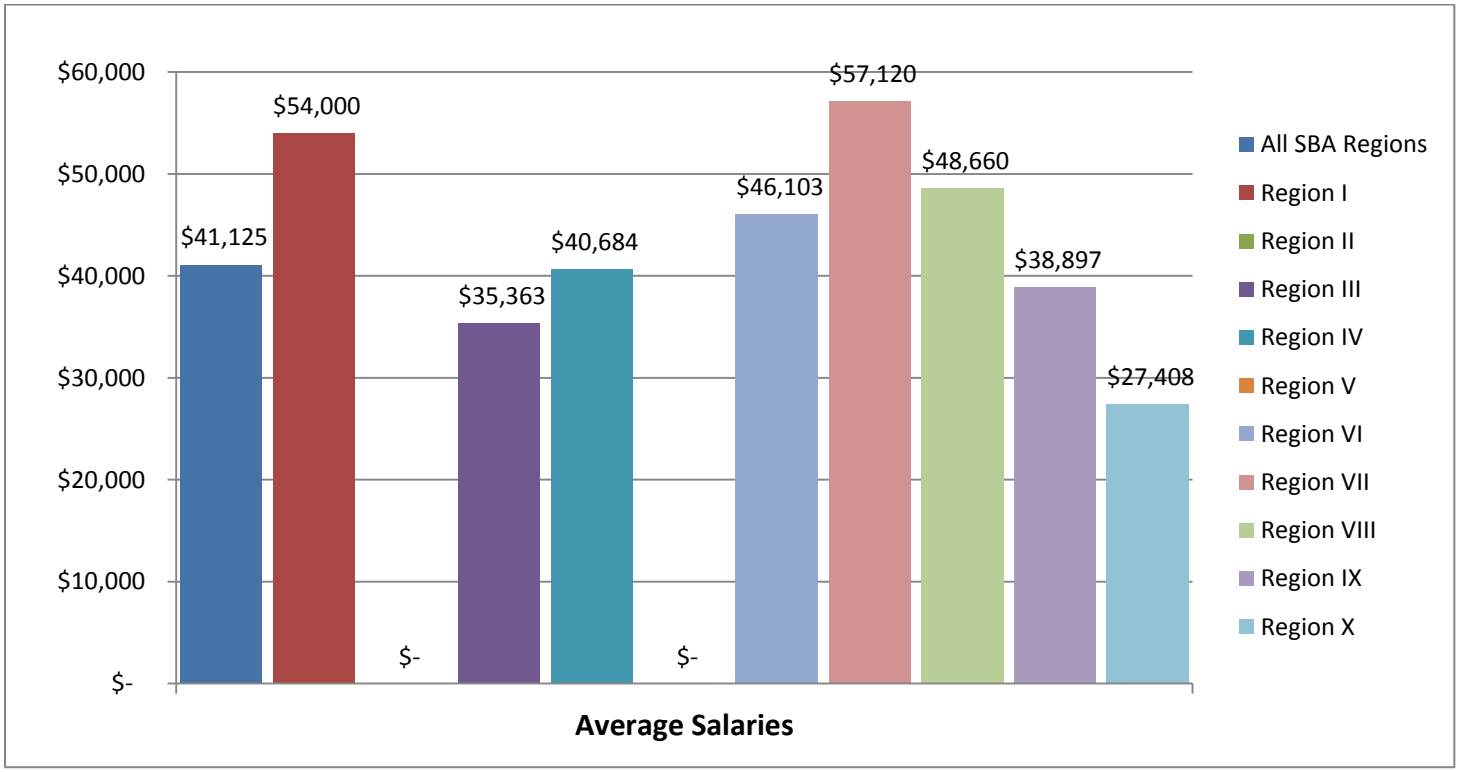


Statistical Analysis

Number		15
Mean		$72,994
Median		$72,000
Std. Deviation		$9,051
Minimum		$60,564
Maximum		$87,510
Percentile	50	$72,000
	60	$75,089
	70	$79,300
	80	$82,400
	90	$83,813

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

Accounting, Grants and Finance Level II 2015

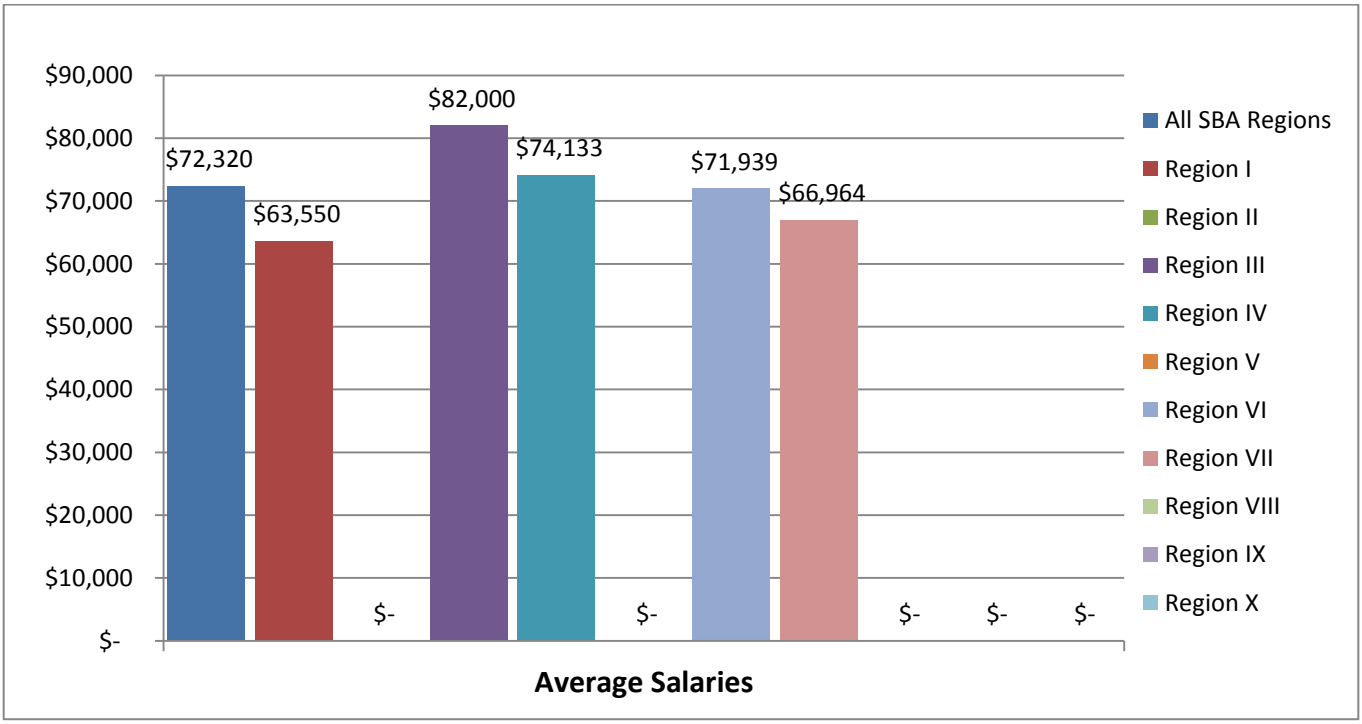


Statistical Analysis

Number		27
Mean		$41,125
Median		$45,653
Std. Deviation		$11,614
Minimum		$15,664
Maximum		$58,335
Percentile	50	$45,653
	60	$46,124
	70	$47,732
	80	$50,138
	90	$53,100

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

Training Coordinator/Marketing Level I 2015

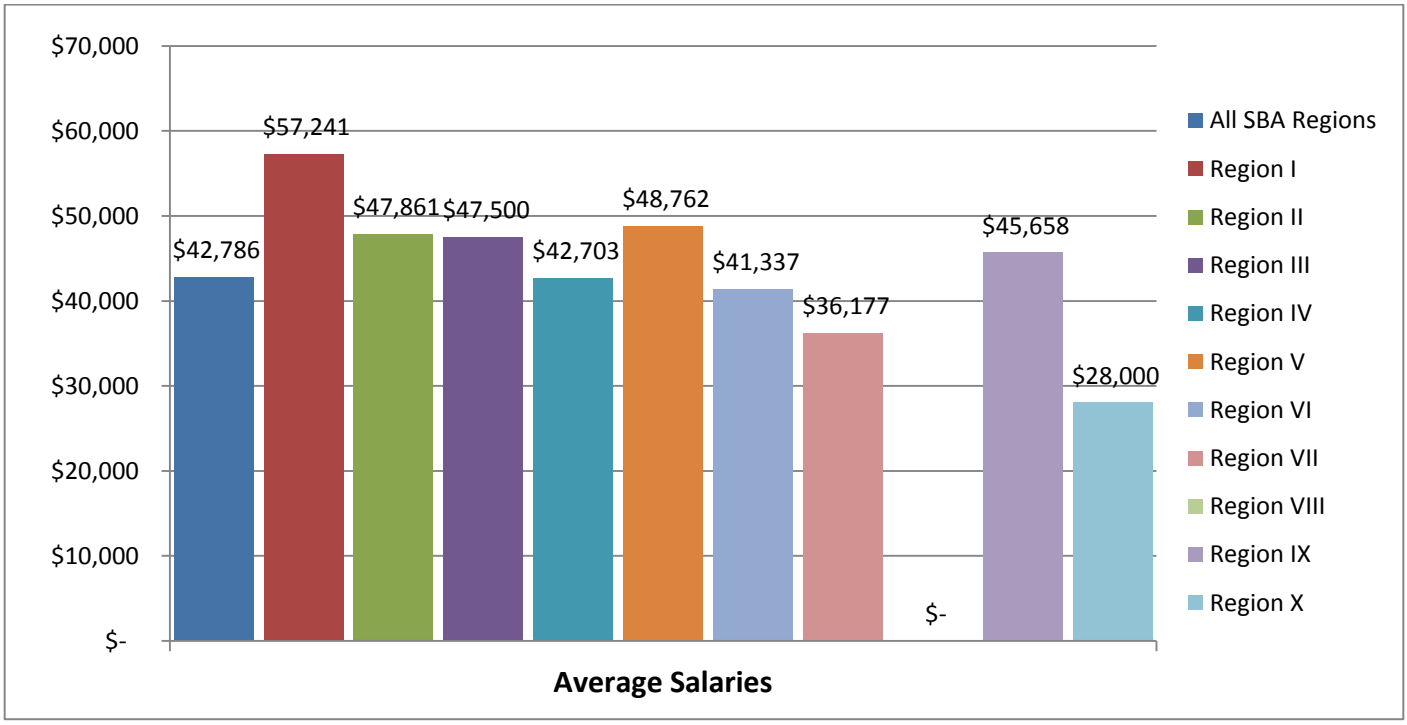


Statistical Analysis

Number		13
Mean		$72,320
Median		$69,329
Std. Deviation		$10,955
Minimum		$60,801
Maximum		$96,000
Percentile	50	$69,329
	60	$71,120
	70	$74,667
	80	$80,938
	90	$87,246

