

SBDCNet

NATIONAL INFORMATION
CLEARINGHOUSE

America's SBDC 2017 Salary Survey

A Partnership of SBA, ASBDC, SBDC, and UTSA



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EXECUTIVE SUMMARY

The FY 2017 Salary Survey was completed in February 2017 by referencing source data provided by ASBDC members and the U.S. SBA from FY/CY 2017 SBDC cooperative agreements. Information analyzed and presented represents data for 62 of the 63 individual networks.

The study outlines SBA regional and national comparisons for positions found within the SBDC program network. Historically, the salary survey has been used in numerous 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

Requests for key personnel data from FY 2017 budget proposals were sent to all State, Executive and Regional SBDC Directors in December 2016 with follow-up correspondence in January 2017. The data was then categorized according to job title, state/network, annual salary, and SBA regions.

To ensure accuracy, data was manually reviewed and thrice checked against all documentation. A series of statistical analyses were performed and comparisons of mean salaries between regions were prepared in table and chart formats. Where significant ranges in position salaries were identified, standard deviations were used to establish distinct tiers for the positions. A total of 2,338 salaries were submitted, processed and analyzed to produce the 2017 Salary Survey.

Data Considerations

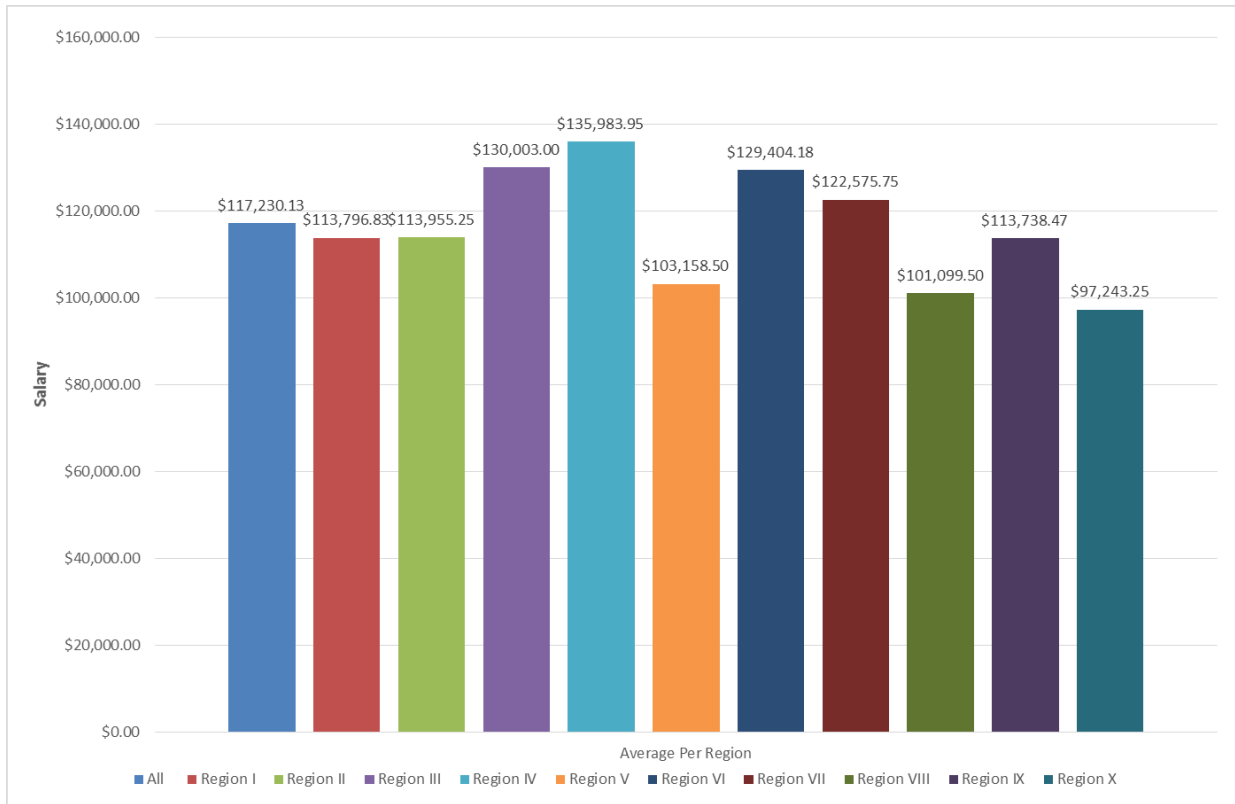
- All part-time (49% or less time) positions were excluded from the analysis.
- Titles with 3 or fewer occurrences were deemed outliers and excluded from the analysis.
- Standard deviations were used to establish position tiers where applicable.
- Graphs with no data reported for certain regions reflect instances where either no entries or clearly identifiable job titles were available or were excluded due to part-time status.
- “Average Salaries” refers 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 salary for a given region.

SBA Regions

- Region I: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
- Region II: New Jersey, New York, Puerto Rico, Virgin Islands
- Region III: District of Columbia, Delaware, Maryland, Pennsylvania, Virginia, West Virginia
- Region IV: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee
- Region V: Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin
- Region VI: Arkansas, Louisiana, New Mexico, North TX, Northwest TX, Oklahoma, Southwest TX Border, TX Gulf Coast (unresponsive)
- Region VII: Iowa, Kansas, Missouri, Nebraska
- Region VIII: Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming
- Region IX: Arizona, American Samoa, California (Los Angeles, Northern, Northeastern, Orange County/Inland Empire, San Diego, UC Merced), Hawaii, Nevada, Pacific Islands
- Region X: Alaska, Idaho, Oregon, Washington

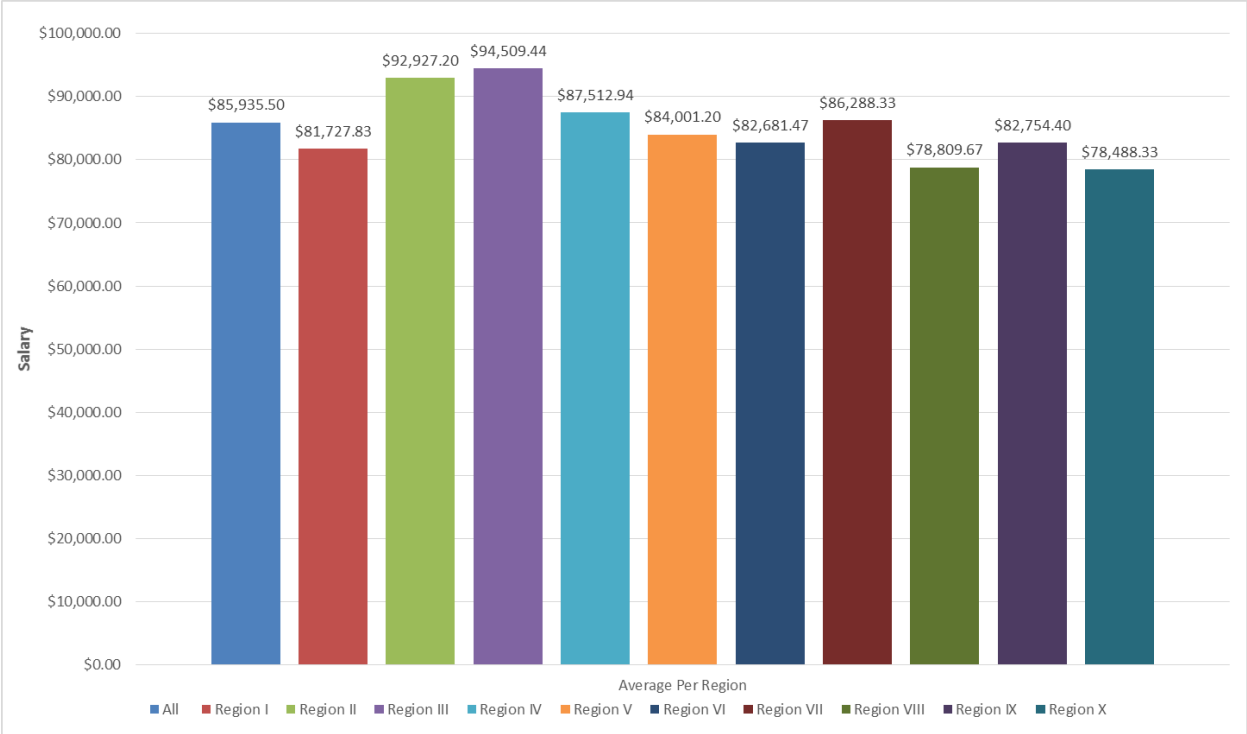
AVERAGE SALARIES & STATISTICAL ANALYSIS BY POSITION

STATE DIRECTOR 2017



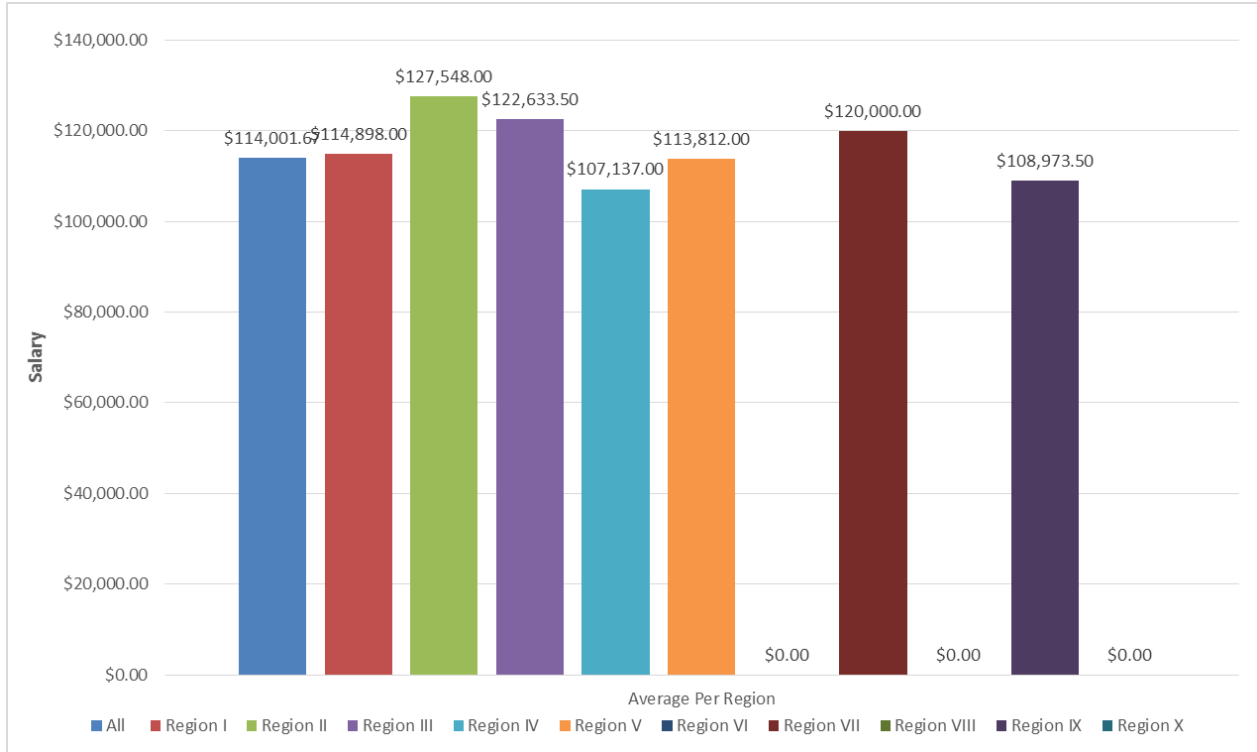
Total	62
Mean	\$117,230
Median	\$115,773
Std. Deviation	\$25,636
Minimum	\$68,640
Maximum	\$165,518
Percentile 50	\$115,773
60	\$118,026
70	\$122,536
80	\$145,360
90	\$157,769

ASSOCIATE/ASSISTANT STATE DIRECTOR 2017 - ALL



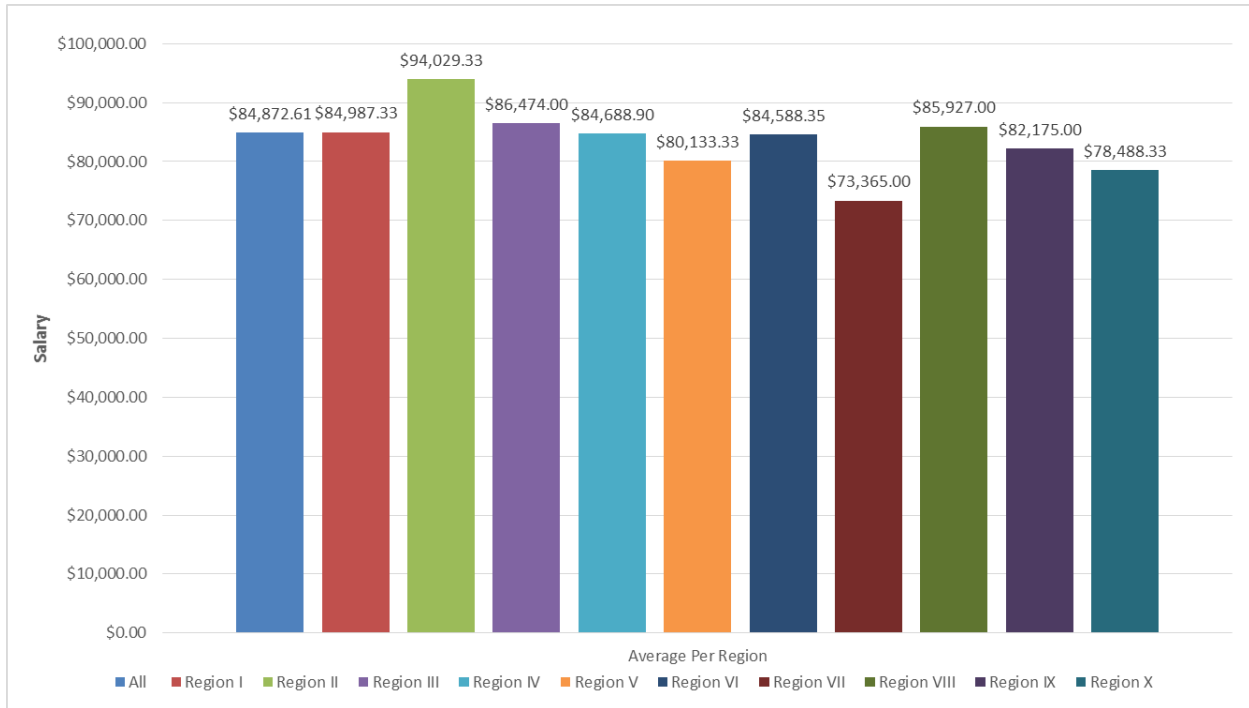
Total	67
Mean	\$85,935
Median	\$83,200
Std. Deviation	\$17,774
Minimum	\$55,000
Maximum	\$127,545
Percentile	
	50
	60
	70
	80
	90

ASSOCIATE/ASSISTANT STATE DIRECTOR 2017 – TIER 1



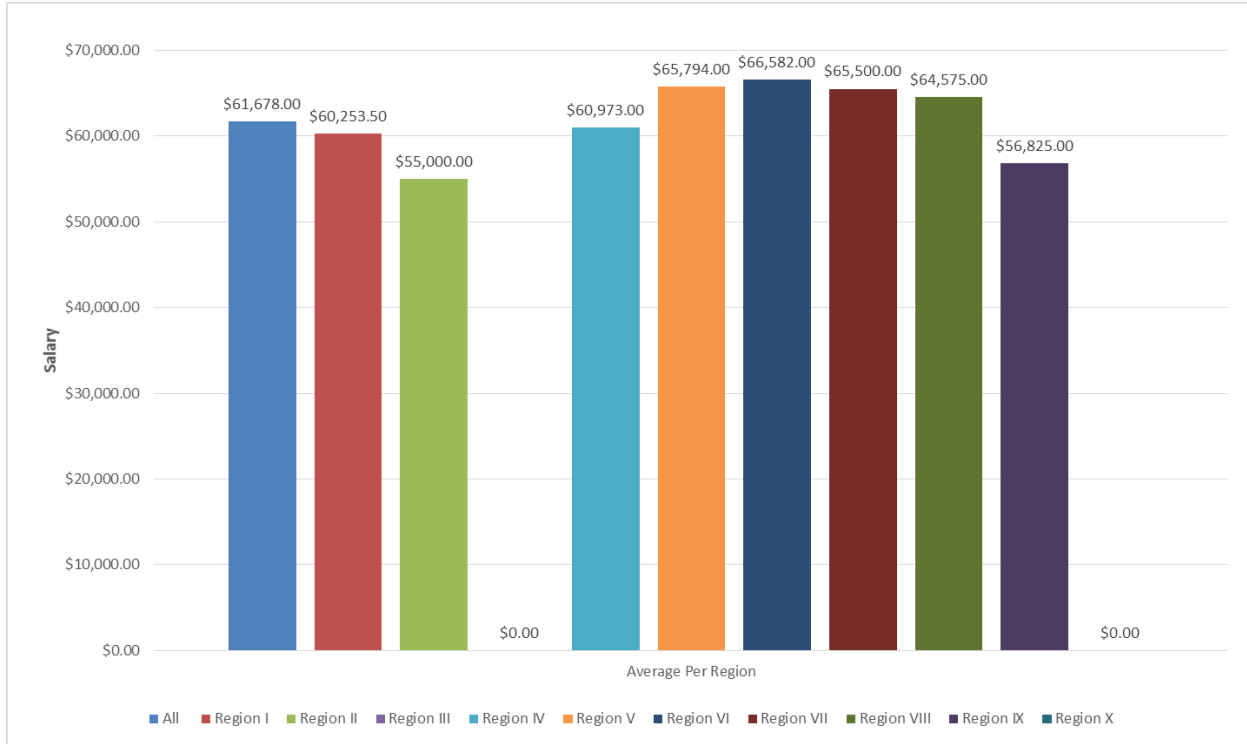
Total	12
Mean	\$114,001
Median	\$112,866
Std. Deviation	\$7,433
Minimum	\$103,439
Maximum	\$127,548
Percentile 50	\$112,866
60	\$114,680
70	\$119,826
80	\$122,184
90	\$126,921

