



# 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 15<sup>th</sup> 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 5<sup>th</sup>, the preliminary 2011 ASBDC salary survey report was reviewed and subsequently published for distribution.

## RECOMMENDATIONS:

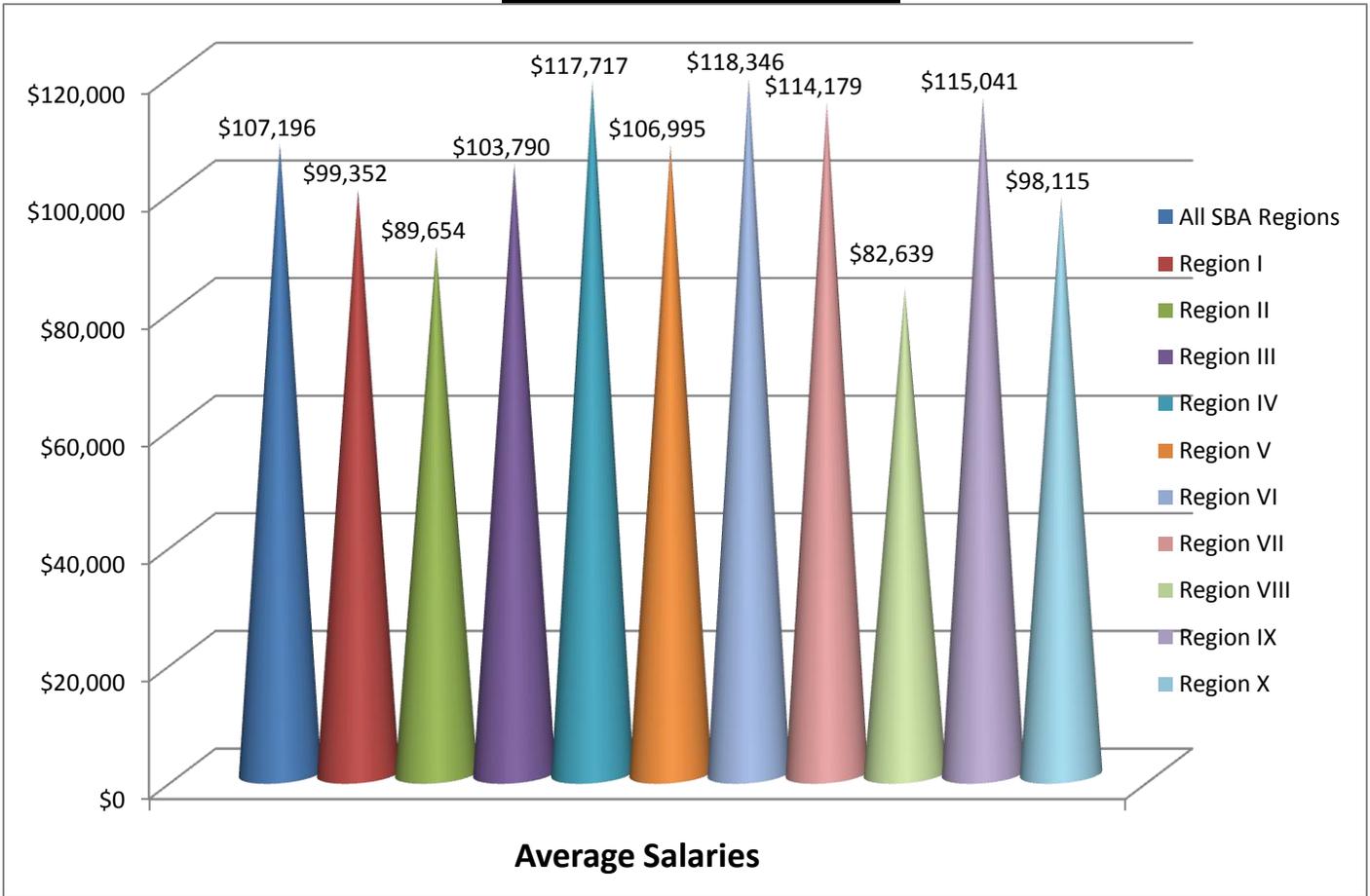
Since the FY 2007 survey, where a recommendation was made to appropriately categorize personnel positions to eliminate inaccurate categorizing of job positions during these surveys, the FY 2009 and FY 2011 surveys have seen a slight improvement in the IT, Accountant and Administrative areas. The Counselor, 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