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

Training Coordinator/Marketing Level II 2015

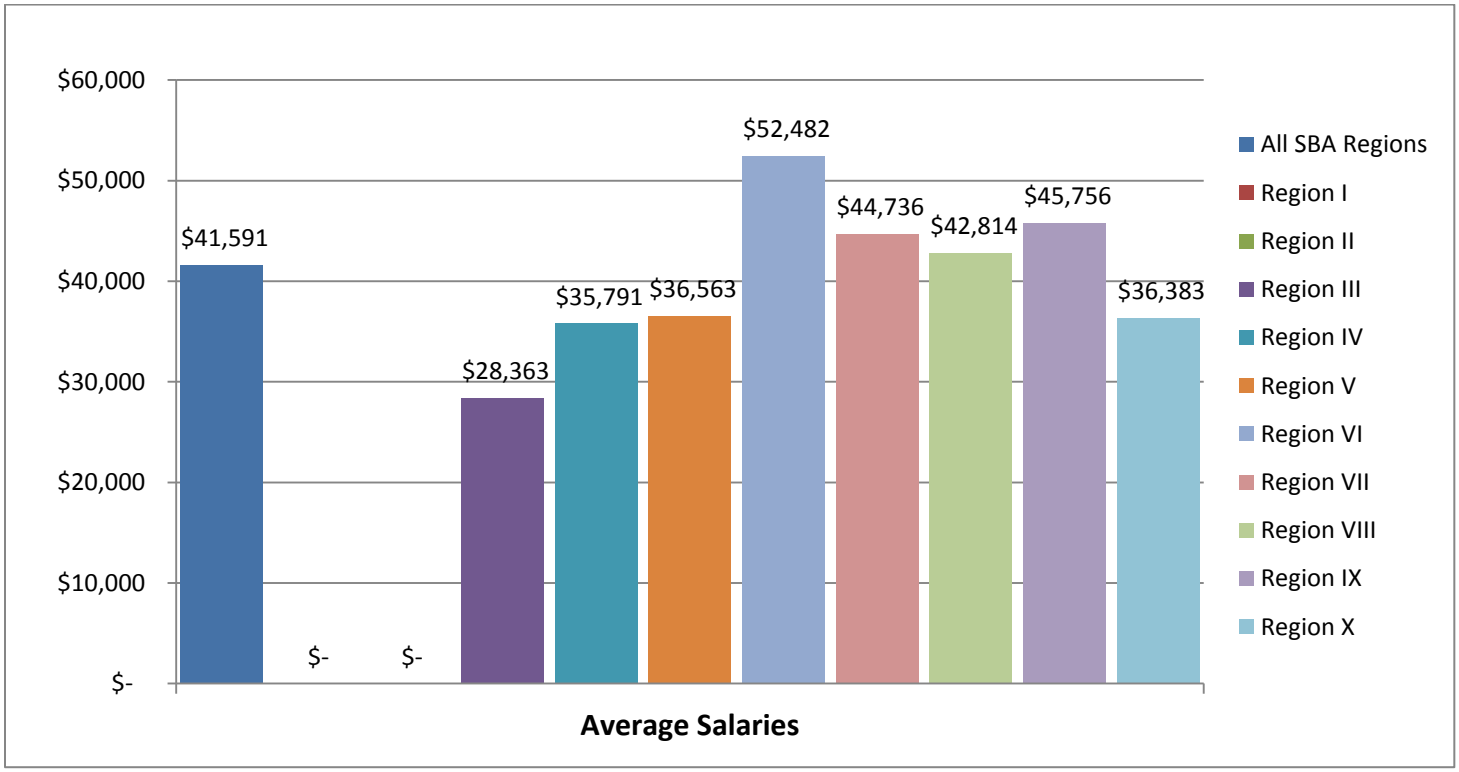


Statistical Analysis

Number		43
Mean		$42,786
Median		$43,260
Std. Deviation		$9,556
Minimum		$16,000
Maximum		$59,550
Percentile	50	$43,260
	60	$46,771
	70	$48,446
	80	$50,022
	90	$54,446

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

Marketing Research/Project Coordinator 2015

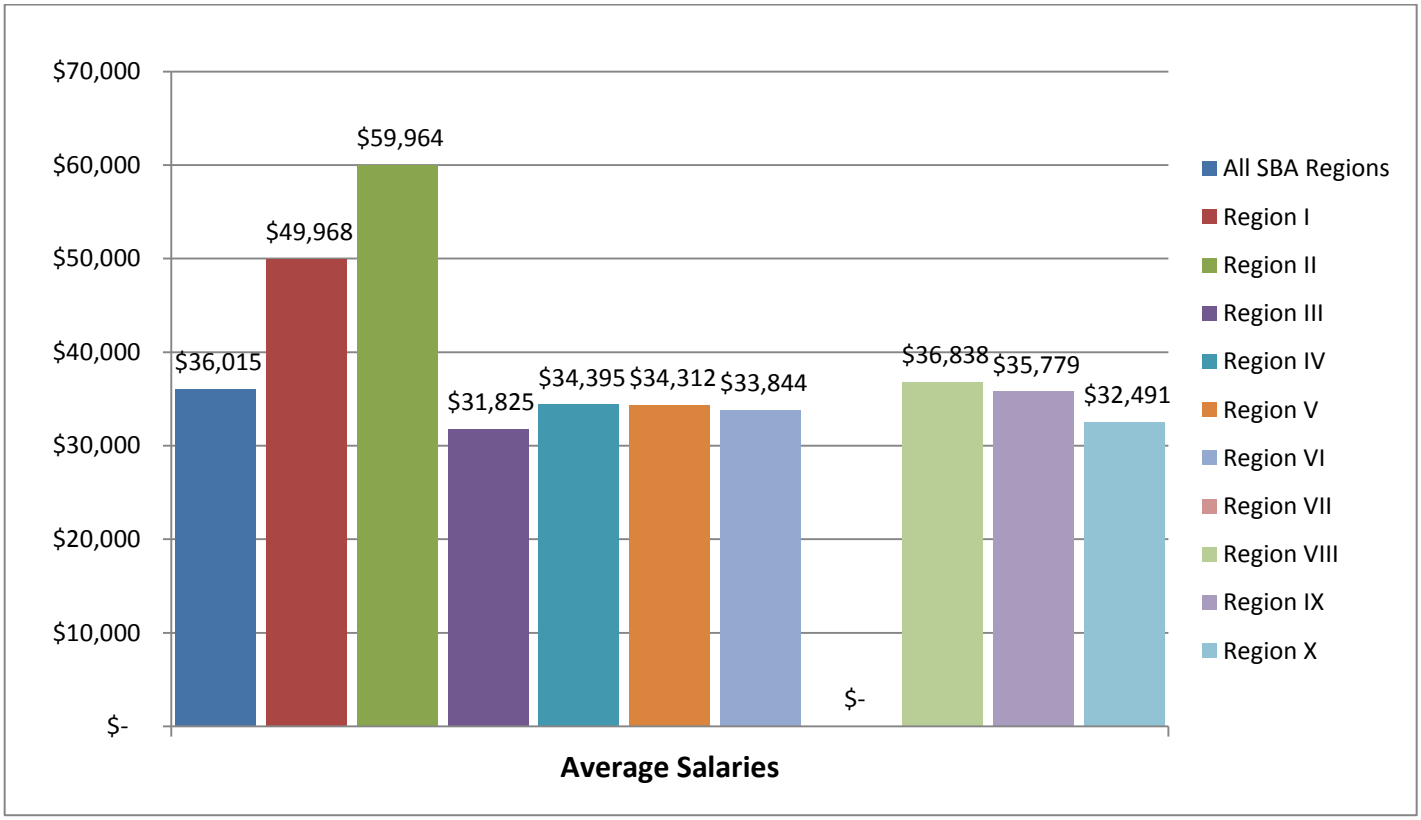


Statistical Analysis

Number		54
Mean		$41,591
Median		$40,155
Std. Deviation		$13,355
Minimum		$17,500
Maximum		$82,500
Percentile	50	$40,155
	60	$44,002
	70	$46,465
	80	$49,809
	90	$52,428