ASSOCIATE/ASSISTANT STATE DIRECTOR 2017 – TIER 2



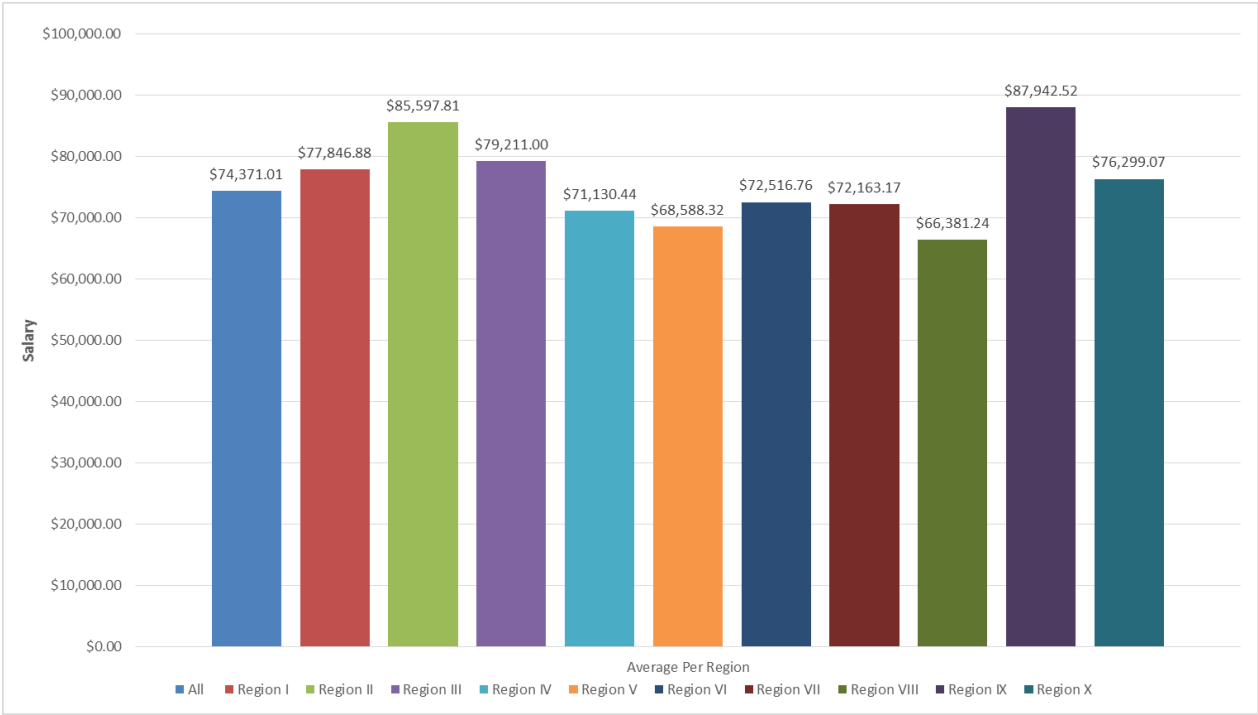
Total	43	
Mean	\$84,872	
Median	\$83,200	
Std. Deviation	\$9,315	
Minimum	\$72,000	
Maximum	\$101,871	
Percentile		
	50	\$83,200
	60	\$85,920
	70	\$89,907
	80	\$94,849
	90	\$99,411

ASSOCIATE/ASSISTANT STATE DIRECTOR 2017 – TIER 3



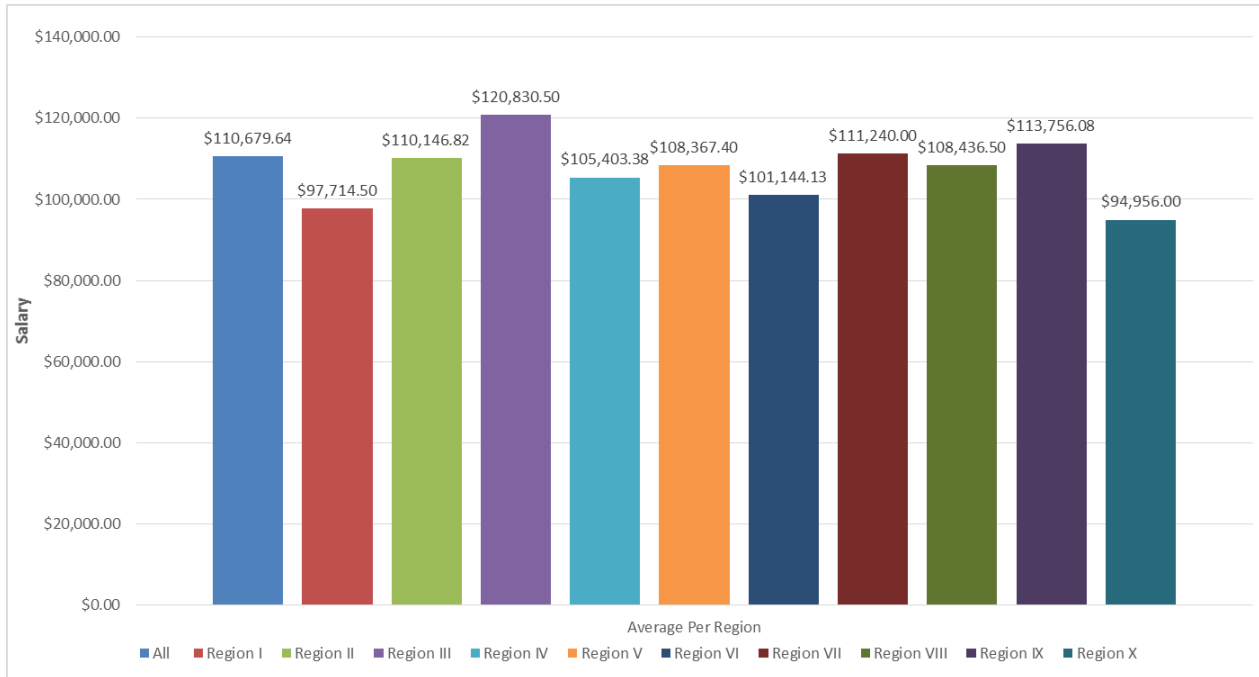
Total	12	
Mean	\$61,678	
Median	\$62,357	
Std. Deviation	\$4,196	
Minimum	\$55,000	
Maximum	\$67,914	
Percentile		
	50	\$62,357
	60	\$64,262
	70	\$65,275
	80	\$65,617
	90	\$67,278

CENTER DIRECTOR 2017 – ALL



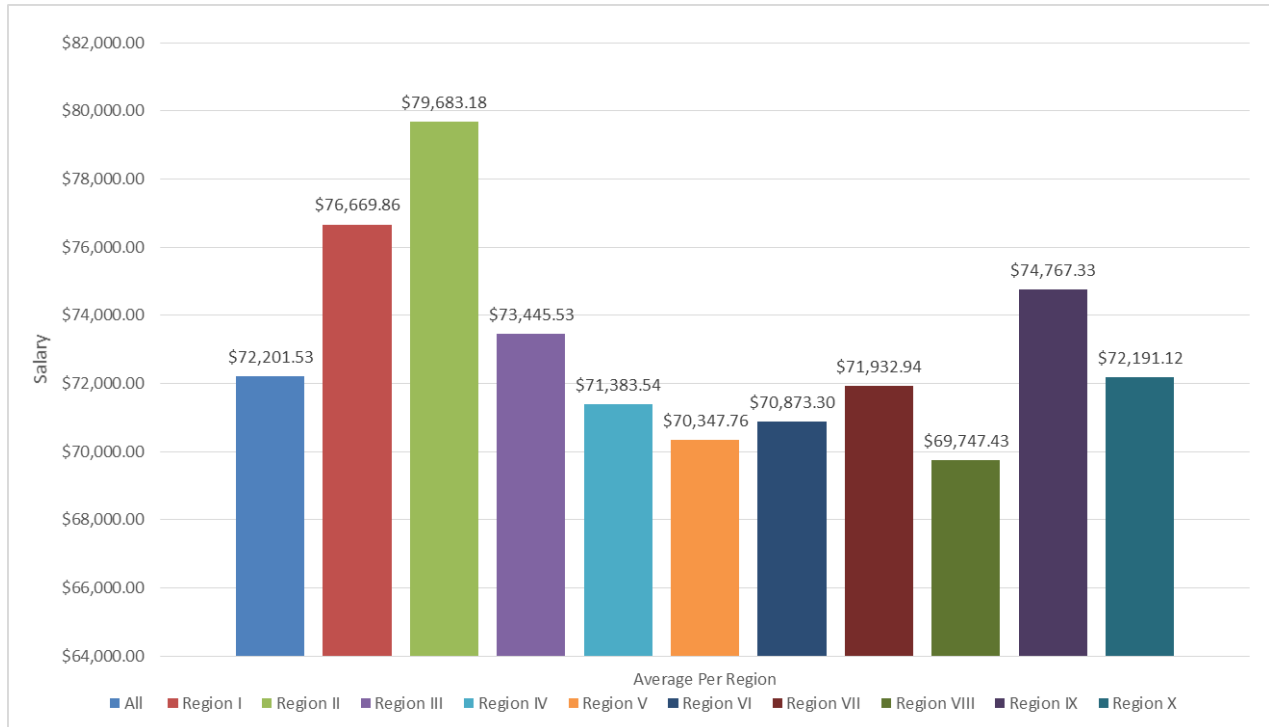
Total	547	
Mean	\$74,371	
Median	\$72,000	
Std. Deviation	\$19,383	
Minimum	\$21,547	
Maximum	\$170,616	
Percentile		
	50	\$72,000
	60	\$75,684
	70	\$80,000
	80	\$87,063
	90	\$100,181

CENTER DIRECTOR 2017 – TIER 1



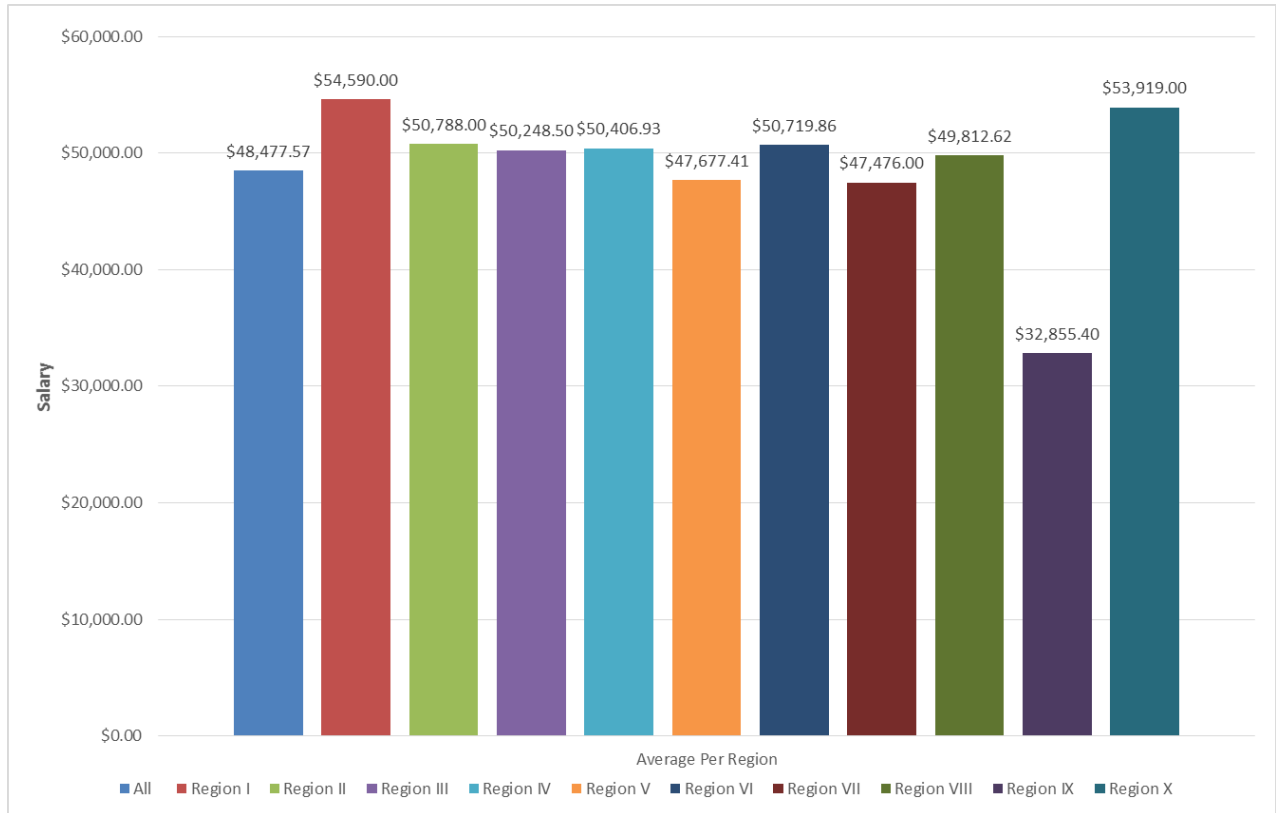
Total	74
Mean	\$110,679
Median	\$105,575
Std. Deviation	\$15,657
Minimum	\$94,767
Maximum	\$170,616
Percentile	
	50
	60
	70
	80
	90

CENTER DIRECTOR 2017 – TIER 2



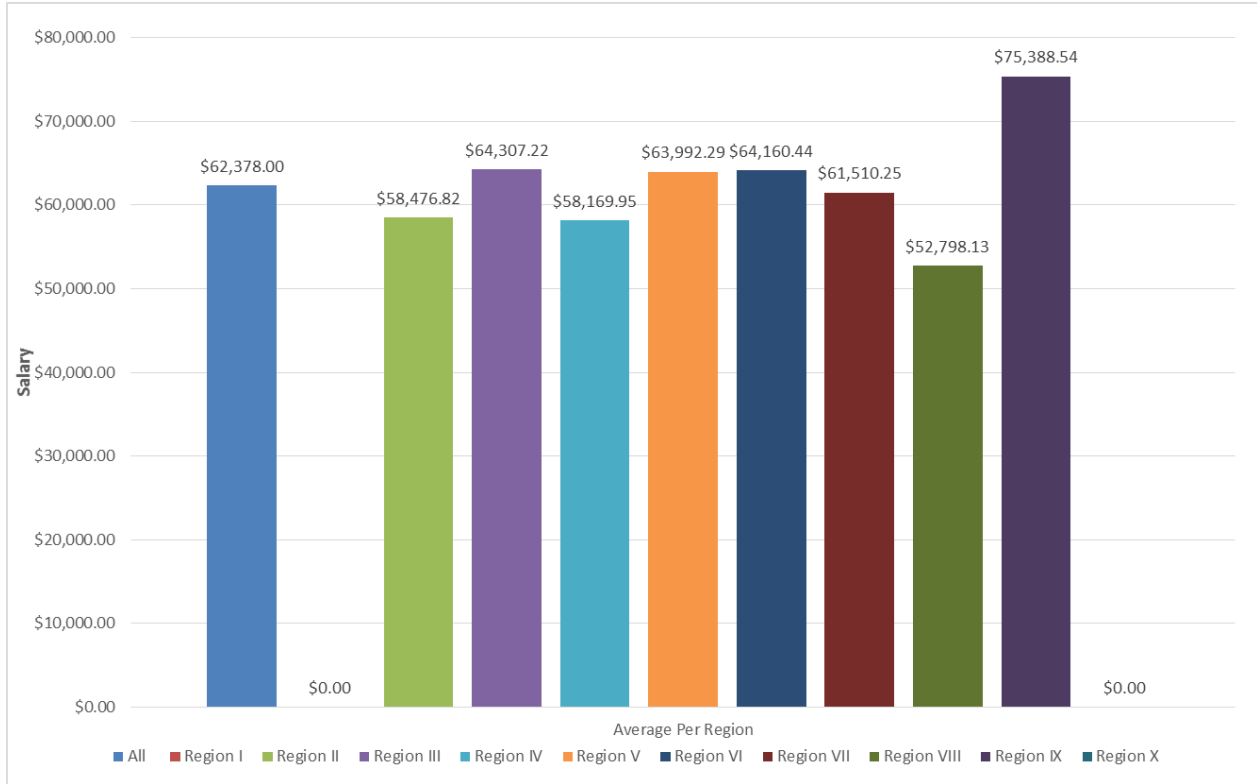
Total	403
Mean	\$72,201
Median	\$72,000
Std. Deviation	\$9,683
Minimum	\$55,000
Maximum	\$94,767
Percentile 50	\$72,000
60	\$74,950
70	\$77,863
80	\$80,410
90	\$84,489