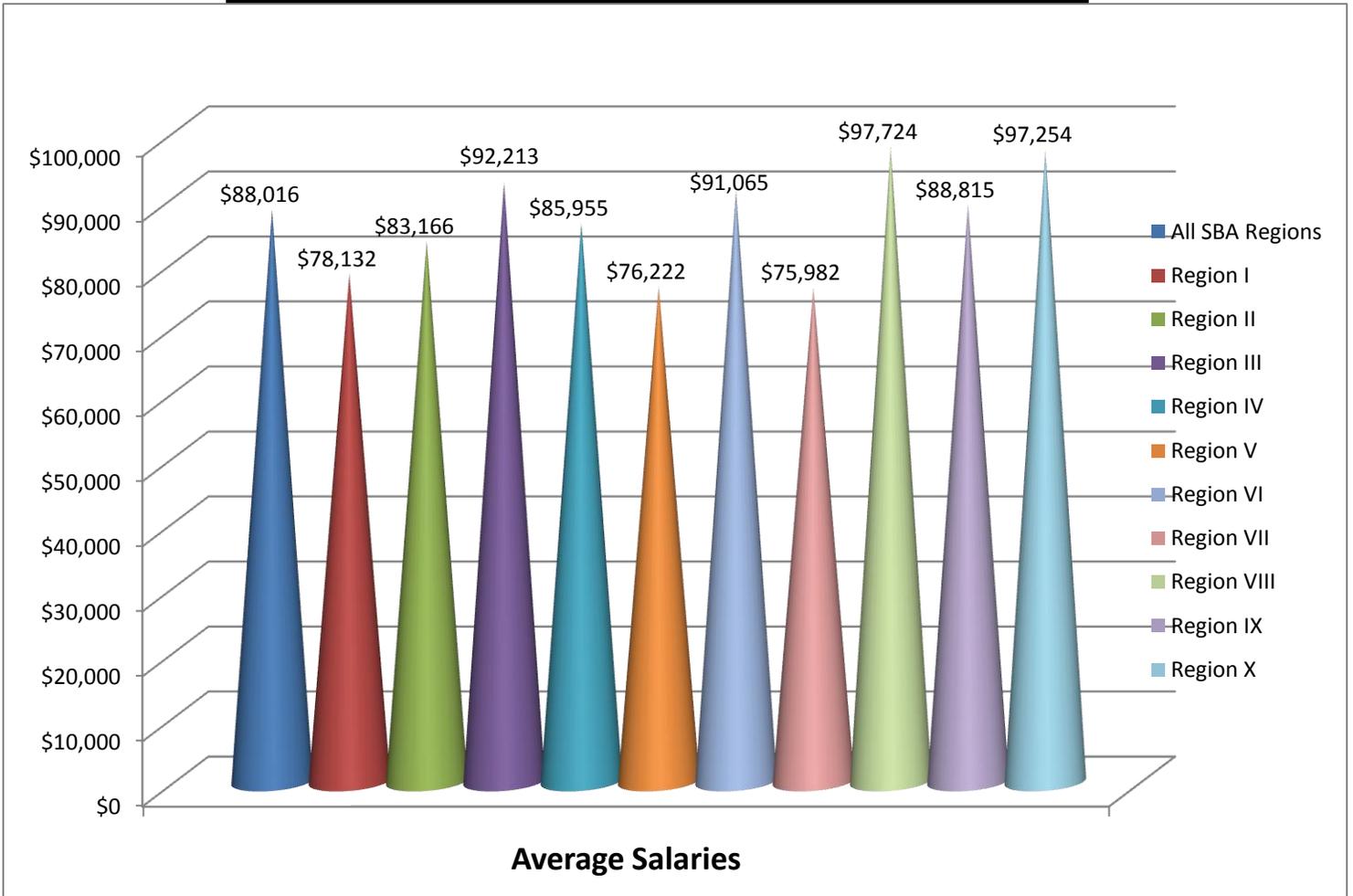


## Statistical Analysis

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