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

Office Administrator 2015

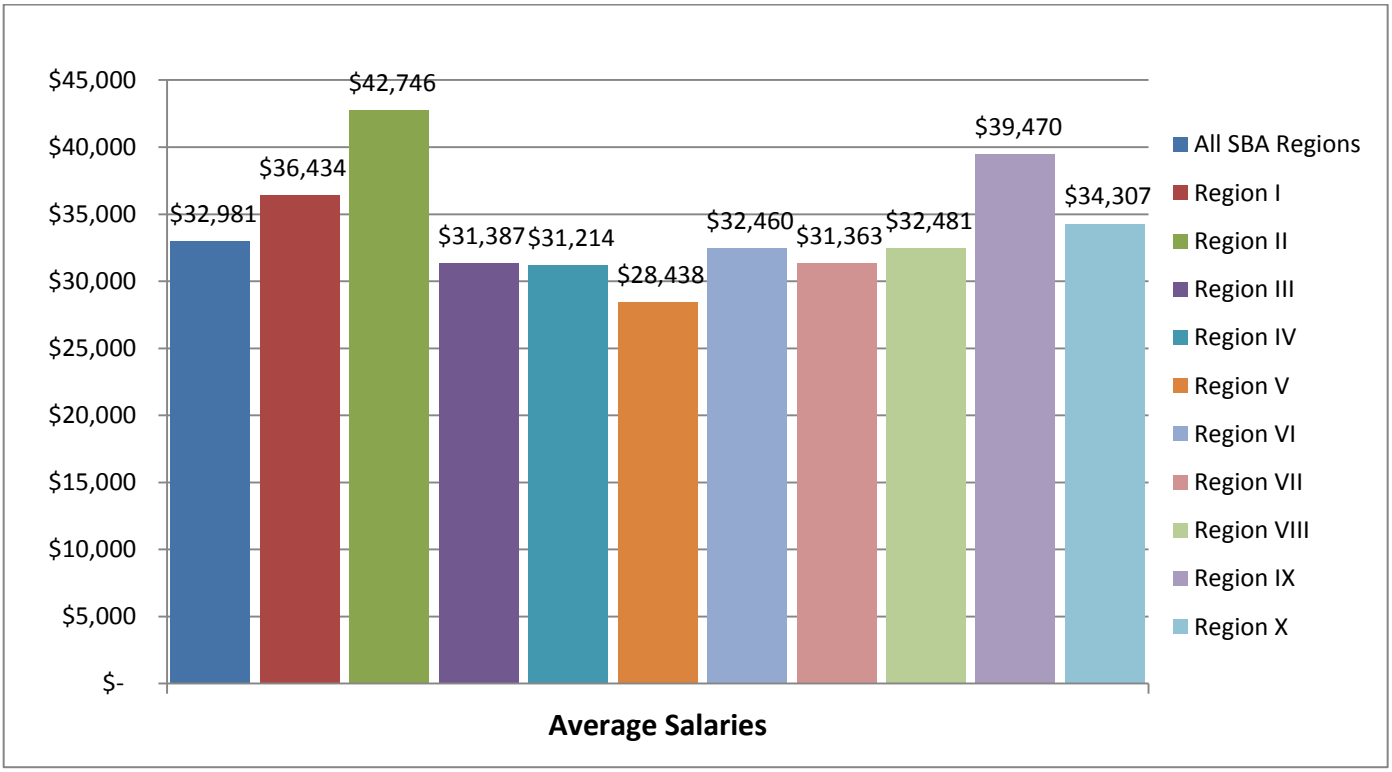


Statistical Analysis

Number		45
Mean		$36,015
Median		$35,000
Std. Deviation		$11,506
Minimum		$9,879
Maximum		$59,964
Percentile	50	$35,000
	60	$36,969
	70	$41,245
	80	$45,035
	90	$50,812

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

Administrative Support 2015

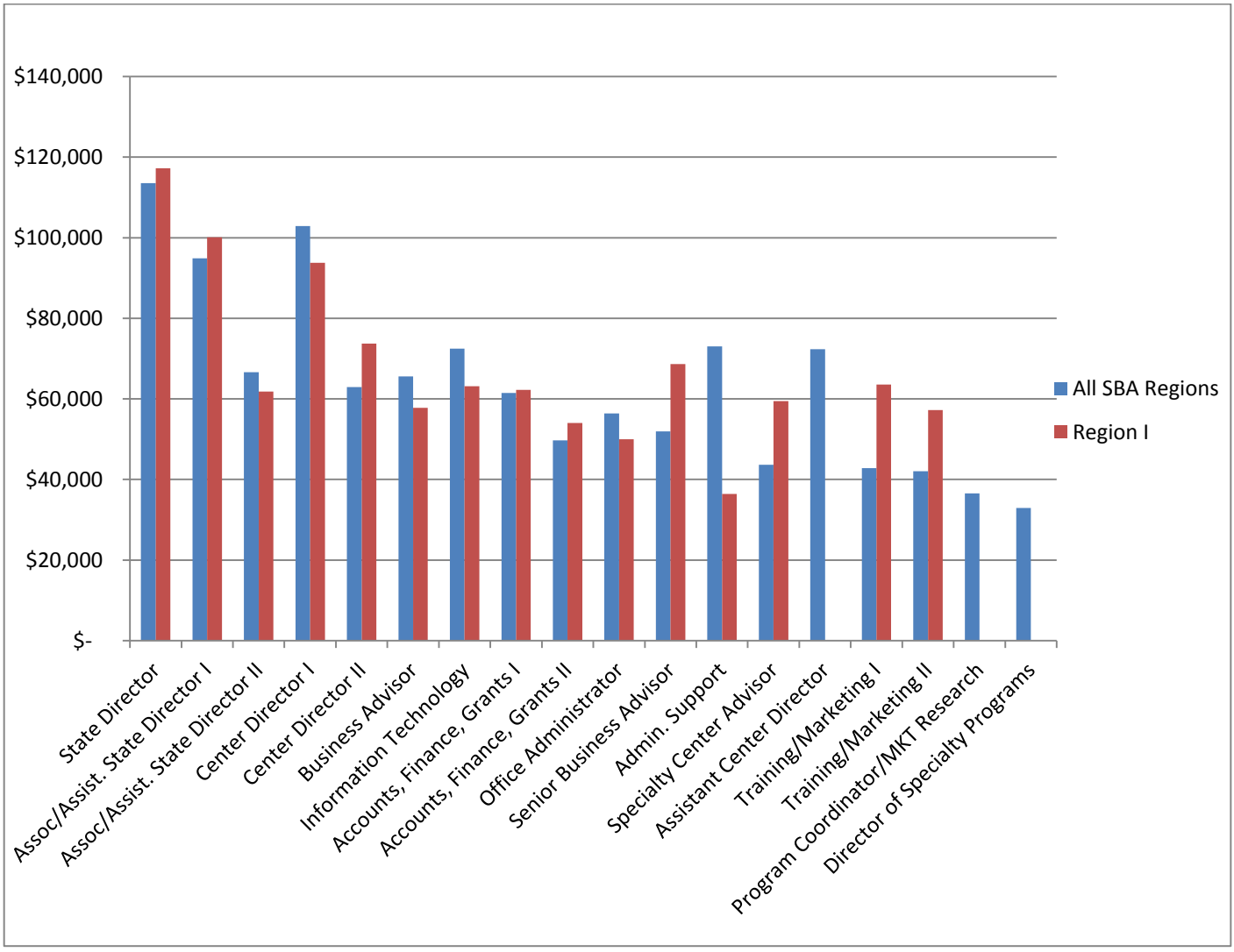


Statistical Analysis

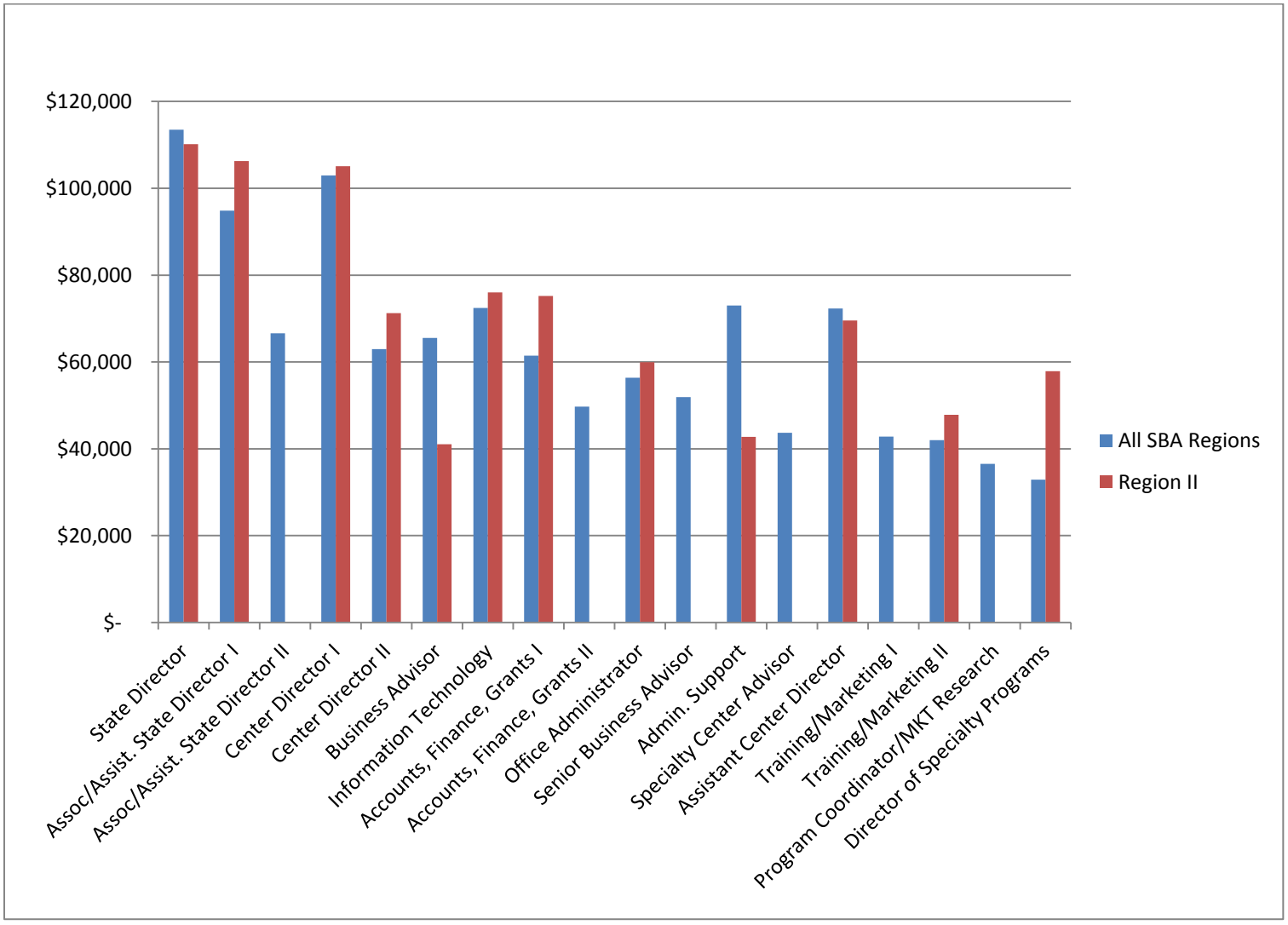
Number		312
Mean		$32,981
Median		$31,958
Std. Deviation		$11,482
Minimum		$9,344
Maximum		$113,047
Percentile	50	$31,958
	60	$33,852
	70	$36,433
	80	$39,846
	90	$47,335