CENTER DIRECTOR 2017 – TIER 3



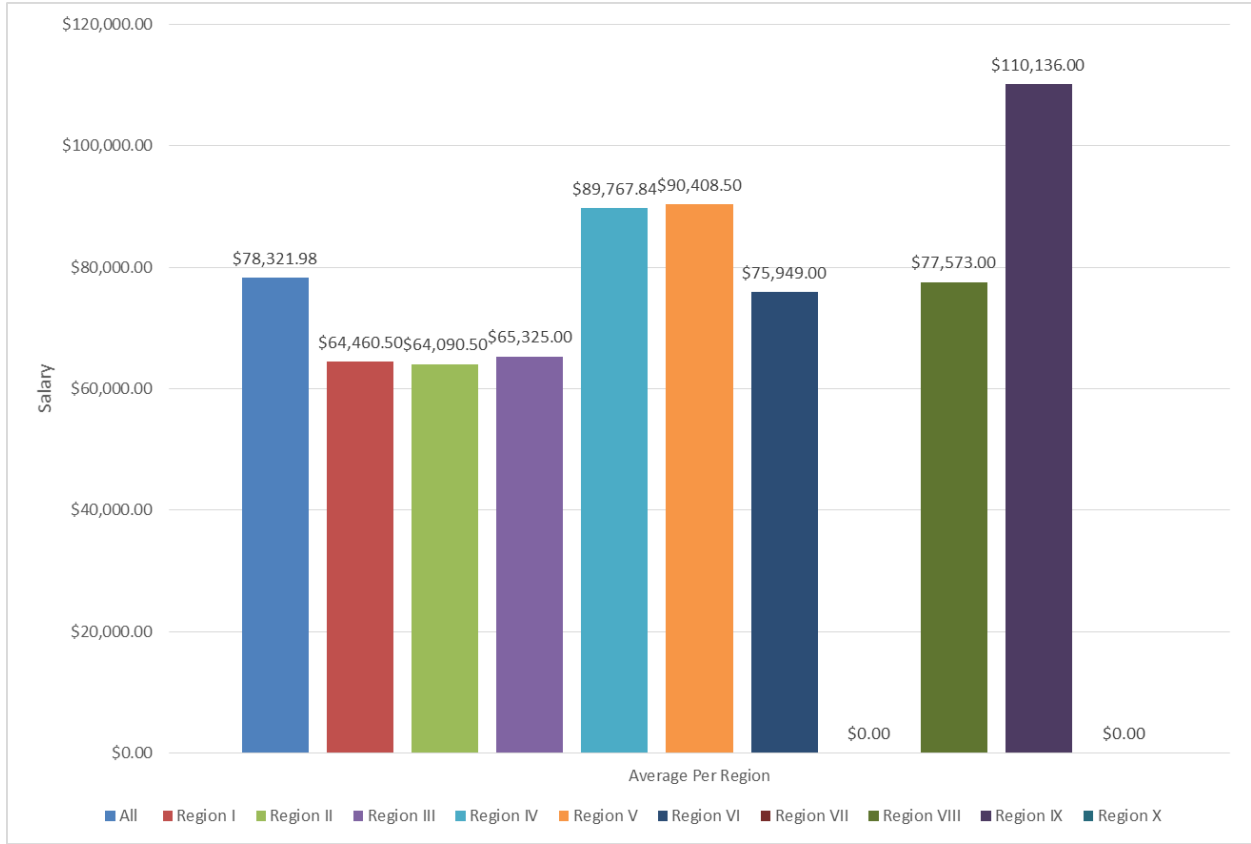
Total	70
Mean	\$48,477
Median	\$50,423
Std. Deviation	\$6,756
Minimum	\$21,547
Maximum	\$54,947
Percentile 50	\$50,423
60	\$52,010
70	\$53,072
80	\$53,738
90	\$54,414

ASSISTANT CENTER DIRECTOR 2017



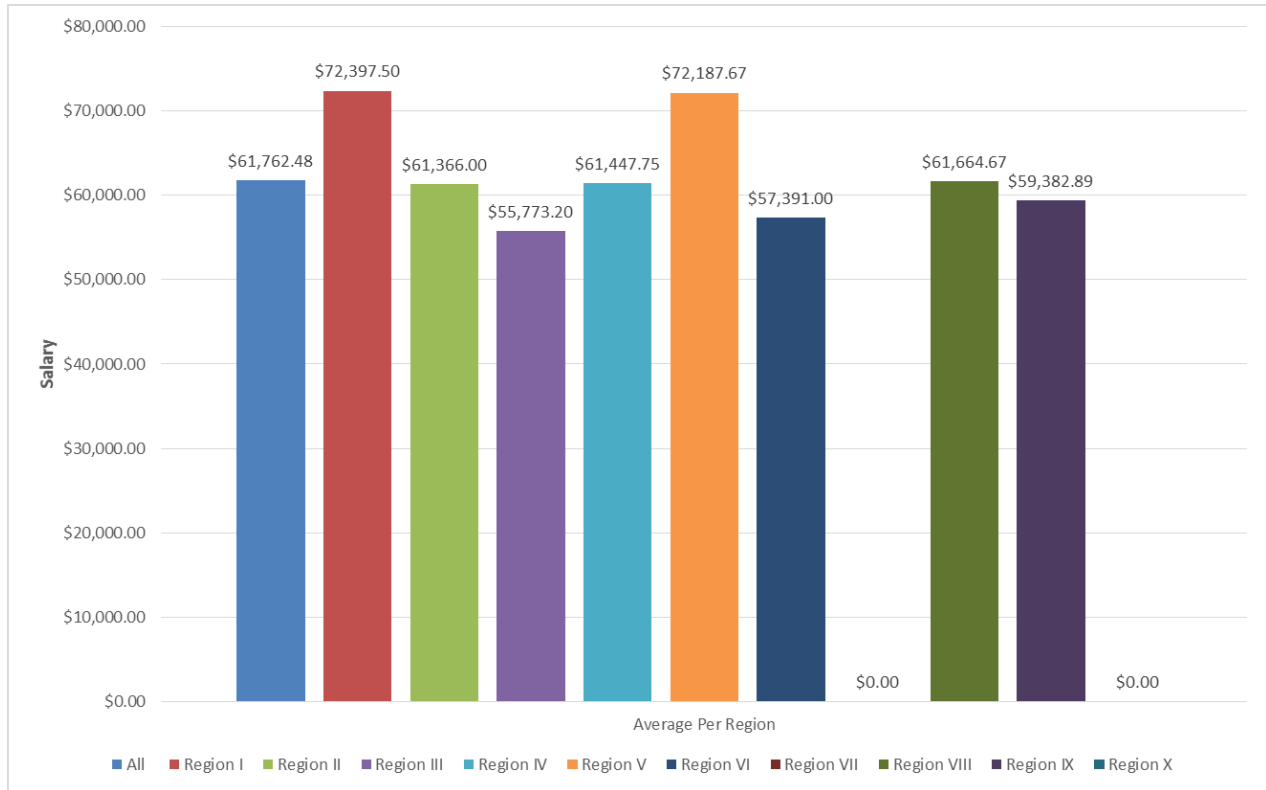
Total	87
Mean	\$62,378
Median	\$60,301
Std. Deviation	\$13,521
Minimum	\$18,720
Maximum	\$97,254
Percentile 50	\$60,301
60	\$64,458
70	\$67,709
80	\$74,740
90	\$80,397

DIRECTOR OF SPECIALTY PROGRAM 2017



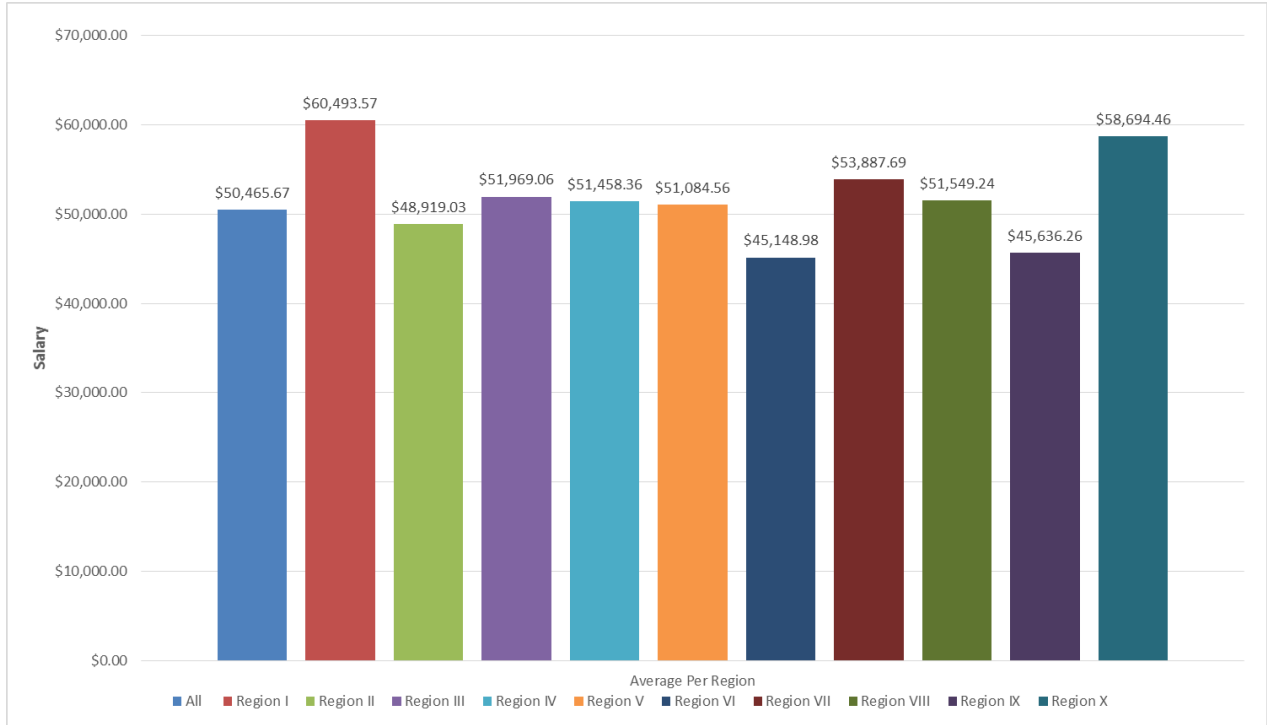
Total	29
Mean	\$78,321
Median	\$77,256
Std. Deviation	\$18,946
Minimum	\$57,755
Maximum	\$129,576
Percentile	
50	\$77,256
60	\$80,212
70	\$81,885
80	\$94,680
90	\$105,589

SENIOR BUSINESS ADVISOR 2017



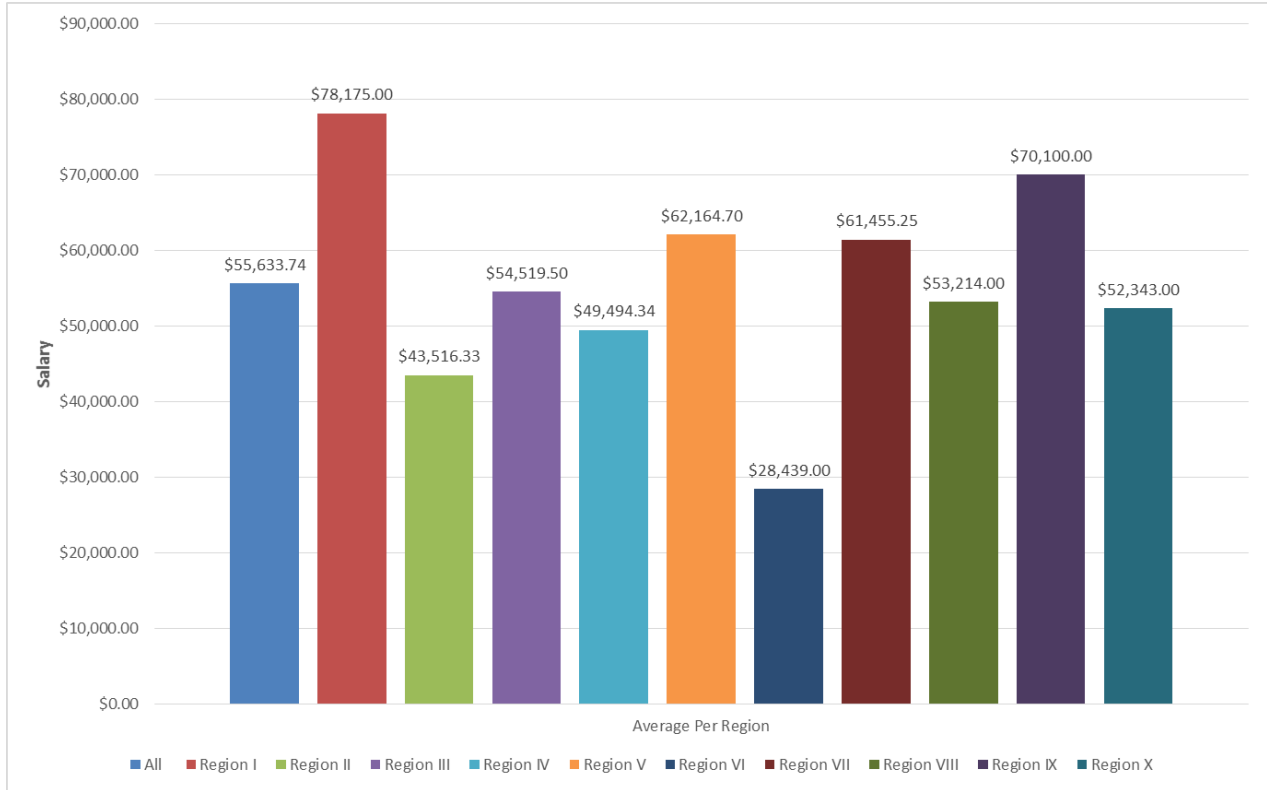
Total	63
Mean	\$61,762
Median	\$61,060
Std. Deviation	\$12,630
Minimum	\$27,852
Maximum	\$92,401
Percentile	
50	\$61,060
60	\$63,936
70	\$64,888
80	\$70,644
90	\$82,185

BUSINESS ADVISOR 2017



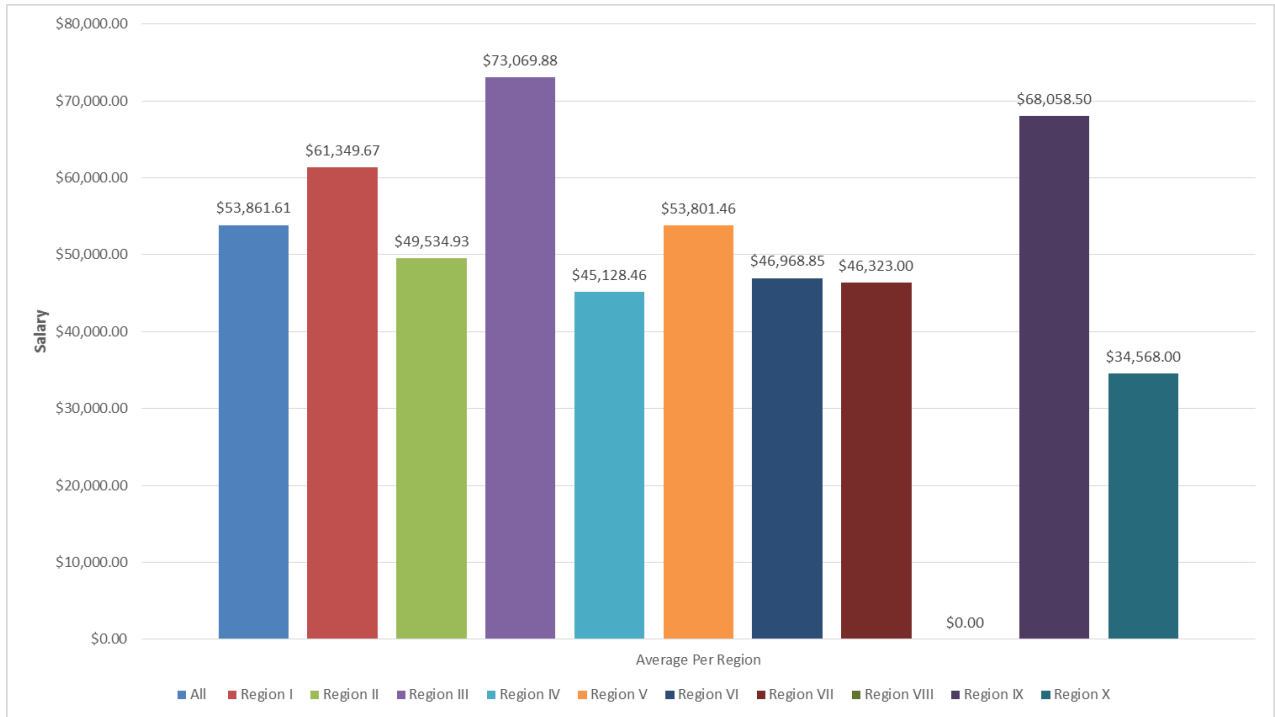
Total	892
Mean	\$50,465
Median	\$51,000
Std. Deviation	\$13,345
Minimum	\$15,000
Maximum	\$99,878
Percentile 50	\$51,000
60	\$53,000
70	\$56,349
80	\$60,976
90	\$66,949