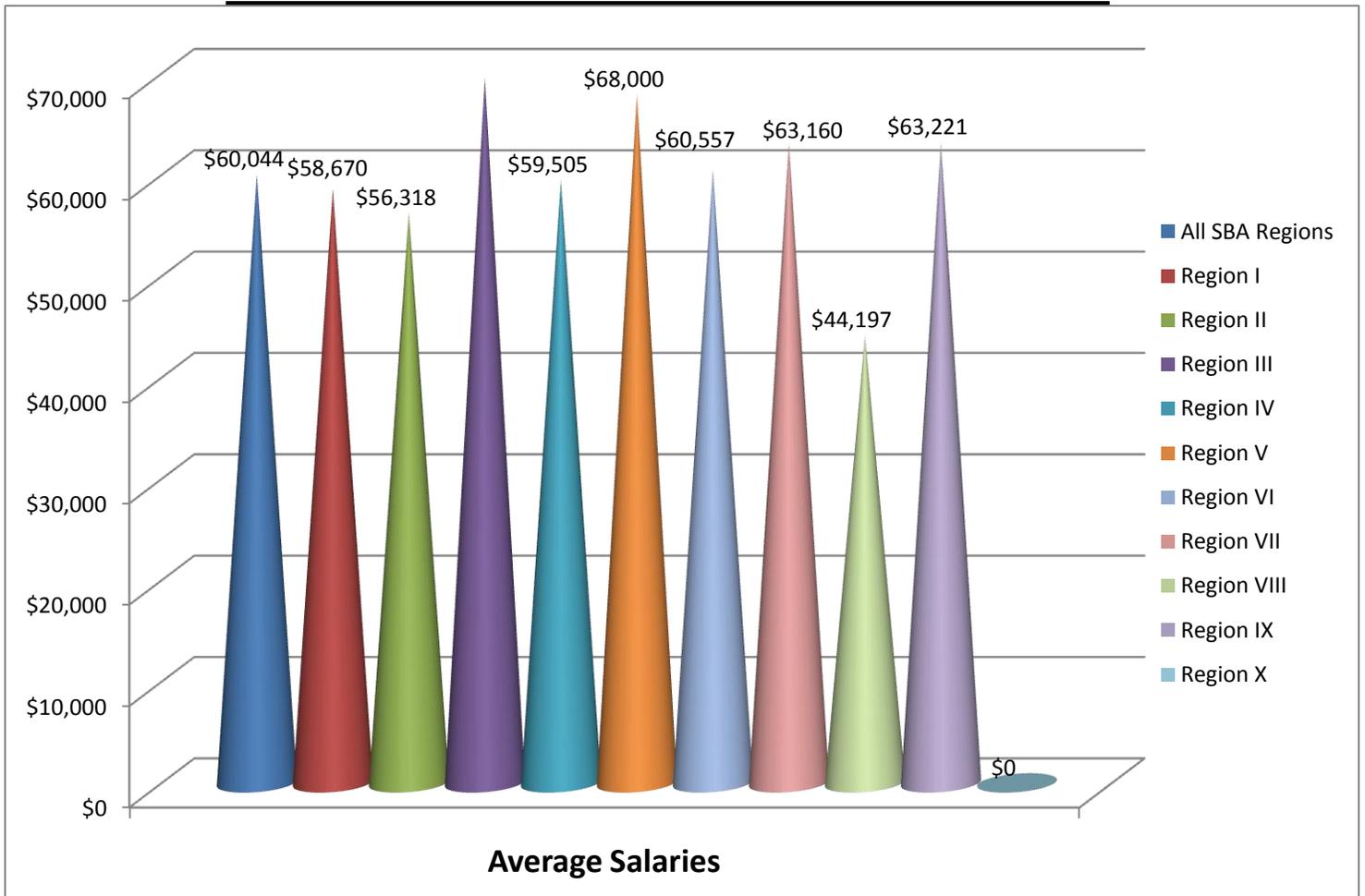


### Statistical Analysis

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