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

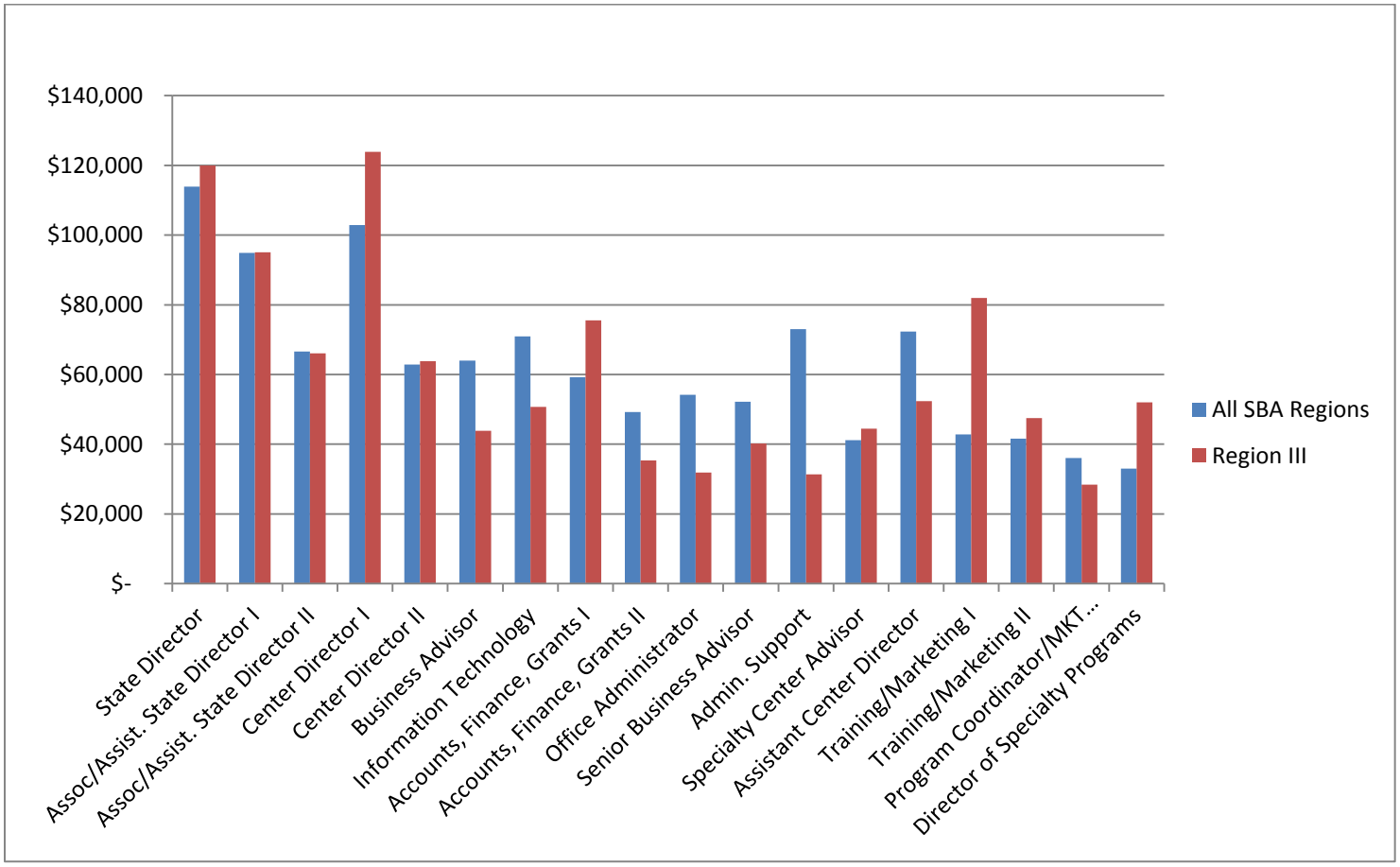
SBA Regions Compared to Region I 2015



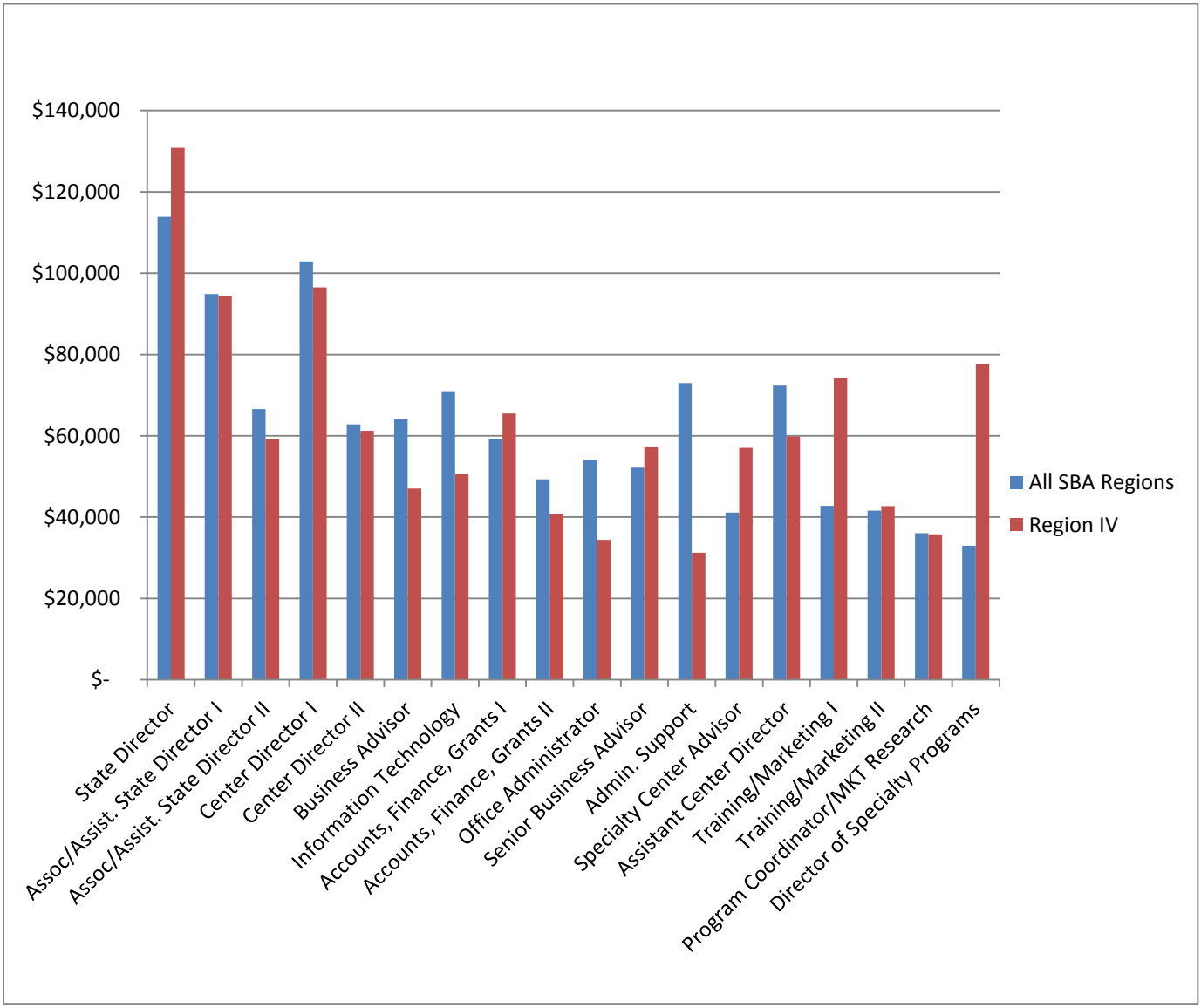
SBA Regions Compared to Region II 2015