SPECIALTY CENTER ADVISOR 2017



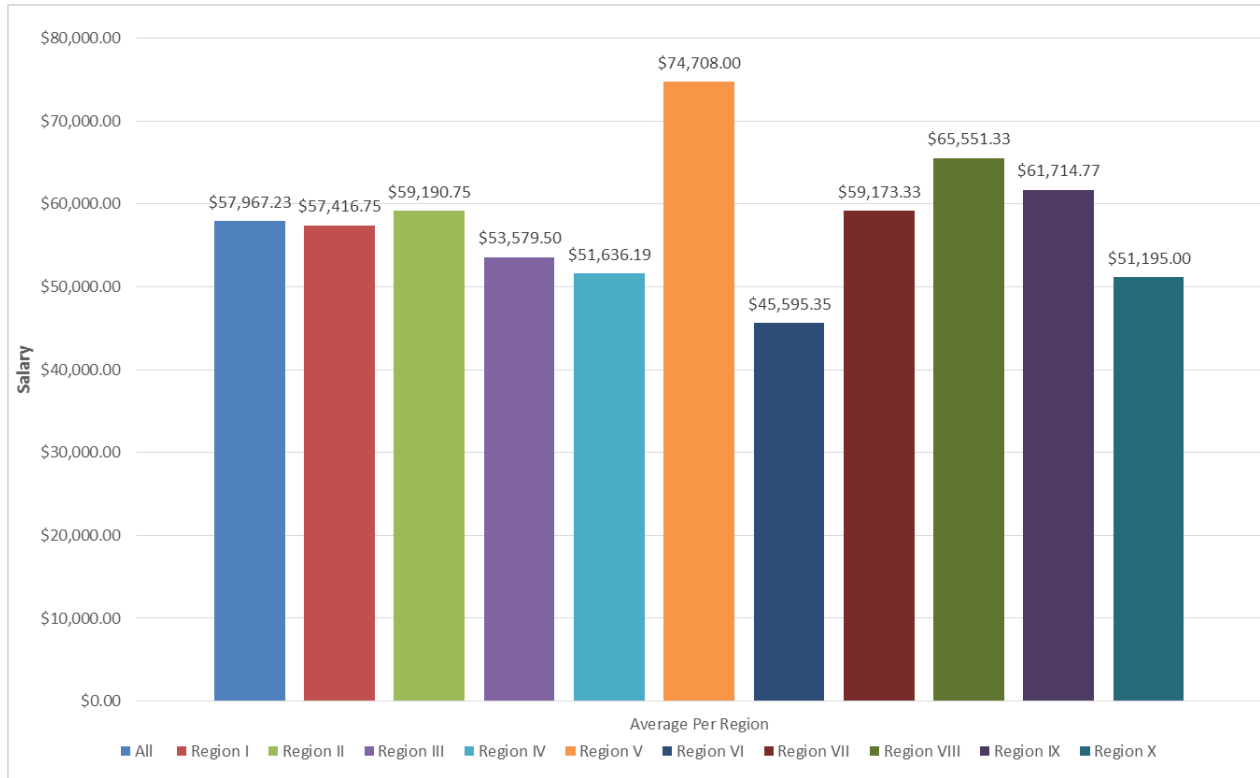
Total	37
Mean	\$55,633
Median	\$56,242
Std. Deviation	\$14,298
Minimum	\$26,878
Maximum	\$90,900
Percentile	
50	\$56,242
60	\$58,315
70	\$60,000
80	\$67,369
90	\$77,949

INFORMATION TECHNOLOGY POSITIONS 2017



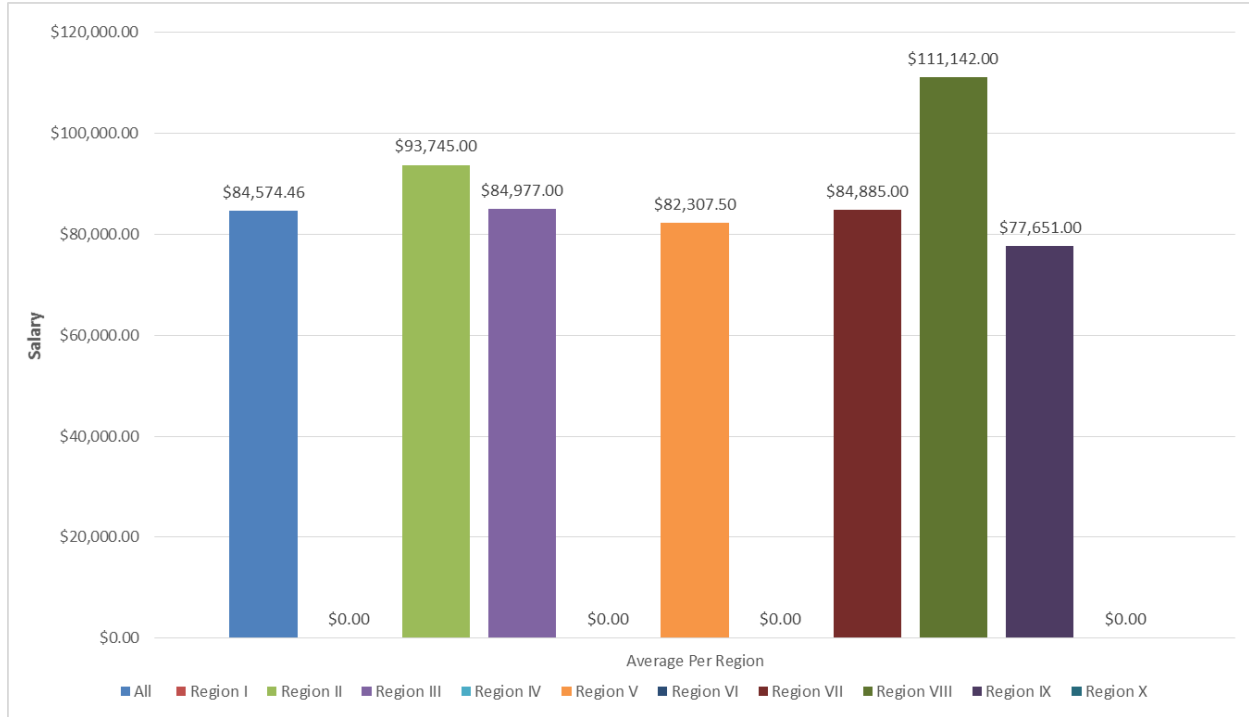
Total	67
Mean	\$53,861
Median	\$50,000
Std. Deviation	\$19,125
Minimum	\$14,000
Maximum	\$101,214
Percentile 50	\$50,000
60	\$55,428
70	\$63,417
80	\$68,552
90	\$81,522

ACCOUNTING, GRANTS & FINANCE POSITIONS 2017 - ALL



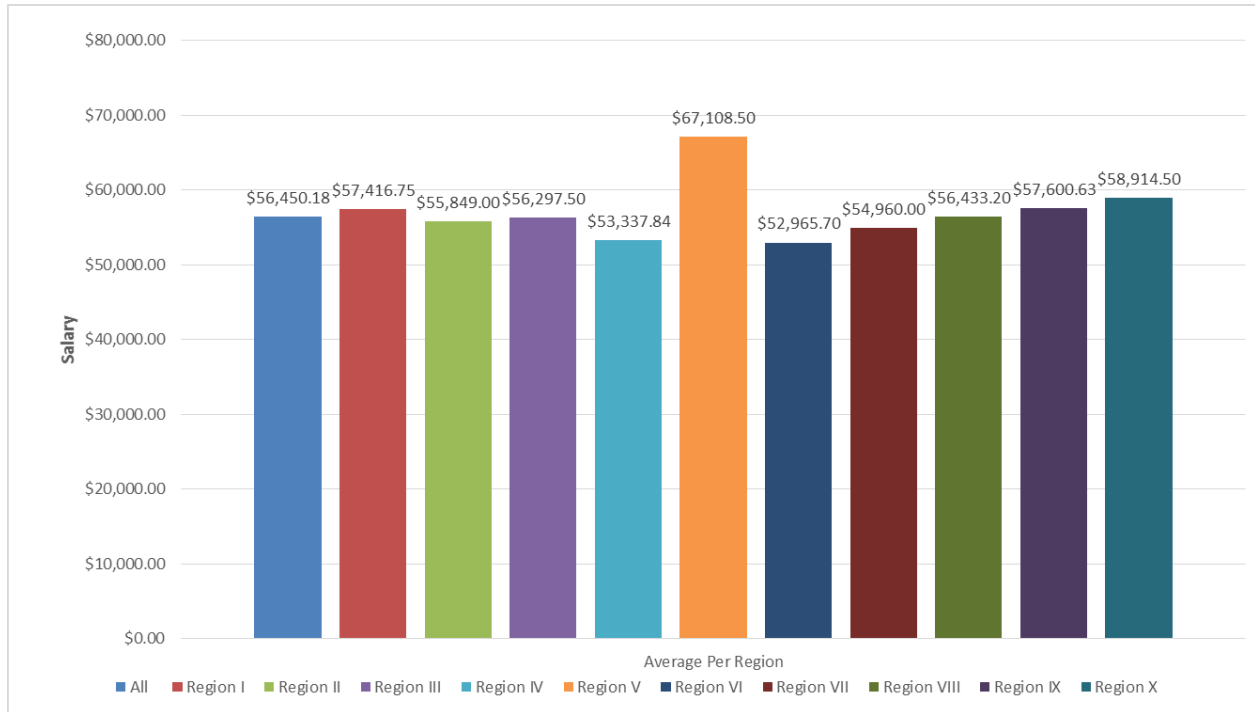
Total	76
Mean	\$57,967
Median	\$55,483
Std. Deviation	\$17,033
Minimum	\$16,000
Maximum	\$111,142
Percentile 50	\$55,483
60	\$60,049
70	\$67,607
80	\$72,112
90	\$83,880

ACCOUNTING, GRANTS & FINANCE POSITIONS 2017 – TIER 1



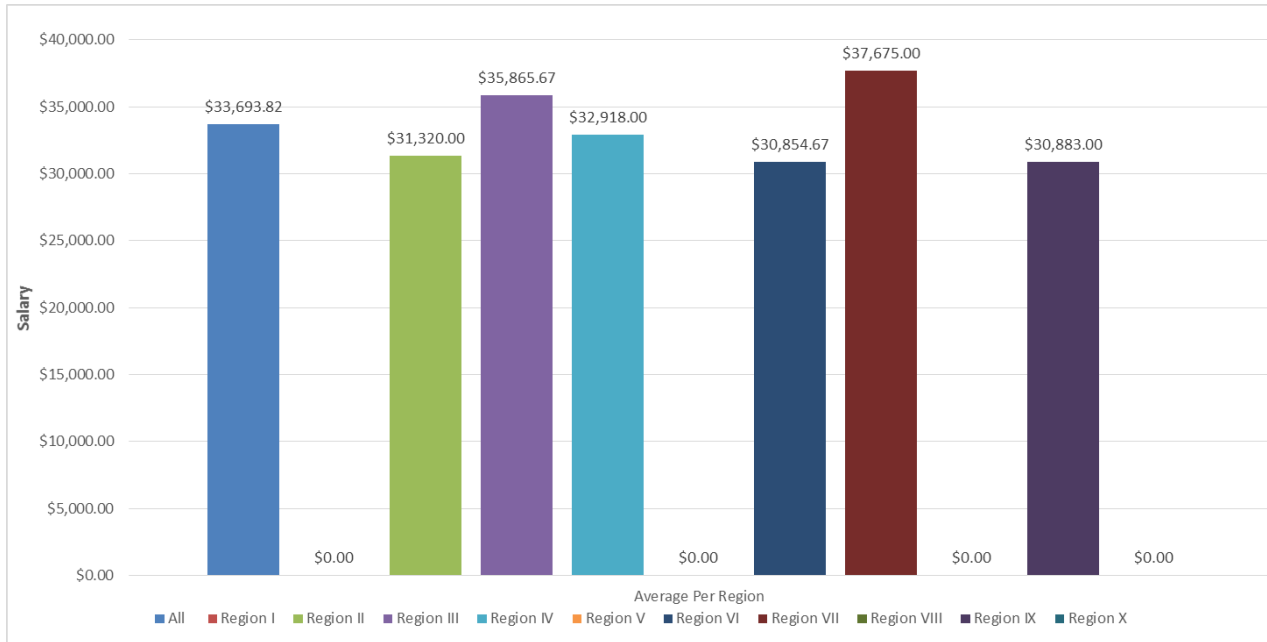
Total	13
Mean	\$84,574
Median	\$83,880
Std. Deviation	\$9,391
Minimum	\$75,000
Maximum	\$111,142
Percentile 50	\$83,880
60	\$84,359
70	\$85,758
80	\$89,549
90	\$104,183

ACCOUNTING, GRANTS & FINANCE POSITIONS 2017 – TIER 2



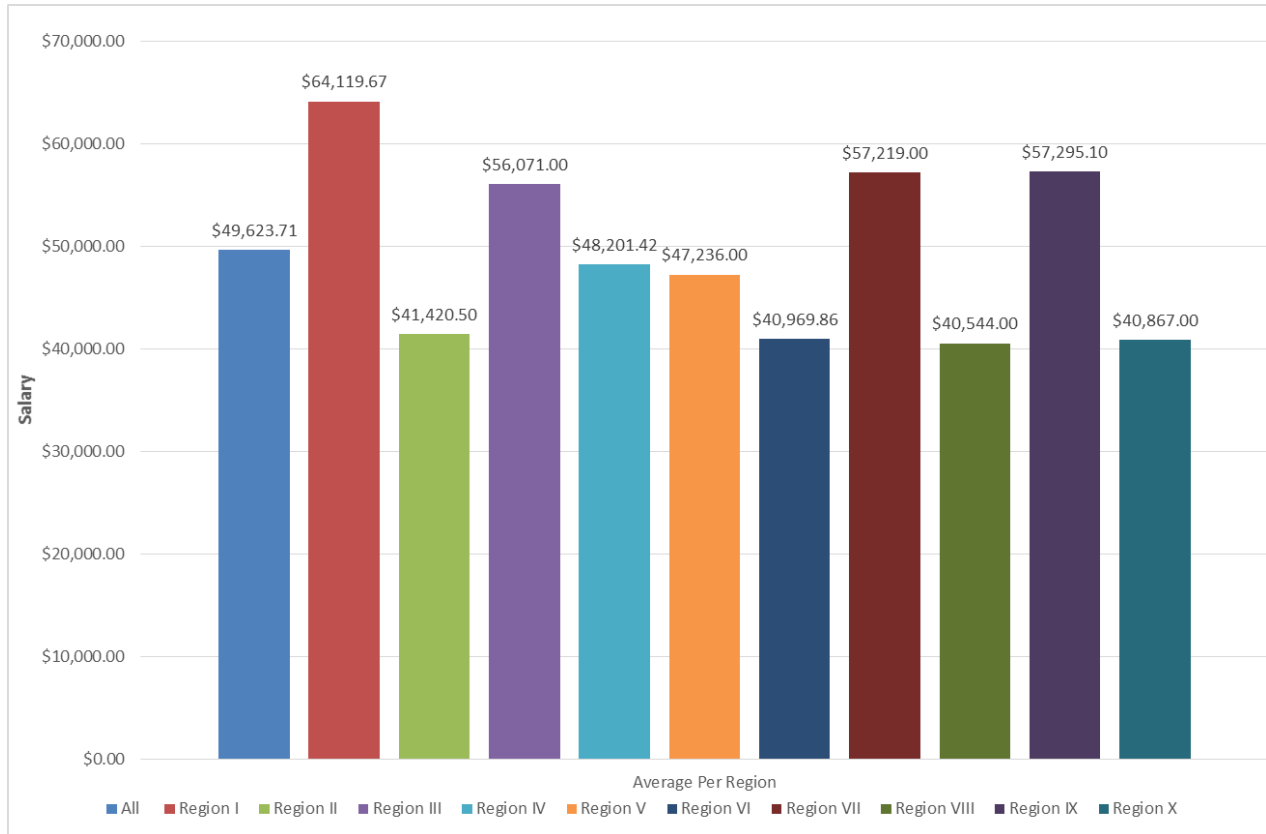
Total	52
Mean	\$56,450
Median	\$55,075
Std. Deviation	\$9,443
Minimum	\$40,768
Maximum	\$72,396
Percentile 50	\$55,075
60	\$59,990
70	\$60,648
80	\$67,066
90	\$70,248

ACCOUNTING, GRANTS & FINANCE POSITIONS 2017 – TIER 3



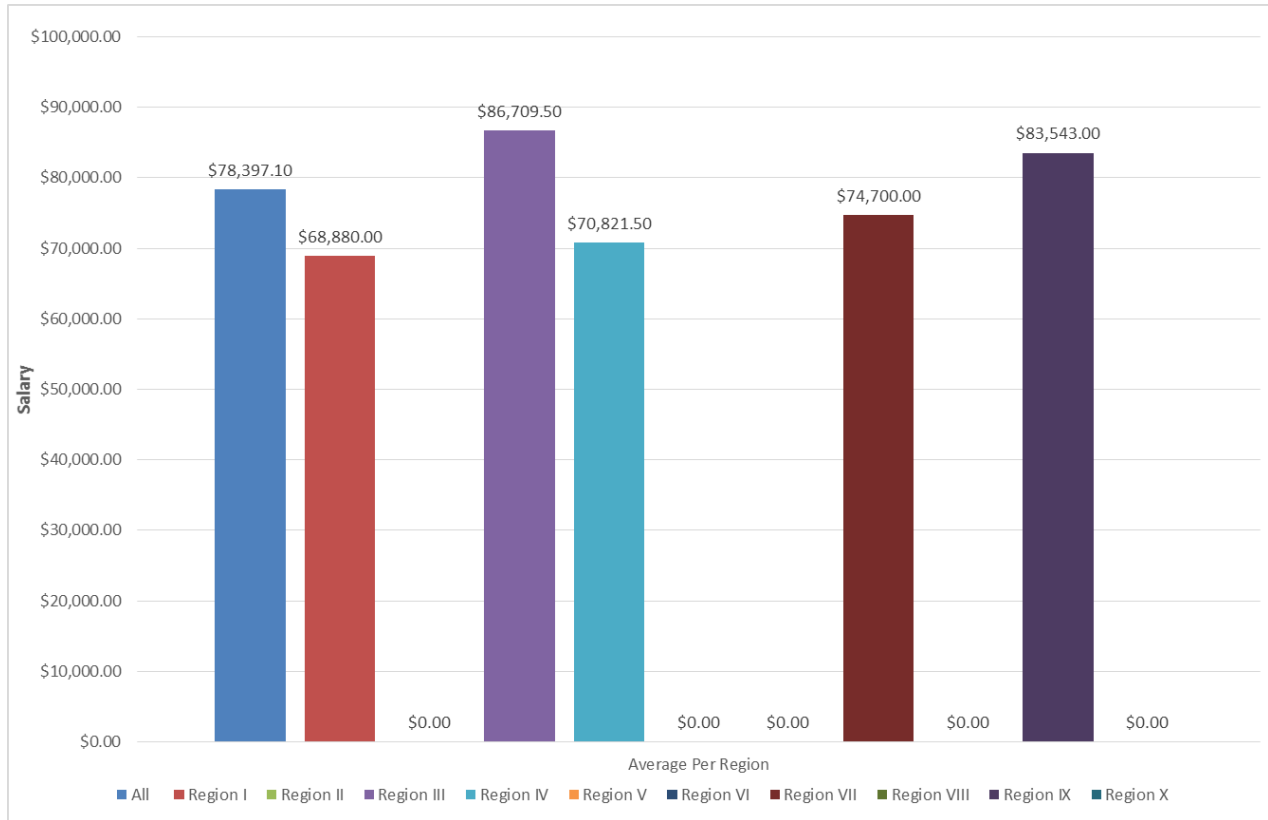
Total	11
Mean	\$33,693
Median	\$35,000
Std. Deviation	\$6,492
Minimum	\$30,883
Maximum	\$40,194
Percentile	
50	\$35,000
60	\$35,437
70	\$37,938
80	\$40,058
90	\$40,174