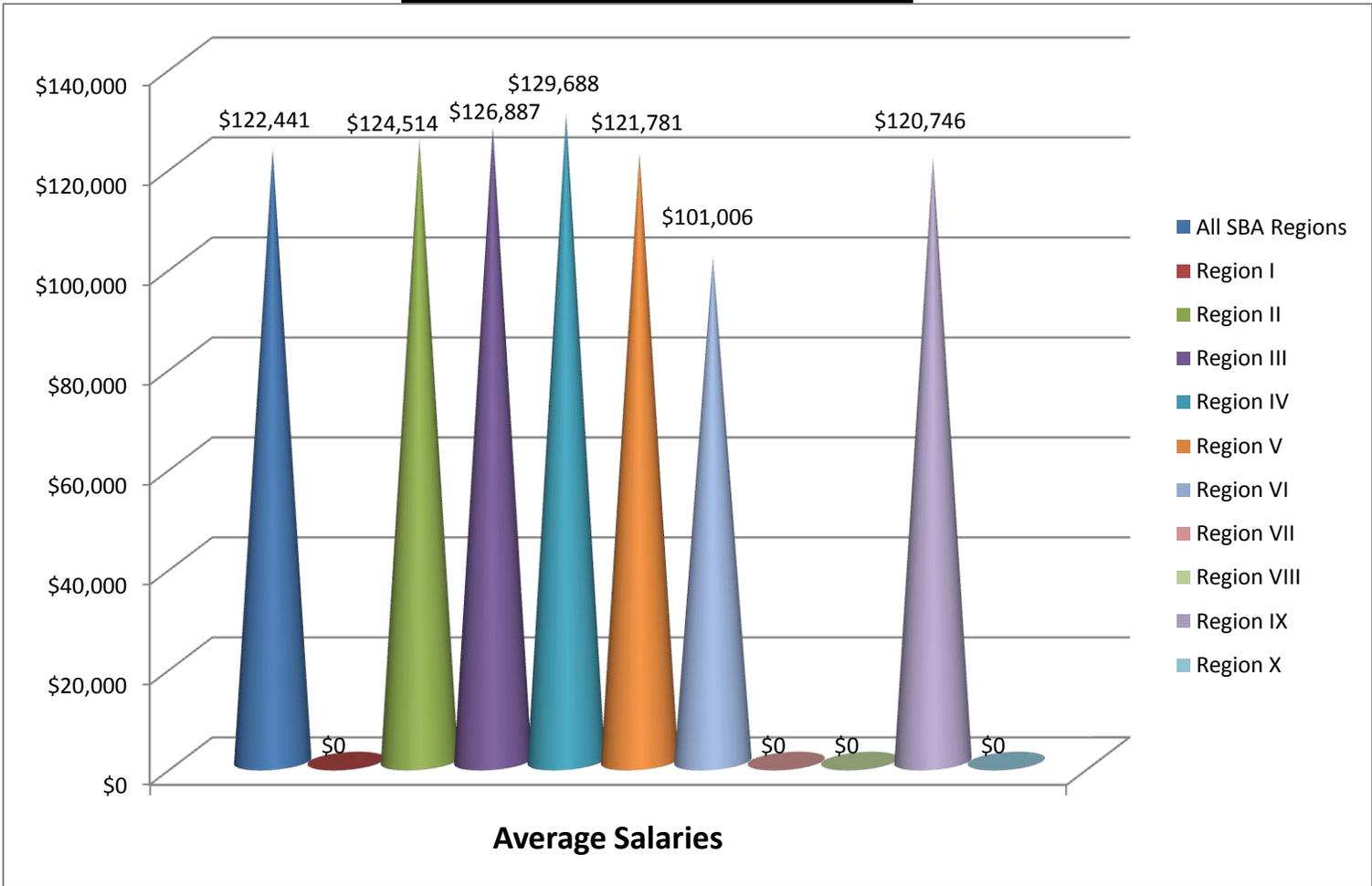


### Statistical Analysis

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