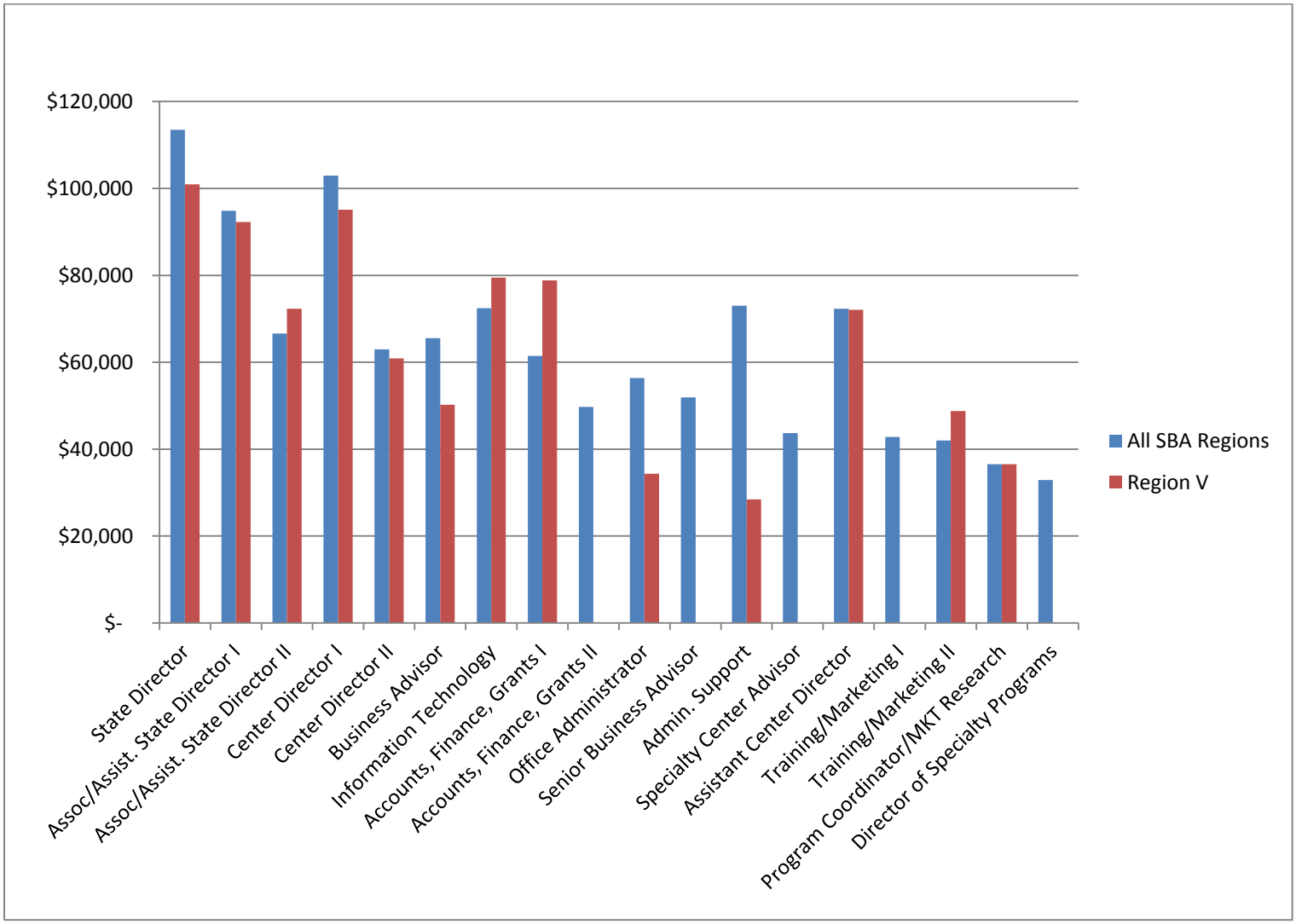
SBA Regions Compared to Region III 2015



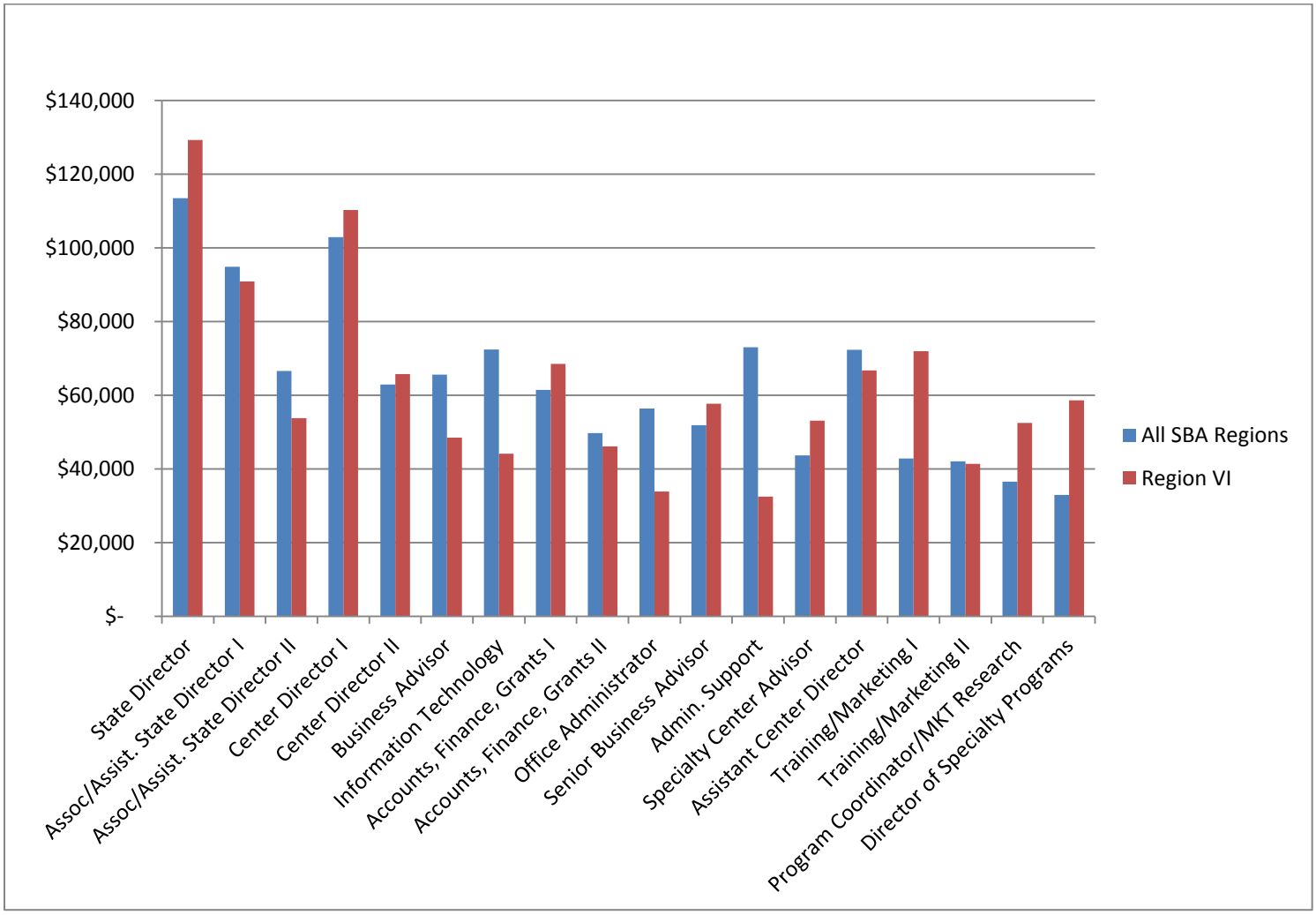
SBA Regions Compared to Region IV 2015



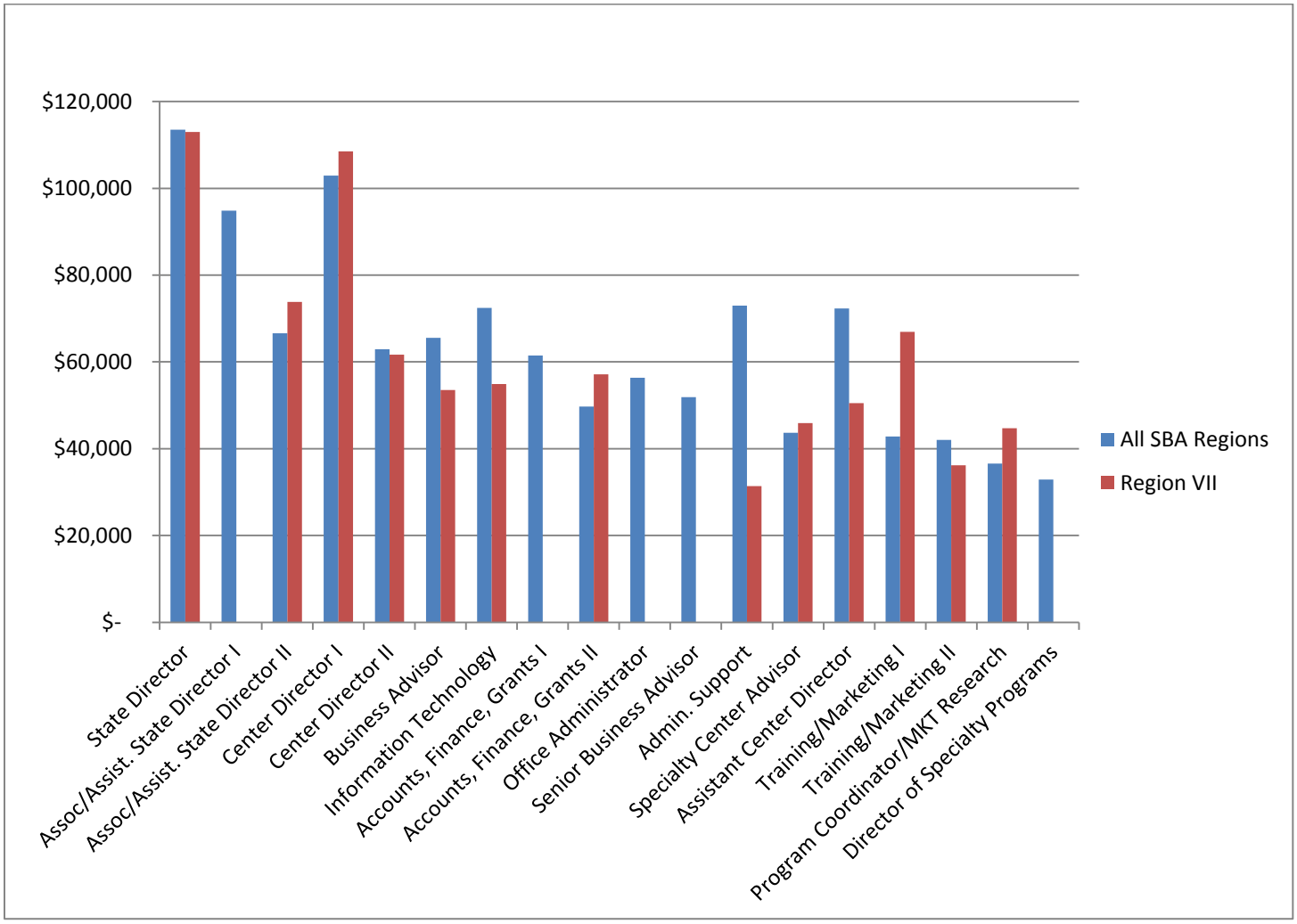
SBA Regions Compared to Region V 2015