TRAINING & MARKETING POSITIONS 2017 – ALL



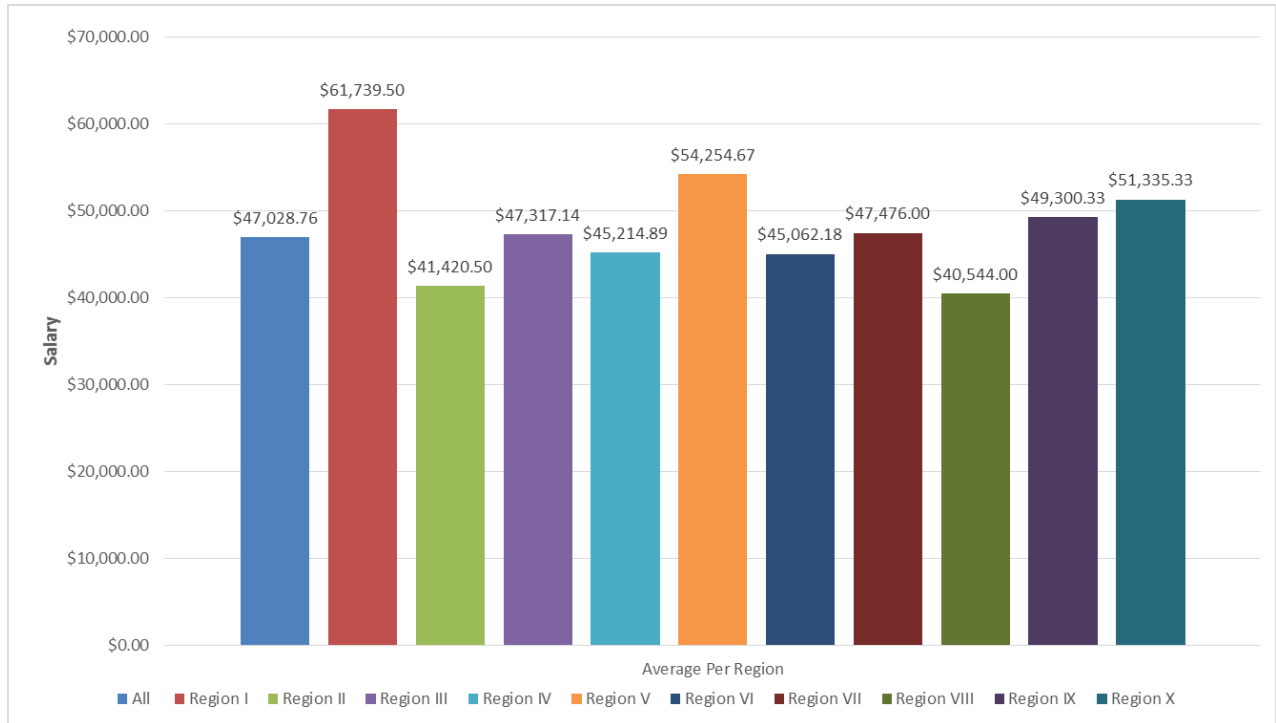
Total	63	
Mean	\$49,623	
Median	\$45,939	
Std. Deviation	\$16,036	
Minimum	\$20,833	
Maximum	\$94,884	
Percentile		
	50	\$45,939
	60	\$49,924
	70	\$55,448
	80	\$64,799
	90	\$75,250

TRAINING & MARKETING POSITIONS 2017 – TIER 1



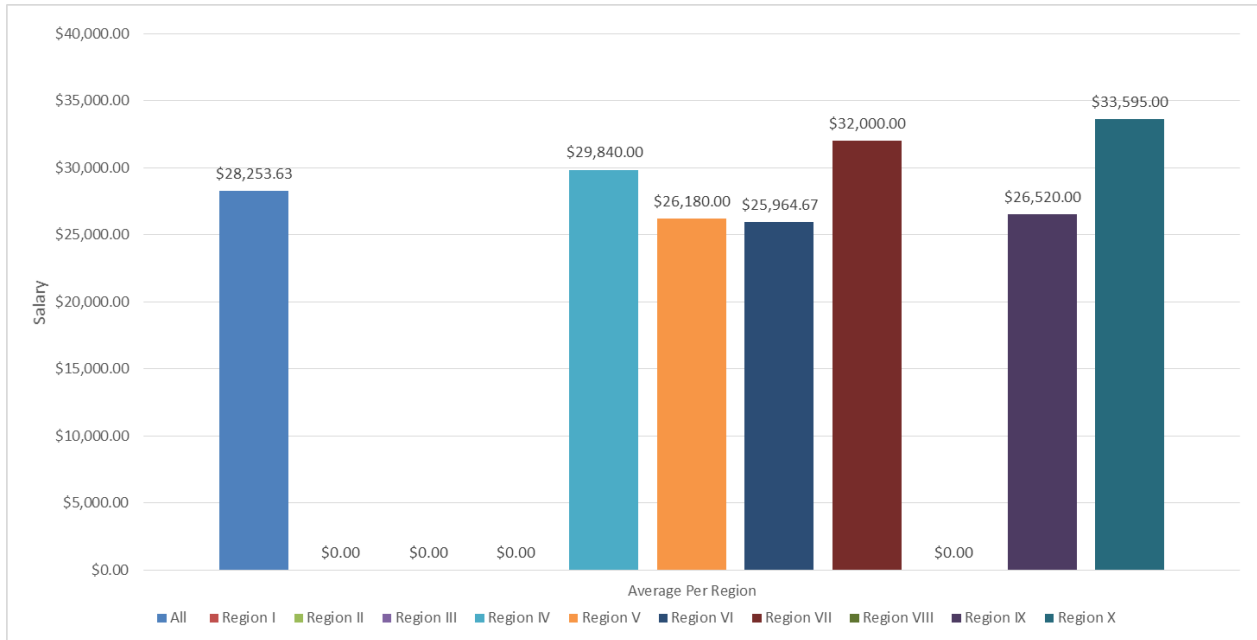
Total	10
Mean	\$78,397
Median	\$77,872
Std. Deviation	\$9,046
Minimum	\$66,634
Maximum	\$94,884
Percentile 50	\$77,872
60	\$79,272
70	\$80,672
80	\$91,009
90	\$94,746

TRAINING & MARKETING POSITIONS 2017 – TIER 2



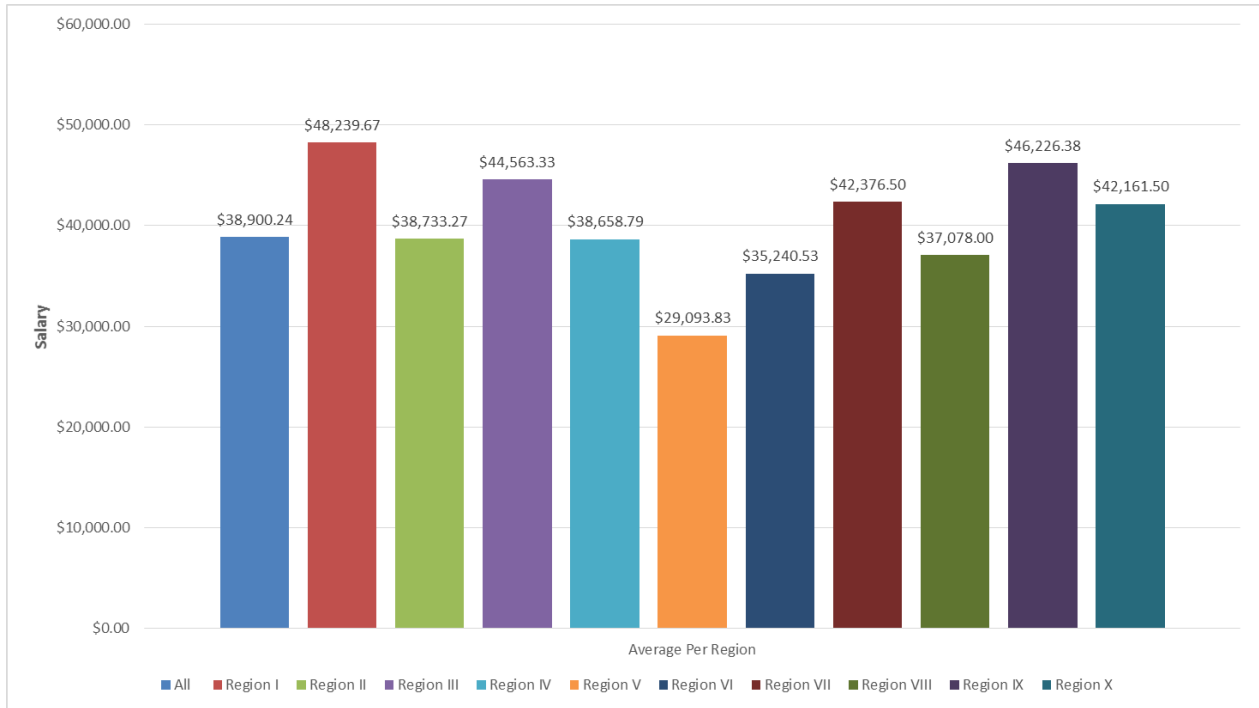
Total	45
Mean	\$47,028
Median	\$45,722
Std. Deviation	\$8,185
Minimum	\$35,000
Maximum	\$65,335
Percentile 50	\$45,722
60	\$48,967
70	\$50,264
80	\$55,448
90	\$58,857

TRAINING & MARKETING POSITIONS 2017 – TIER 3



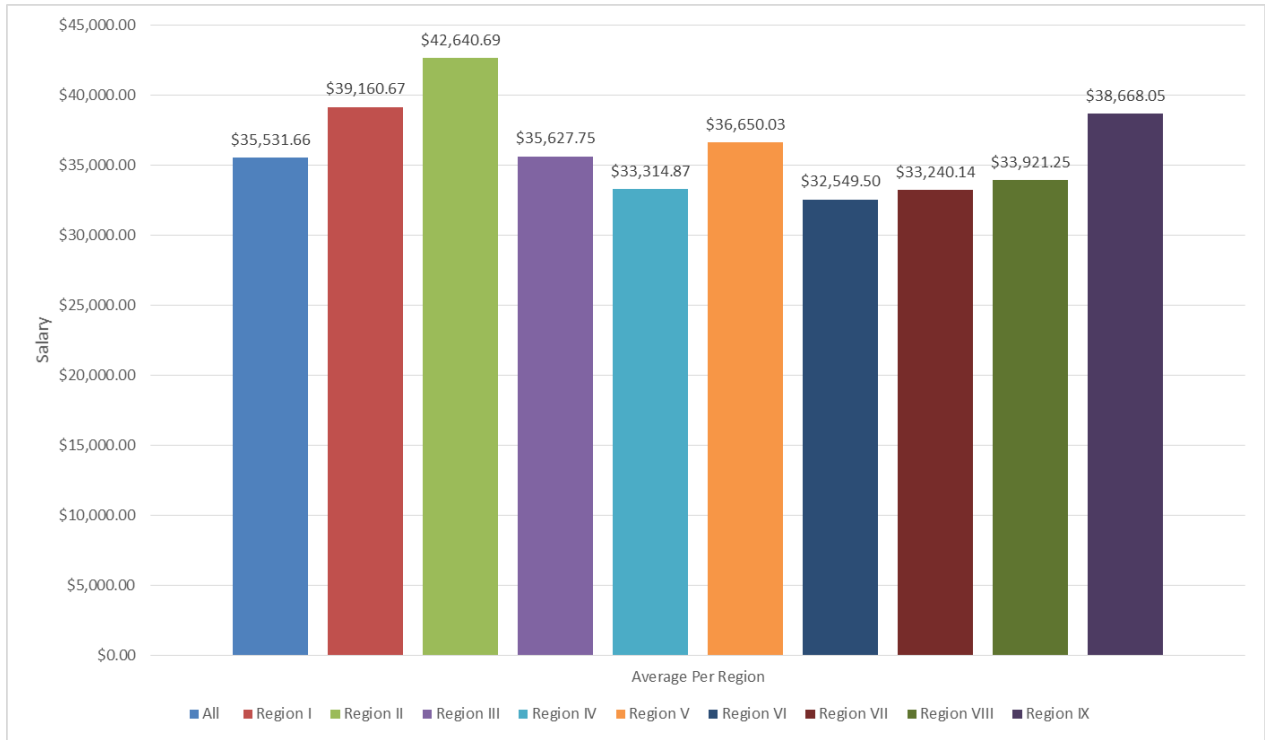
Total	8
Mean	\$28,253
Median	\$28,180
Std. Deviation	\$4,070
Minimum	\$20,833
Maximum	\$33,595
Percentile 50	\$28,180
60	\$30,704
70	\$32,018
80	\$32,367

OFFICE ADMINISTRATOR 2017



Total	68
Mean	\$38,900
Median	\$37,724
Std. Deviation	\$10,890
Minimum	\$17,500
Maximum	\$75,000
Percentile	
50	\$37,724
60	\$39,241
70	\$42,601
80	\$45,306
90	\$50,799