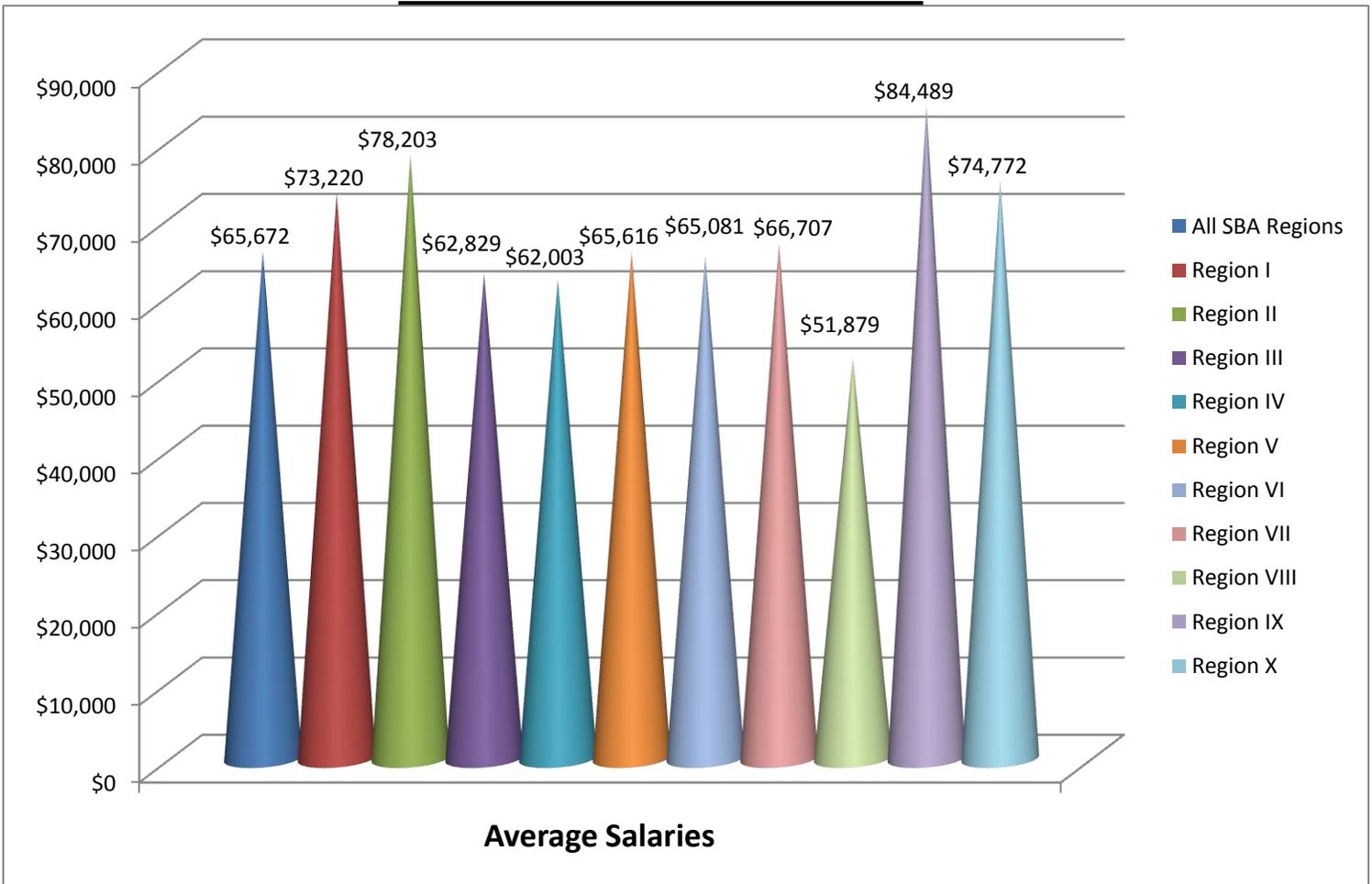


### Statistical Analysis

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