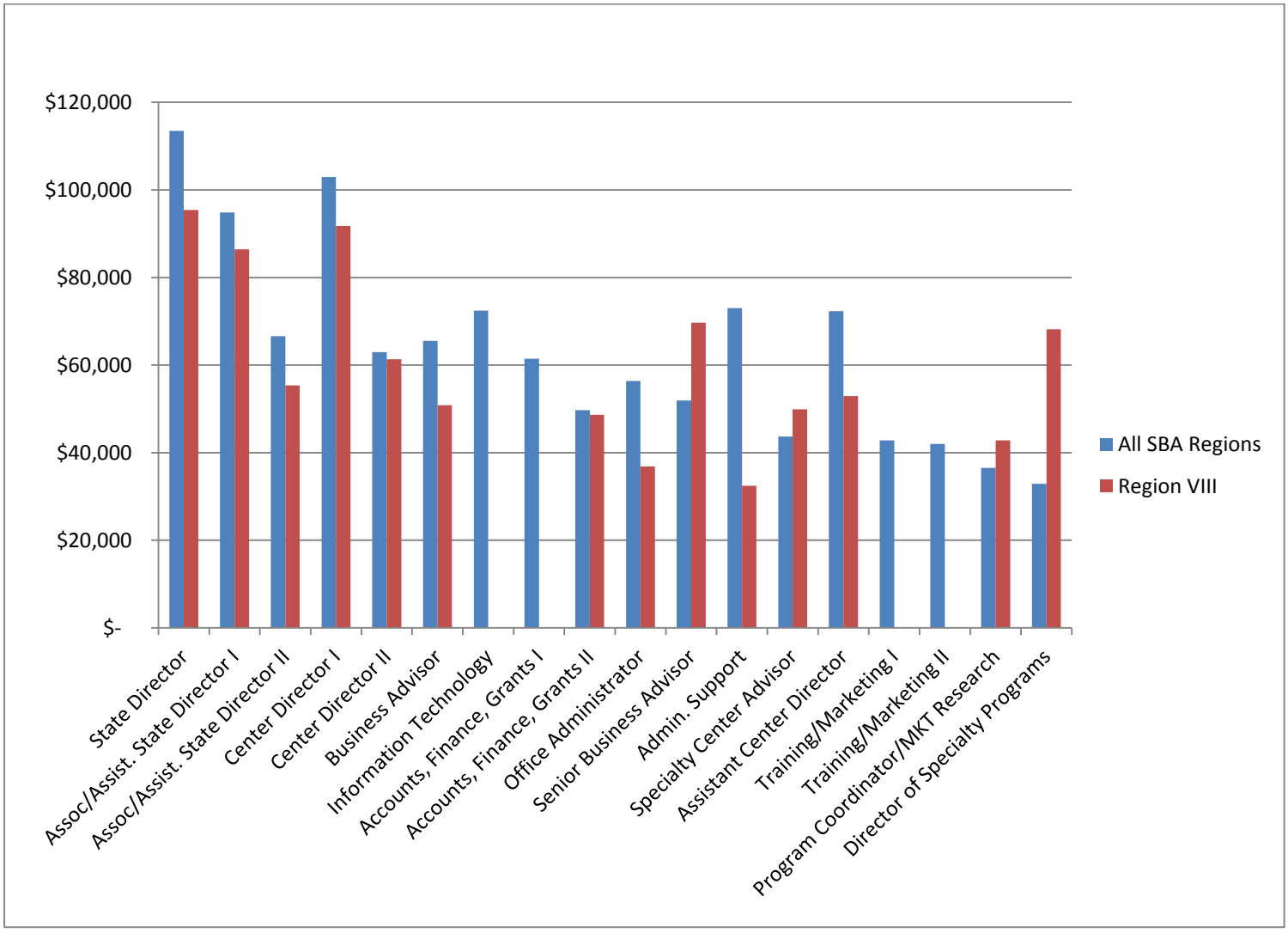
SBA Regions Compared to Region VI 2015



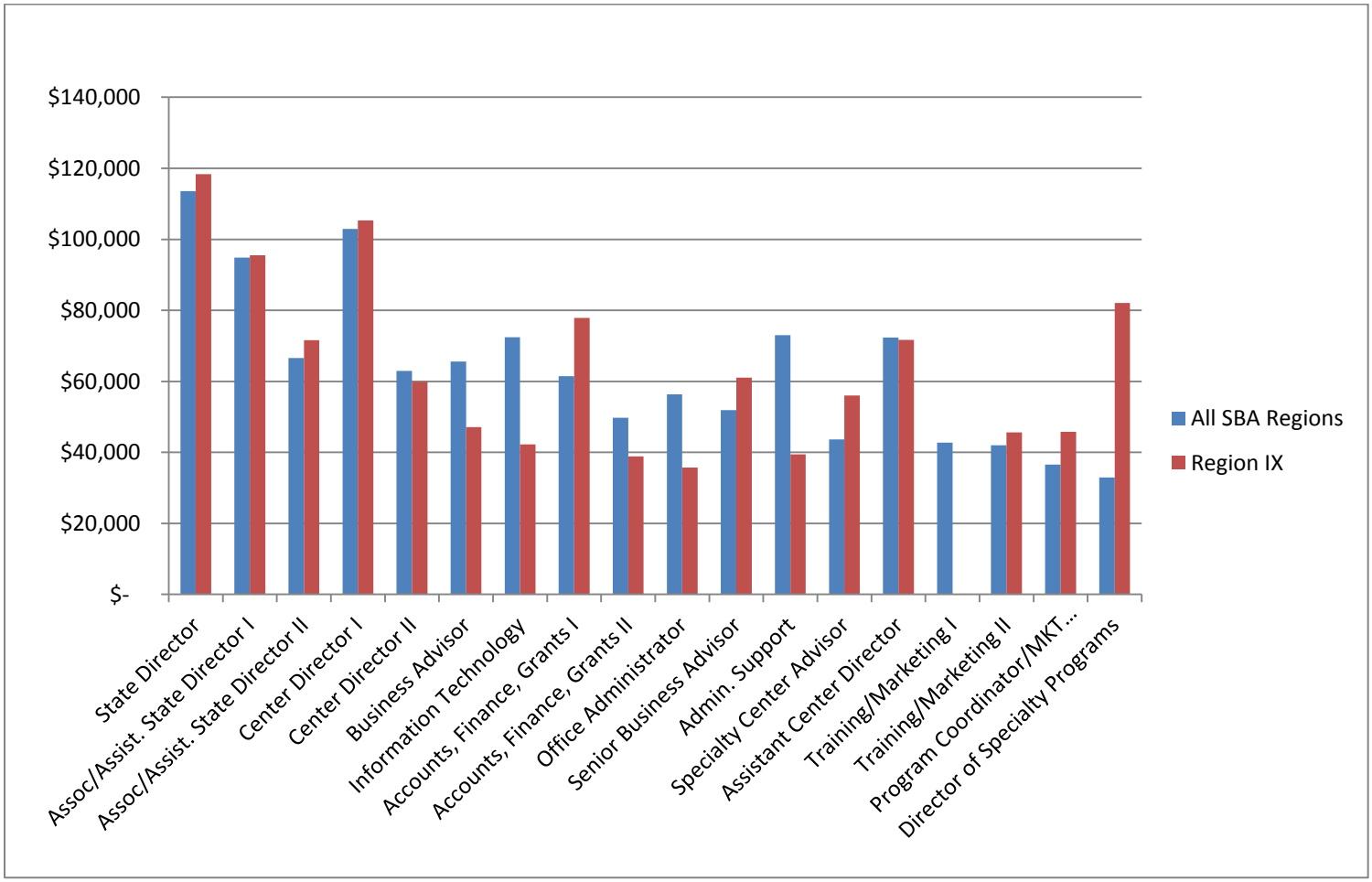
SBA Regions Compared to Region VII 2015



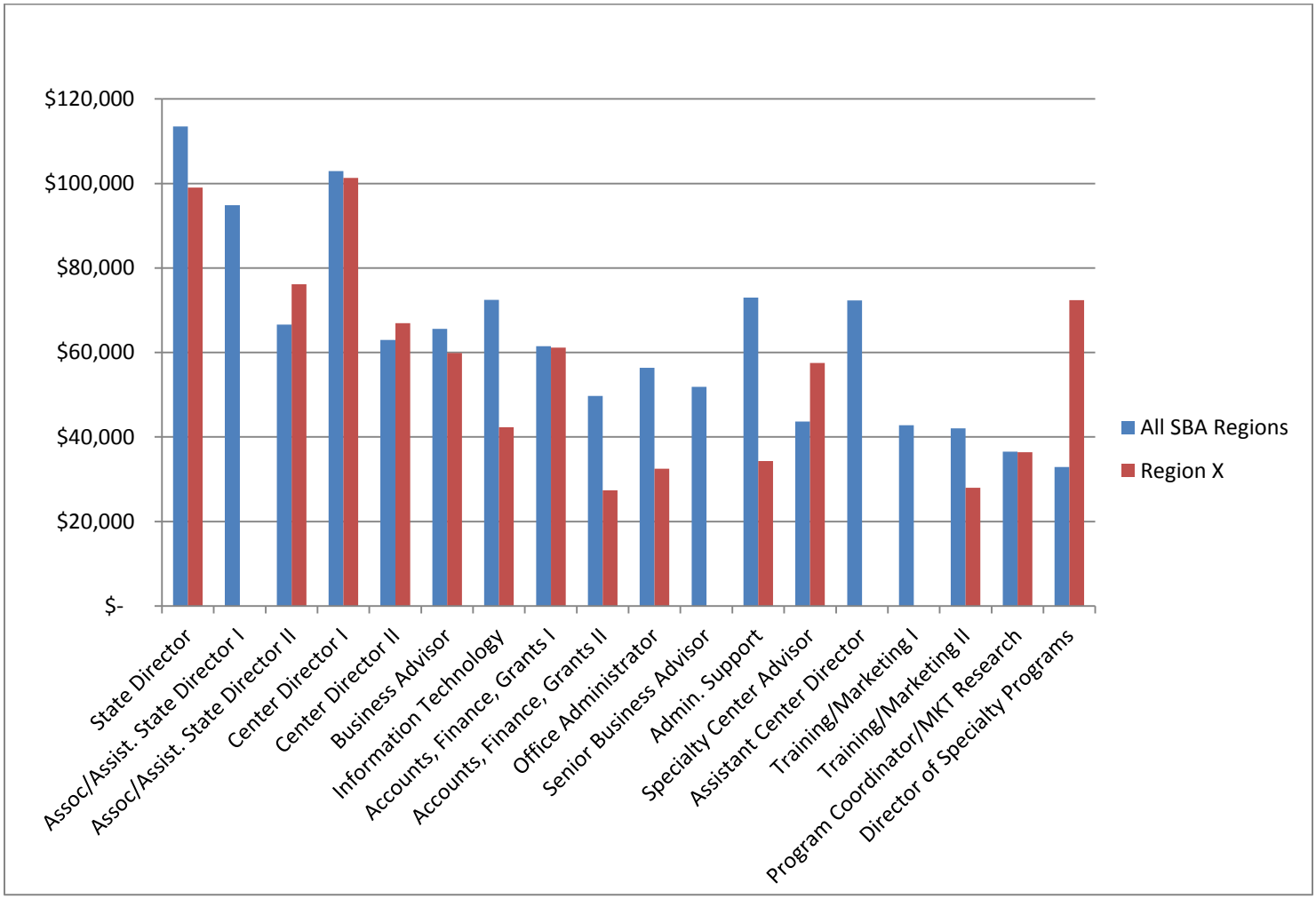
SBA Regions Compared to Region VIII 2015