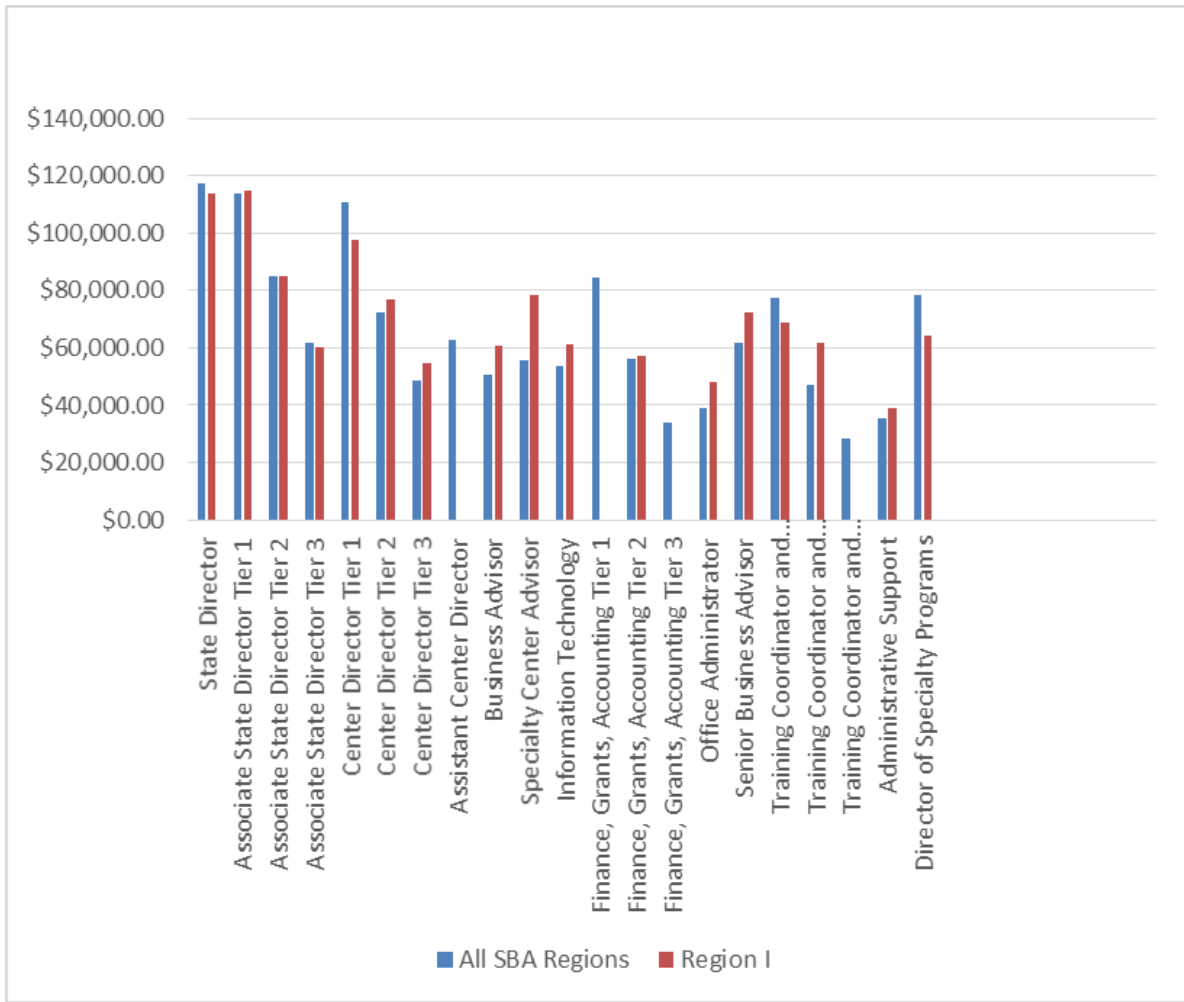
ADMINISTRATIVE SUPPORT 2017



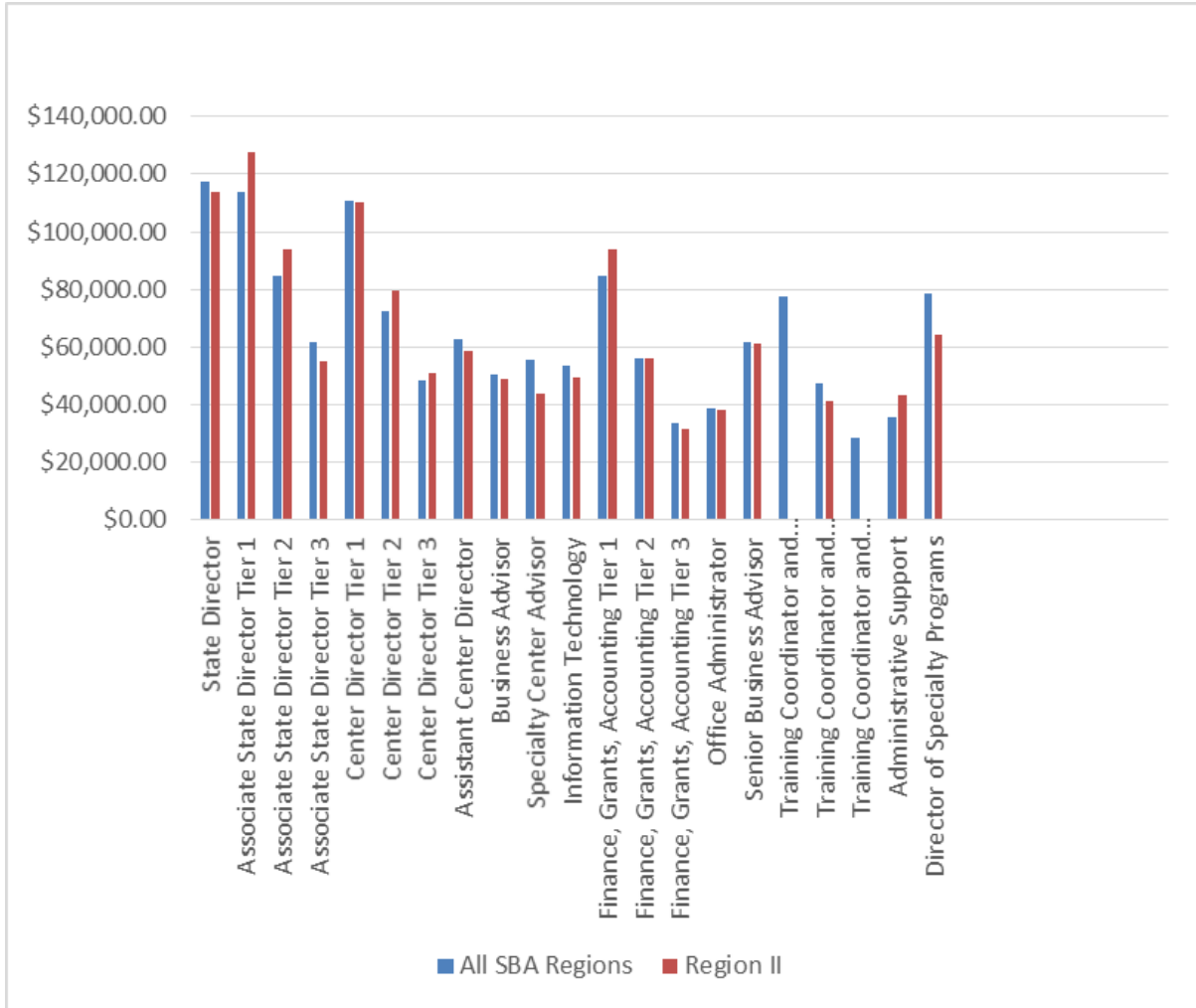
Total	280
Mean	\$35,531
Median	\$34,000
Std. Deviation	\$10,028
Minimum	\$15,711
Maximum	\$81,120
Percentile 50	\$34,000
60	\$35,931
70	\$39,394
80	\$41,708
90	\$49,499

SBA REGIONAL COMPARISONS & ANALYSIS

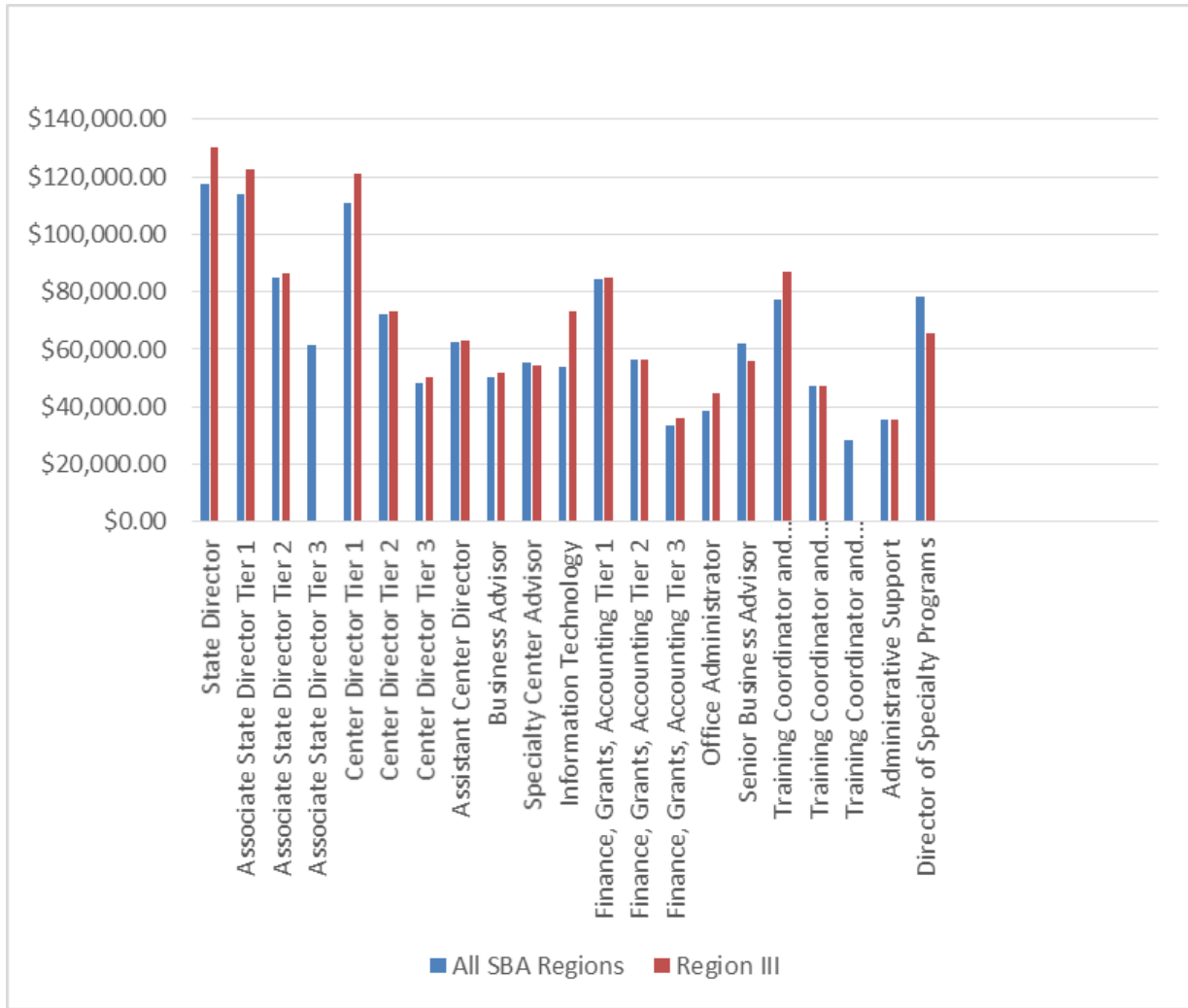
SBA REGIONS COMPARED TO REGION I 2017



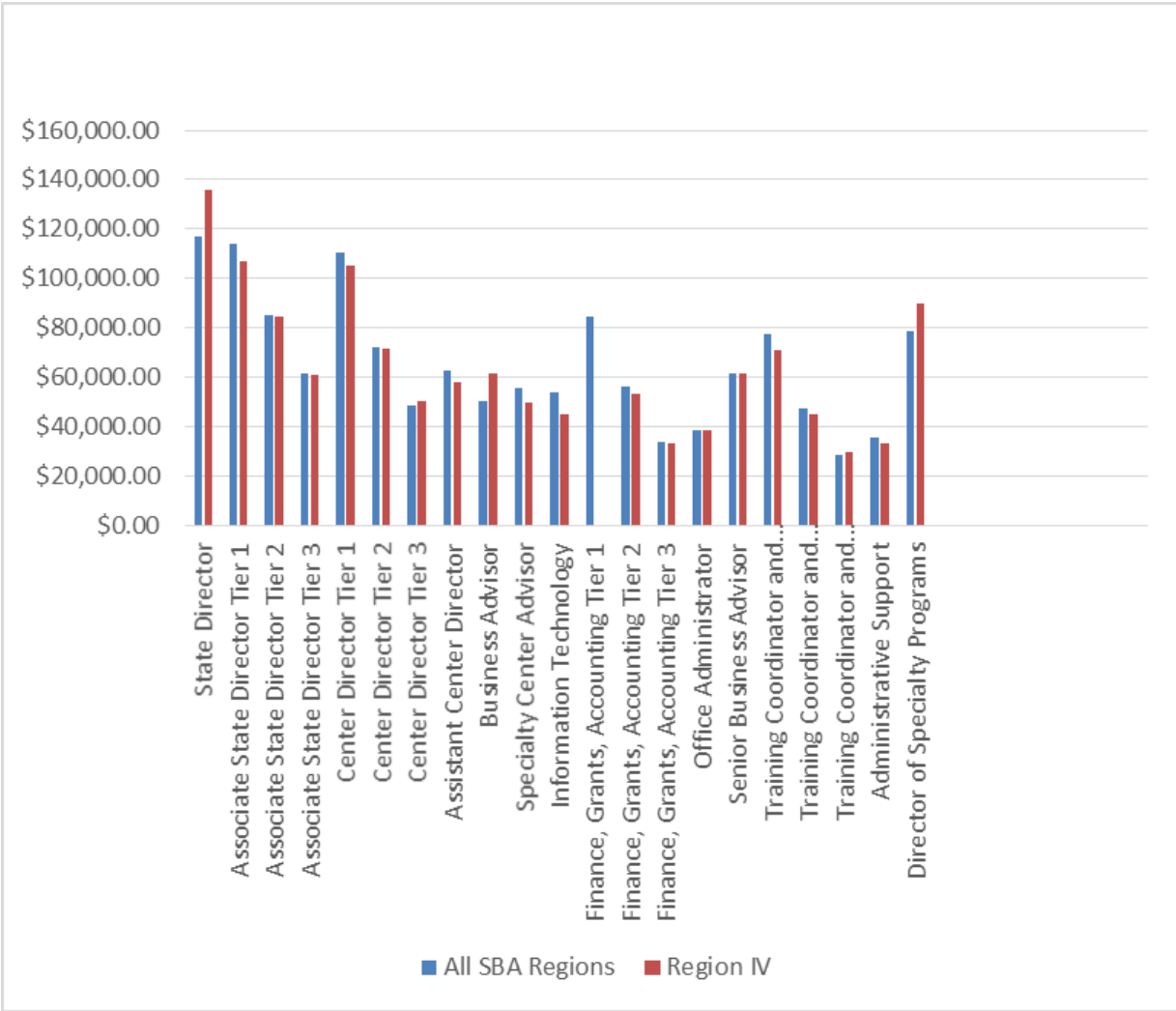
SBA REGIONS COMPARED TO REGION II 2017



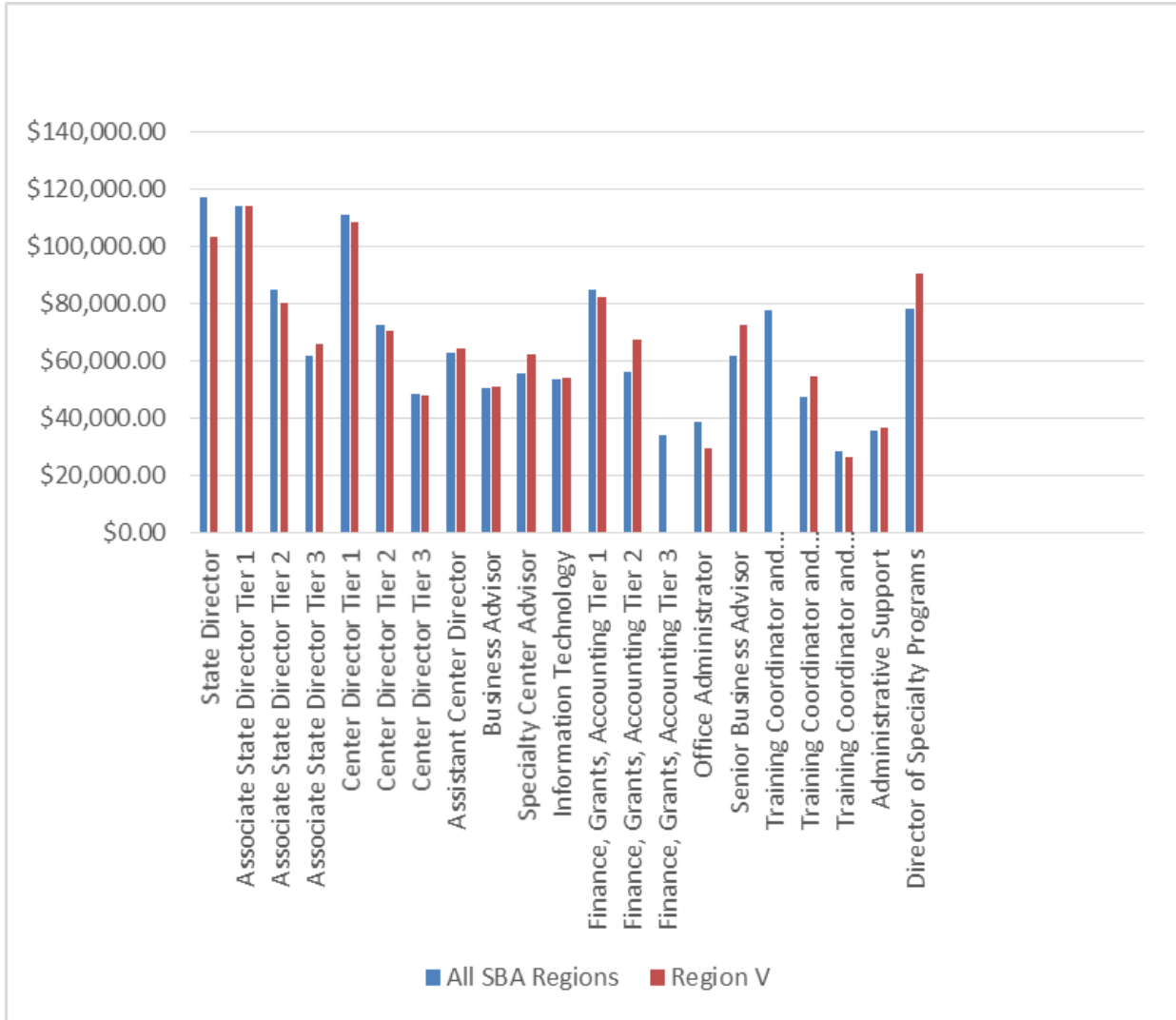
SBA REGIONS COMPARED TO REGION III 2017



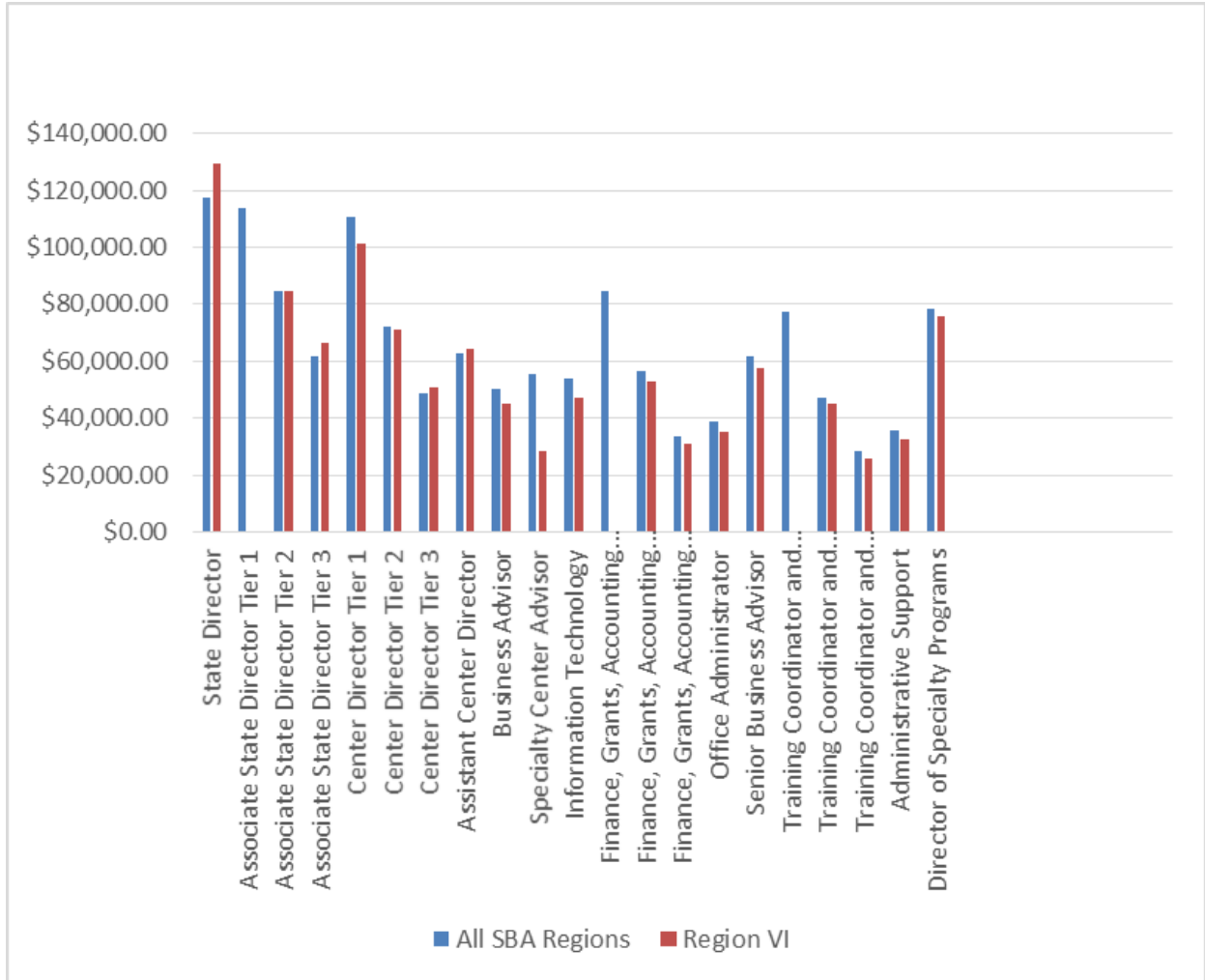
SBA REGIONS COMPARED TO REGION IV 2017



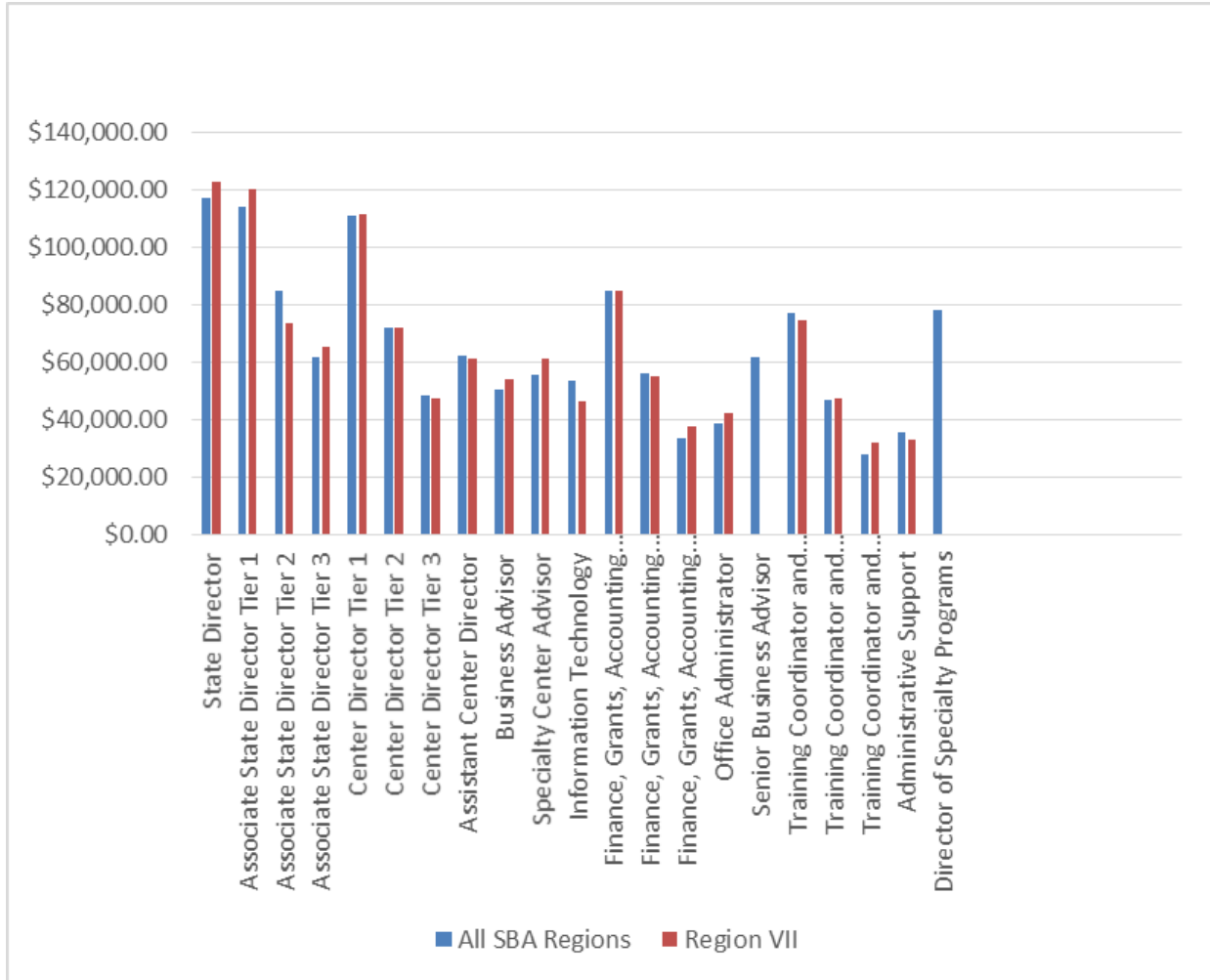
SBA REGIONS COMPARED TO REGION V 2017



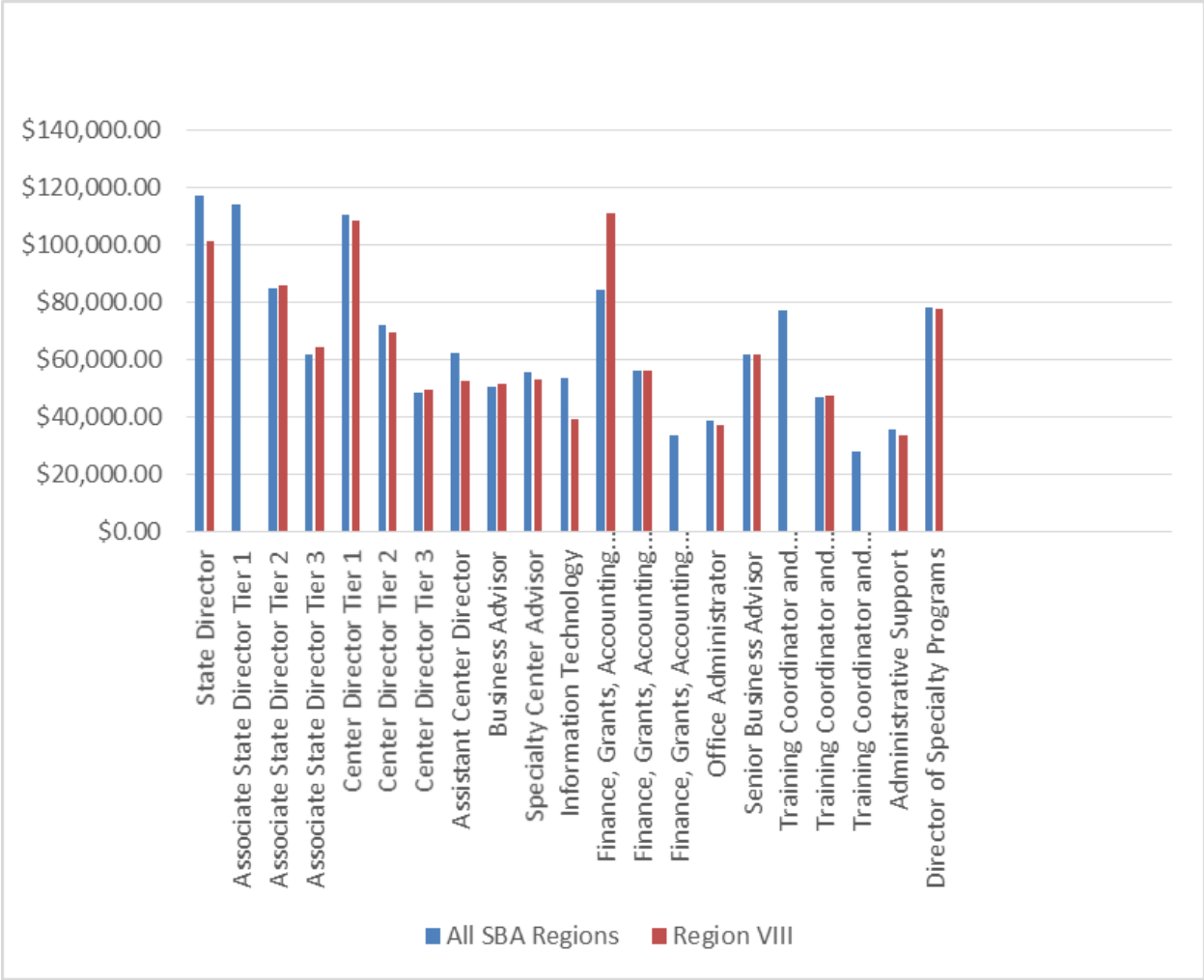
SBA REGIONS COMPARED TO REGION VI 2017



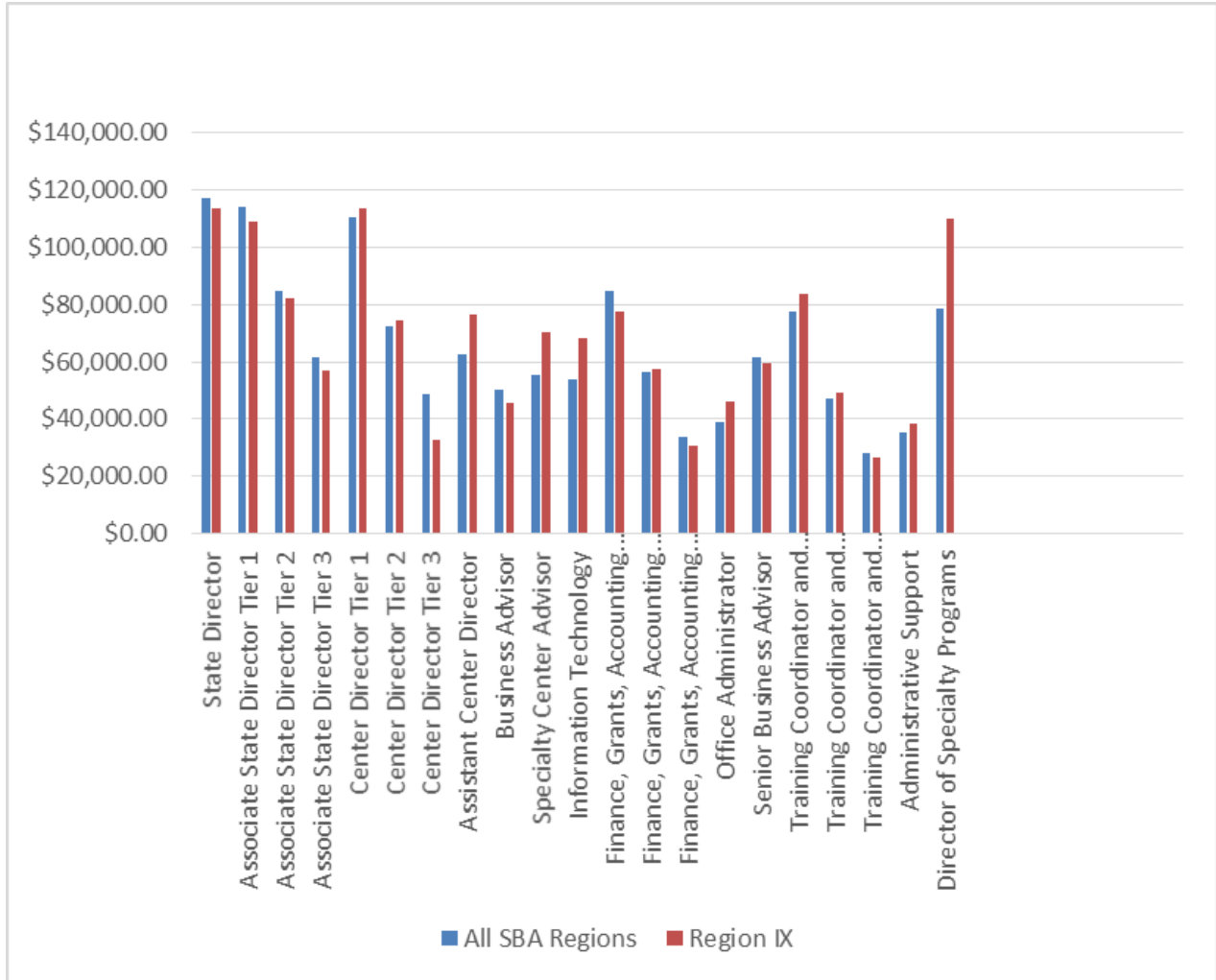
SBA REGIONS COMPARED TO REGION VII 2017



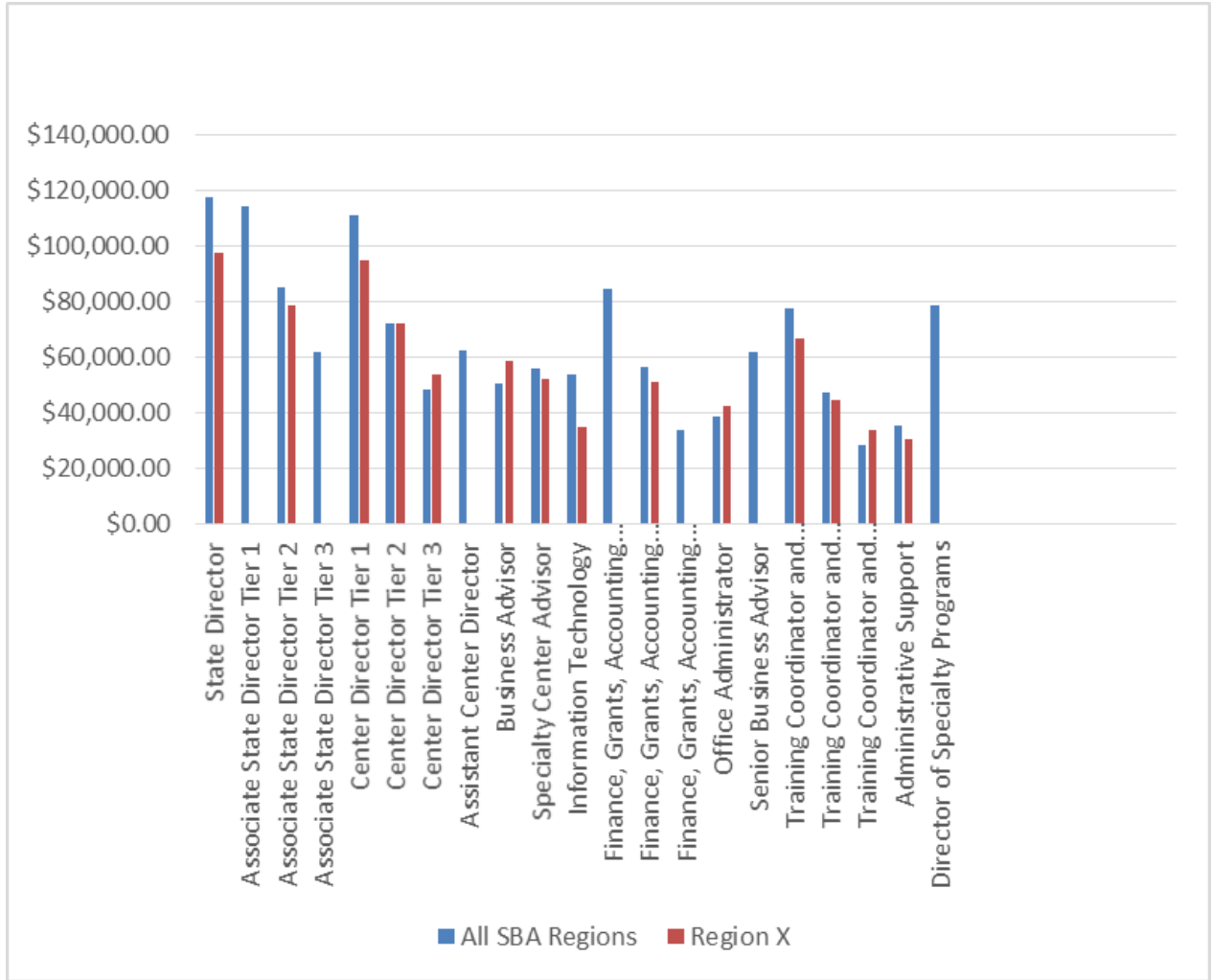
SBA REGIONS COMPARED TO REGION VIII 2017