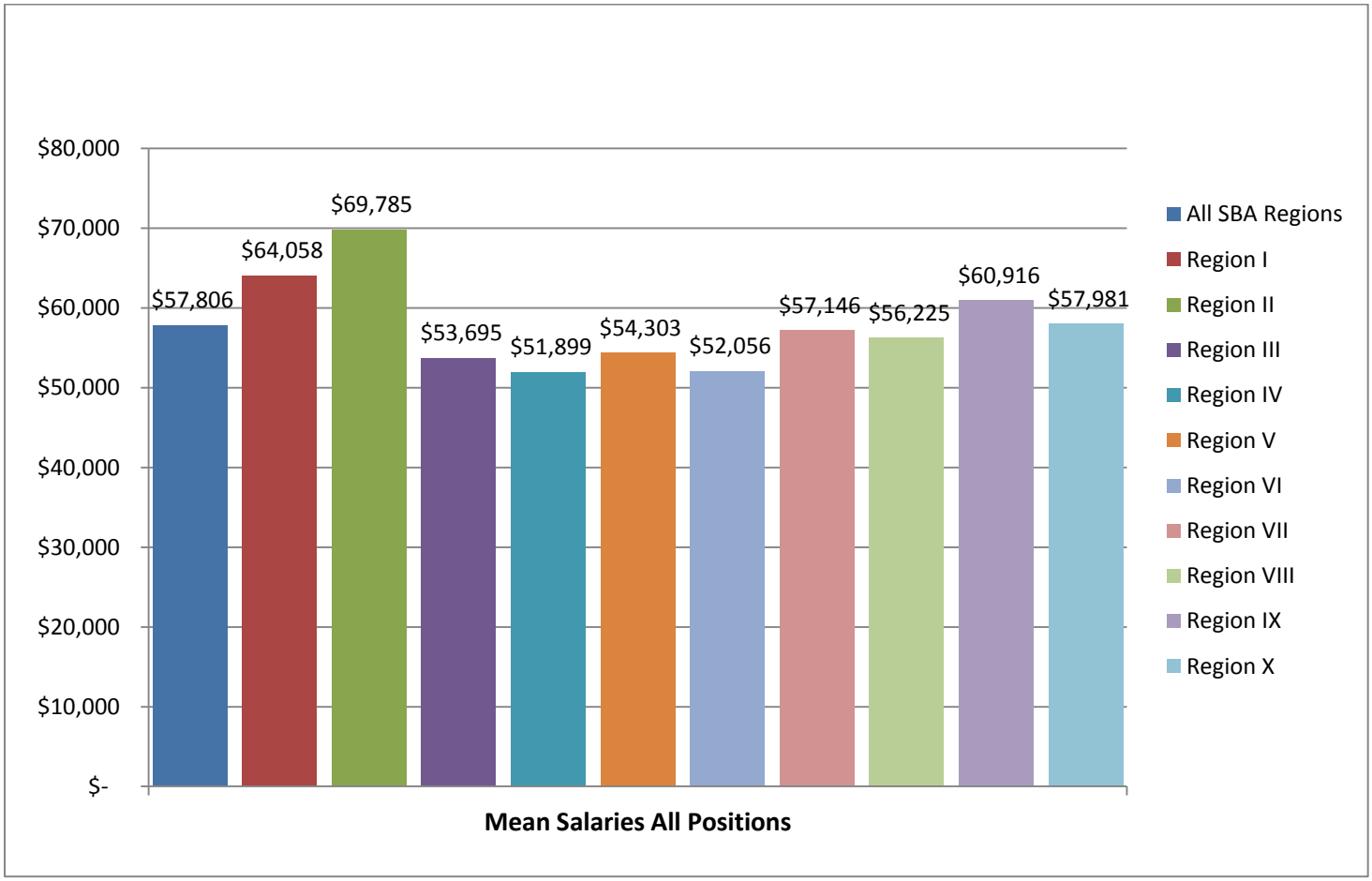
SBA Regions Compared to Region IX 2015



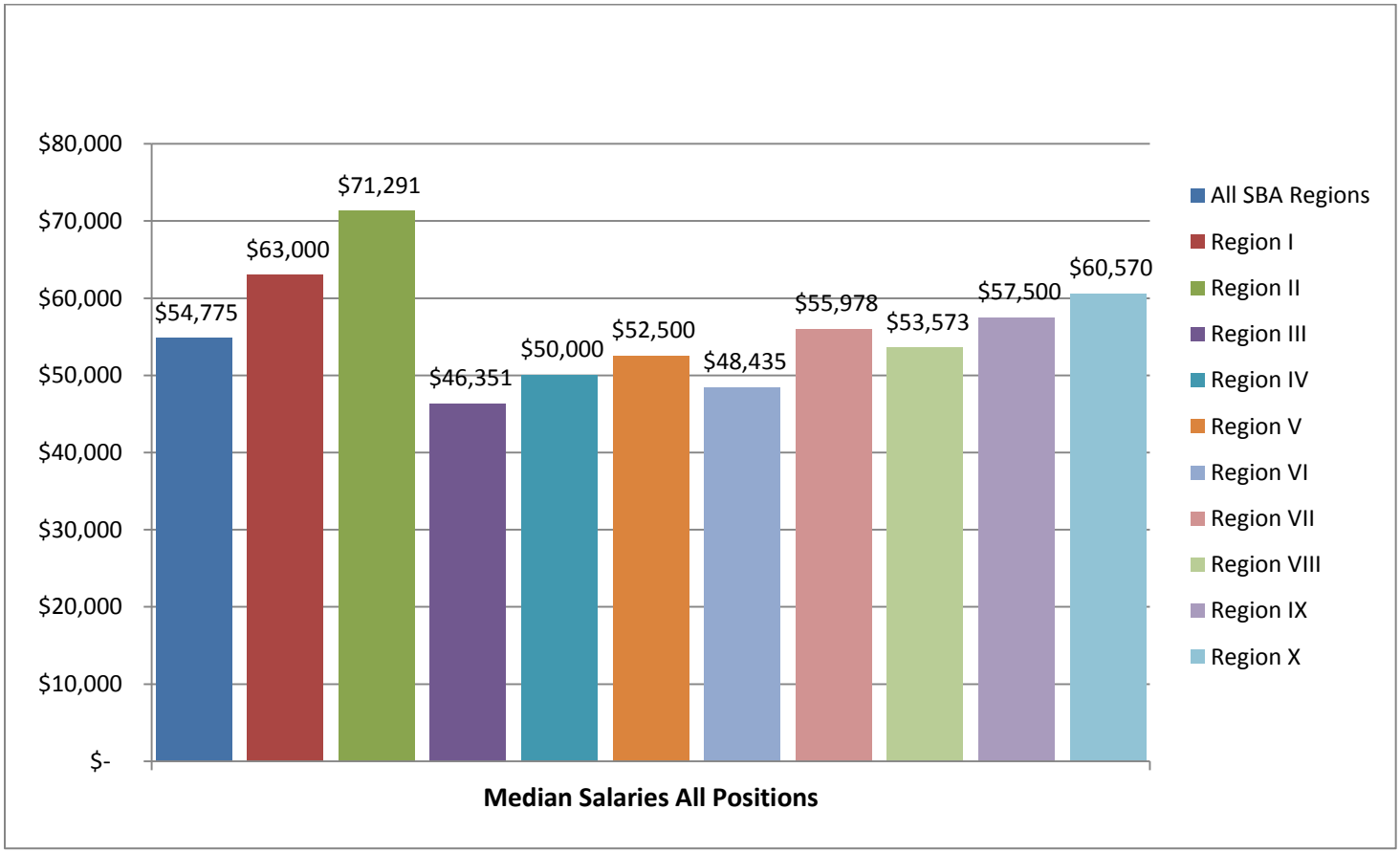
SBA Regions Compared to Region X 2015



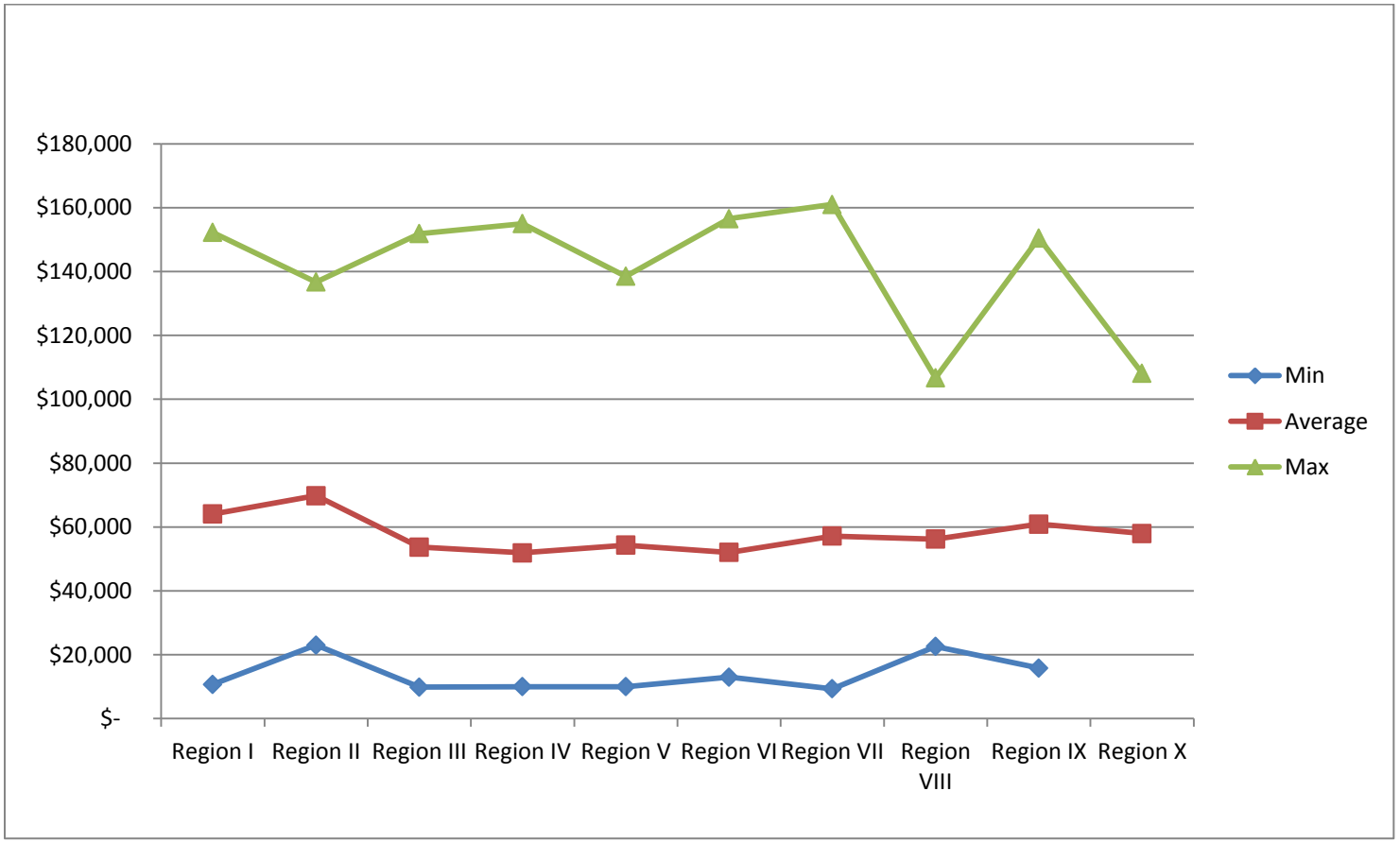
SBA Regions MEAN All Positions 2015



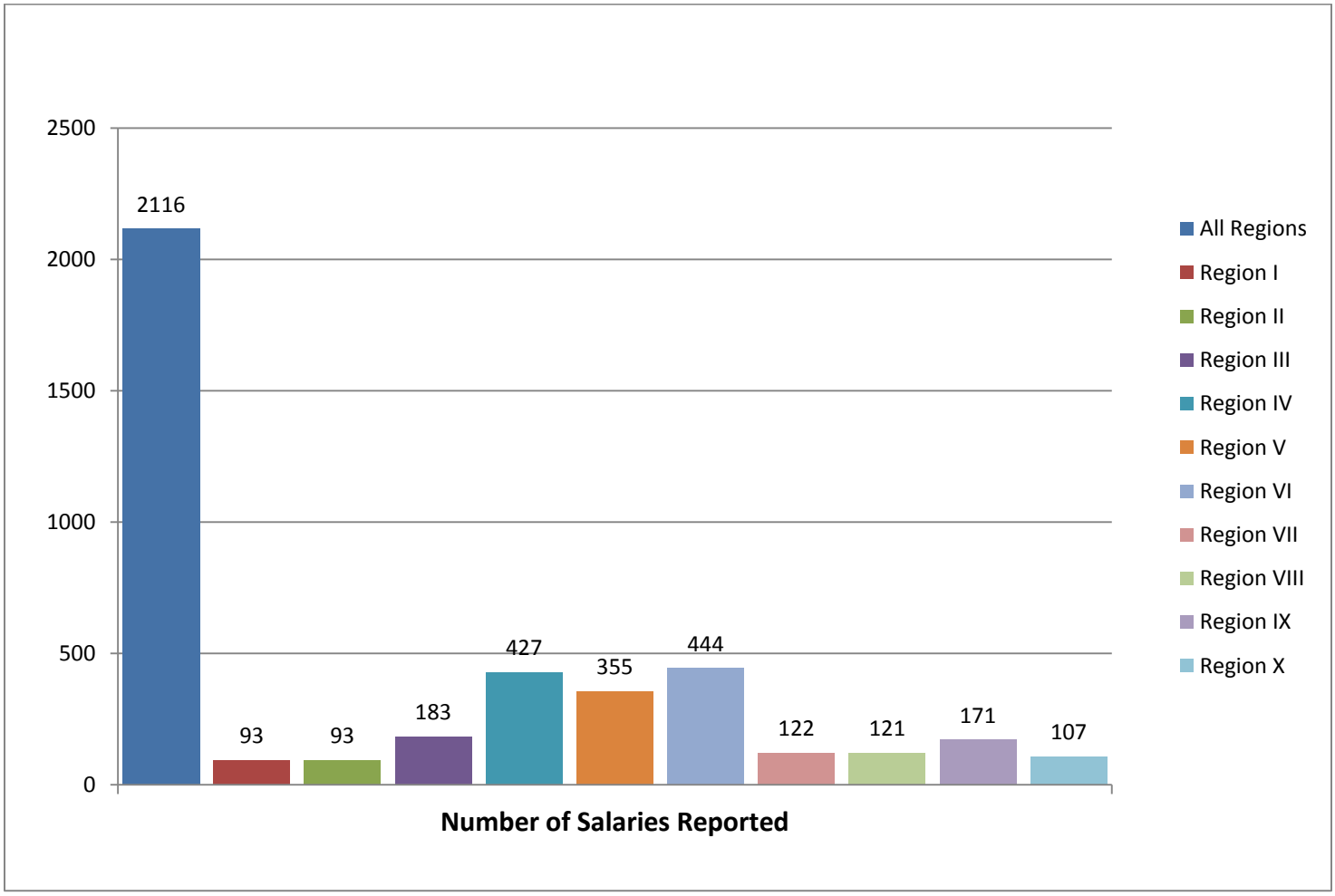
SBA Regions MEDIAN All Positions 2015



SBA Regions MIN MAX All Positions 2015



SBA Regions ALL Reported Salaries 2015



APPENDIX A Job Classification for Salary Survey 2015

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
Regional Director (CA & TX)

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
Business Analyst

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
Computer Analyst
Data Administration
Data Specialist
Director of Technology

GIS Specialist
Information Consultant
Information Coordinator
Information Manager
Information Specialist
Information Systems Specialist
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
Support Accountant

Office Administrator Job Classification includes:
Administrative Manager
Administrative Services Director
Assistant Office Manager
Director of Administration
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 & Special Projects

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
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

Job Titles Not Included:

Publications & Web Manager Publications Typist Special Projects Assistant SBA Liason	Procurement Specialist STEPS Program Assistant Project Director Research Librarian, College Entrepreneurship Research

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.

Data Considerations:

- All Part-Time positions were excluded from the analysis of the salary survey.
- Titles with 3 or fewer occurrences were considered to be outliers and also excluded.
- All thresholds to determine "Level I" and "Level II" were based on natural breaks in salary data.
- Graphs with "0" instances of a job classification means that there were no clearly identifiable job titles for that category for that region's graph.
- "Average Salaries" refer to the average salaries for each respective category and region rather than the entire network average. For example, the "State Directors" graph reports the average State Director salaries for XXX region. All averages were done by calculating the individual category salaries reported.