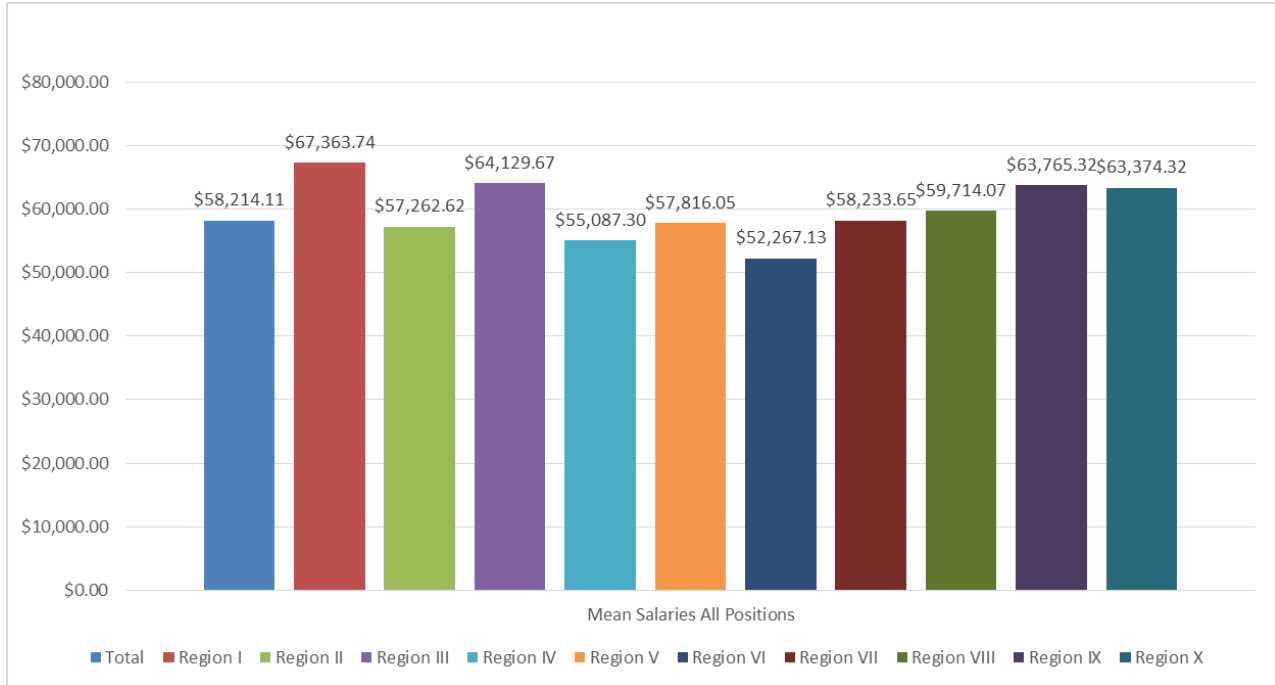
SBA REGIONS COMPARED TO REGION IX 2017



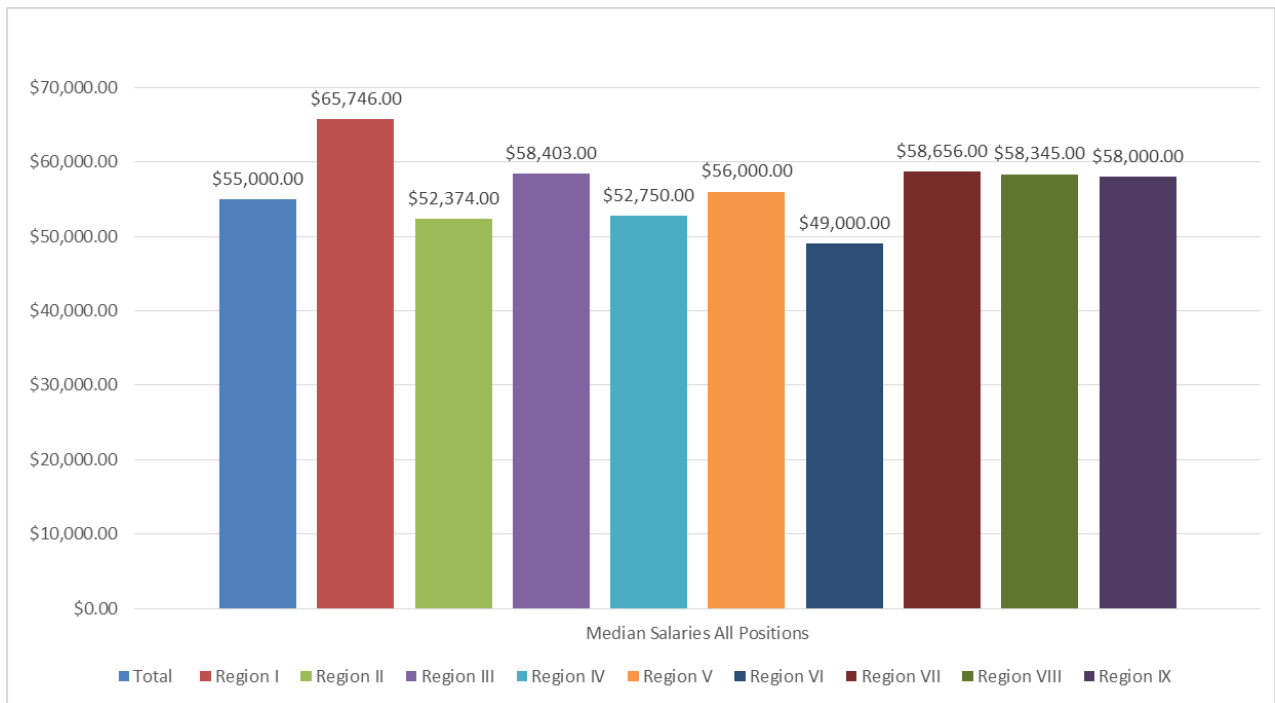
SBA REGIONS COMPARED TO REGION X 2017



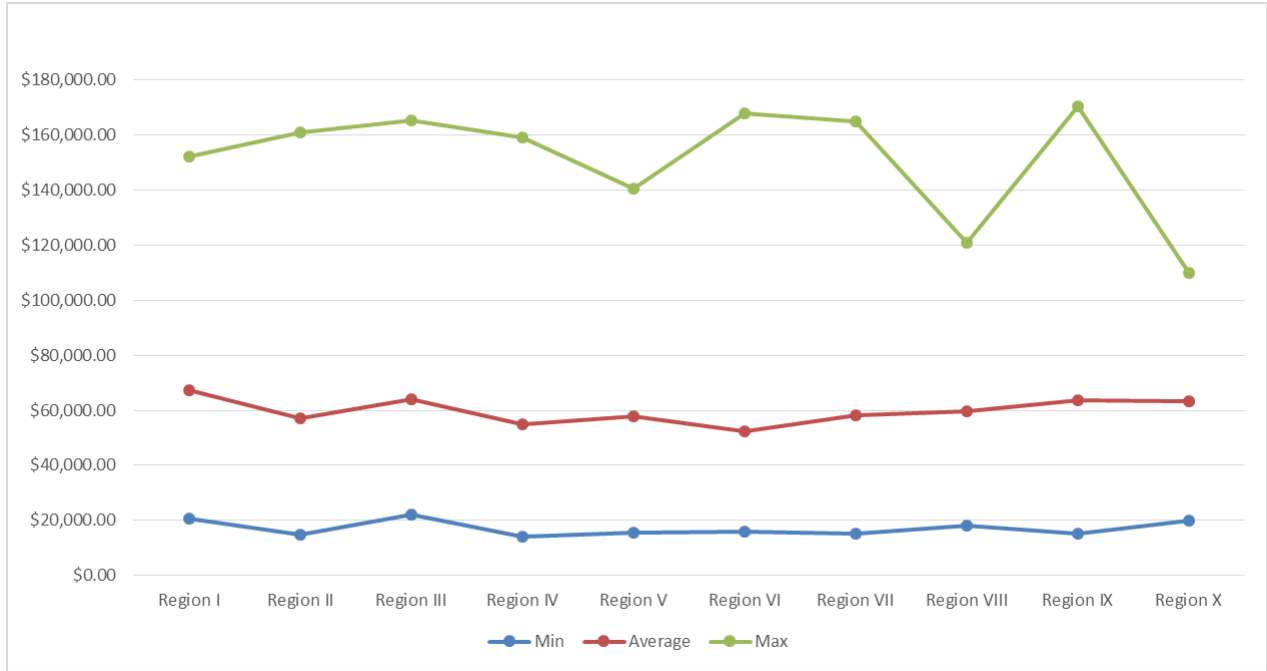
MEAN FOR ALL POSITIONS BY SBA REGIONS 2017



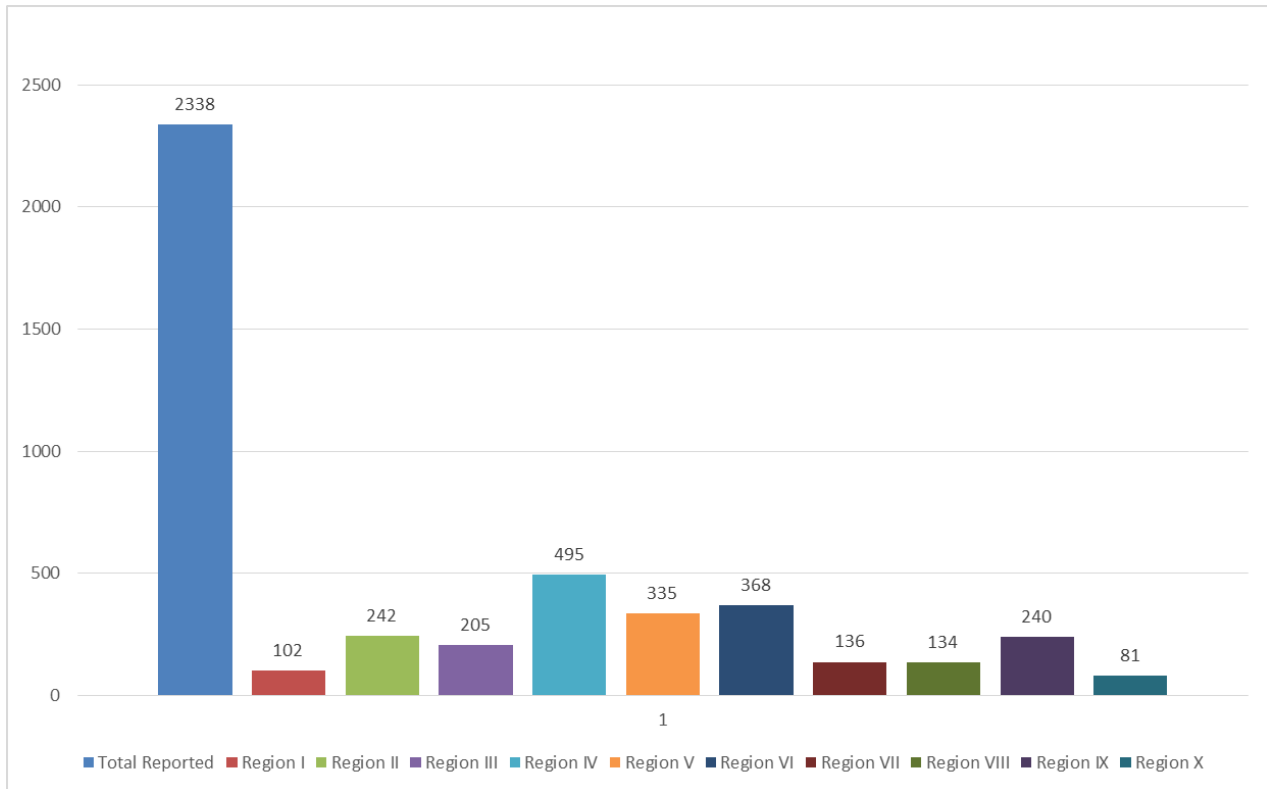
MEDIAN FOR ALL POSITIONS BY SBA REGIONS 2017



MIN/MAX FOR ALL POSITIONS BY SBA REGIONS 2017



TOTAL NUMBER OF REPORTED SALARIES BY SBA REGIONS 2017



APPENDIX

JOB CLASSIFICATIONS

Job titles and salaries produced by the SBDC networks were numerous and varied. 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 purposes.

State Director Job Classifications include:

Executive/Executive State Director
State/State Network Director
Regional Director (CA & TX)

Associate/Assistant State Director Job Classifications include:

Associate/Assistant State Director
Deputy State Director

Center Director Job Classifications include:

Center Director/Manager
Executive Center Director
Program Director/Manager
Area/District/Regional Director

Assistant Center Director Job Classifications include:

Assistant/Associate Center Director
Director/Manager of Consulting Services

Director of Specialty Program Job Classifications include:

Applied Research Director, Market Research Manager/Program Manager
Director of Business Sustainability Program
Director of International Trade Center, International Trade Program Director, ITC Director
Director of Continuing Education
Director of Diverse Business Outreach
Director of Procurement
Director of Special Programs/Projects
Engineering/Environmental/Energy Program Directors/Manager
Manager of Veterans Special Programs
PTAC Director/Program Manager
Technology Commercialization/Services Director
Office of Minority Business Director

Senior Business Advisor Job Classifications include:

Senior Business Advisor/Consultant
Senior Counselor/Consultant
Senior International Trade Advisor
Senior Management Consultant
Lead Business Advisor/Consultant

Business Advisor Job Classifications include:

Advisor, Junior Advisor/Consultant, Associate Business Advisor
Business Advisor/Analyst/Consultant/Counselor/Lead/Specialist

Associate Business Advisor/Counselor
Business/Economic Development Specialist
Counselor/Consultant
Entrepreneurial/Restaurant/Retail/Technology Consultant
Intake/Assessment Consultant
Consultant Manager/Coordinator
Client Specialist/Supervisor
Management Consultant/Specialist
Project Coordinator/Manager/Specialist
Outreach Center Counselor/Coordinator/Specialist
Service Center Business Advisor
Small Business Counselor/Consultant/Specialist
Specialist

Specialty Center Advisor Job Classifications include:

Agribusiness Consultant
Environmental Consultant/Specialist
Export Assistance Advisor, Export Specialist
Economic Gardening Consultant
Government Procurement Specialist, Procurement Specialist
Government Sales Advisor
International Trade Consultant/Counselor/Specialist/Center Specialist
PTAC Counselor
Research Analyst/Assistant/Associate/Advisor
Specialty Program Consultant

Information Technology Job Classifications include:

Application Programmer Principle
Communications, Communication Coordinator/Support
Computer Analyst
Data Administration/Analyst/Coordinator/Manager/Specialist
Database Manager
GIS Counselor/Specialist
Information Coordinator/Consultant/Manager/Processing Specialist
Information Systems Specialist
Information Technology Manager/Project Leader
Internet Business Manager, Manager of Technology Business
IT Administrator/Developer/Manager/Operations Manager/Specialist/Support Technician
MIS Coordinator/Manager
Neoserra Support
Operations and Tech Specialist
Programmer
Publications and Web Manager
System Administrator/Administrative Specialist/Analyst/Support Specialist
Technical Support
Technology Development Manager
Technology Coordinator/Specialist/Team Manager
Technician
Web Design/Editor/Specialist

Accounting, Grants & Finance Job Classifications include:

Accountant, Principal Accountant, Senior Accountant, Senior Accounting Technician
Accounting Clerk/Specialist/Technician

Budget Administrator/Analyst/Coordinator/Manager
Business Administrator/Manager, Business Services Coordinator/Manager
Comptroller, Controller
Contracts Manager
Finance, Finance Director/Manager, Fiscal Director
Financial Admin Tech/Assistant/Analyst/Coordinator/Control Manager/Manager/Specialist
Fiscal Admin/Assistant/Analyst/Coordinator/Manager/Specialist/Technician
Grants Accountant/Coordinator/Manager
Program Budget Analyst, Program Grants Manager

Training & Marketing Job Classifications include:

Admin Training Coordinator
Assistant Director for Marketing and Training
Assistant Training Coordinator
Business Development Training Coordinator
Business Trainer
Communications, Communication Specialist
Counselor Trainer
Director of Communications/Community Outreach/Marketing/Training
Educational Program Coordinator/Manager
Education Director/Specialist
Event Planner, Event Manager, External Relations Director/Manager
Graphic Designer
Marketing, Marketing Assistant/Associate/Coordinator/Director, Social Media Specialist
Media Specialist
Network Marketing Coordinator
Public Relations/Promotions Manager
Seminar/Workshop Coordinator
Training Assistant/Coordinator/Director/Manager/Program Coordinator/Specialist
Training and Professional Development

Office Administrator Job Classifications include:

Administrative Manager/Services Director
Assistant Office Manager
Business Support Director
Compliance Coordinator
Director of Administration
Office Administrator/Coordinator/Manager/Supervisor
Operations Coordinator/Director
Program Coordinator

Administrative Support Job Classifications include:

Administrative Assistant/Associate/Clerk/Coordinator/Professional
Administrative Secretary/Staff/Specialist/Support
Assistant
Clerk
Clerical Assistant/Specialist
Customer Service Coordinator
Executive Aide/Assistant
Office Assistant/Specialist/Support
Project Clerk
Receptionist
Secretary, Clerical Secretary, Senior Secretary

STATISTIC DEFINITIONS

Mean: The sum of a list of numbers, divided by the number of elements in the list. Often referred to as the average.

Median: “Middle value” of a list. The smallest number such that at least half the numbers in the list are no greater than it.

Standard Deviation: The standard deviation of a set of numbers is the root-mean-square of the set of deviations between each element of the set and the mean of the set. Often referred to as a measure of the value spread.

Minimum: The smallest value in a set of numbers.

Maximum: The largest value in a set of numbers.

Percentiles: The p^{th} percentile of a list is the smallest number such that at least $p\%$ of the numbers in the list are no larger than it. Often referred to as the percentage of numbers in a set that fall below a given mark.