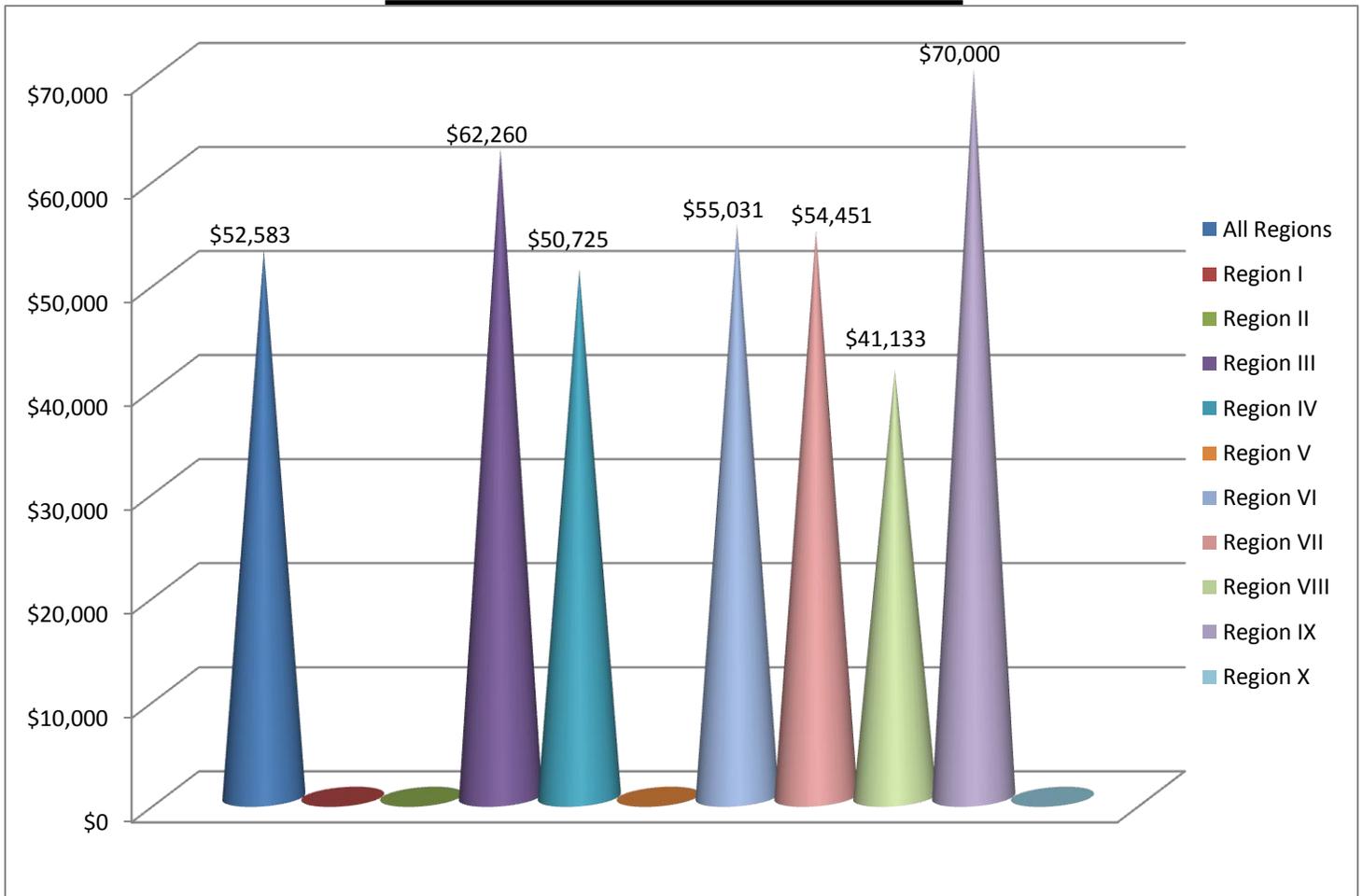


### Statistical Analysis

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

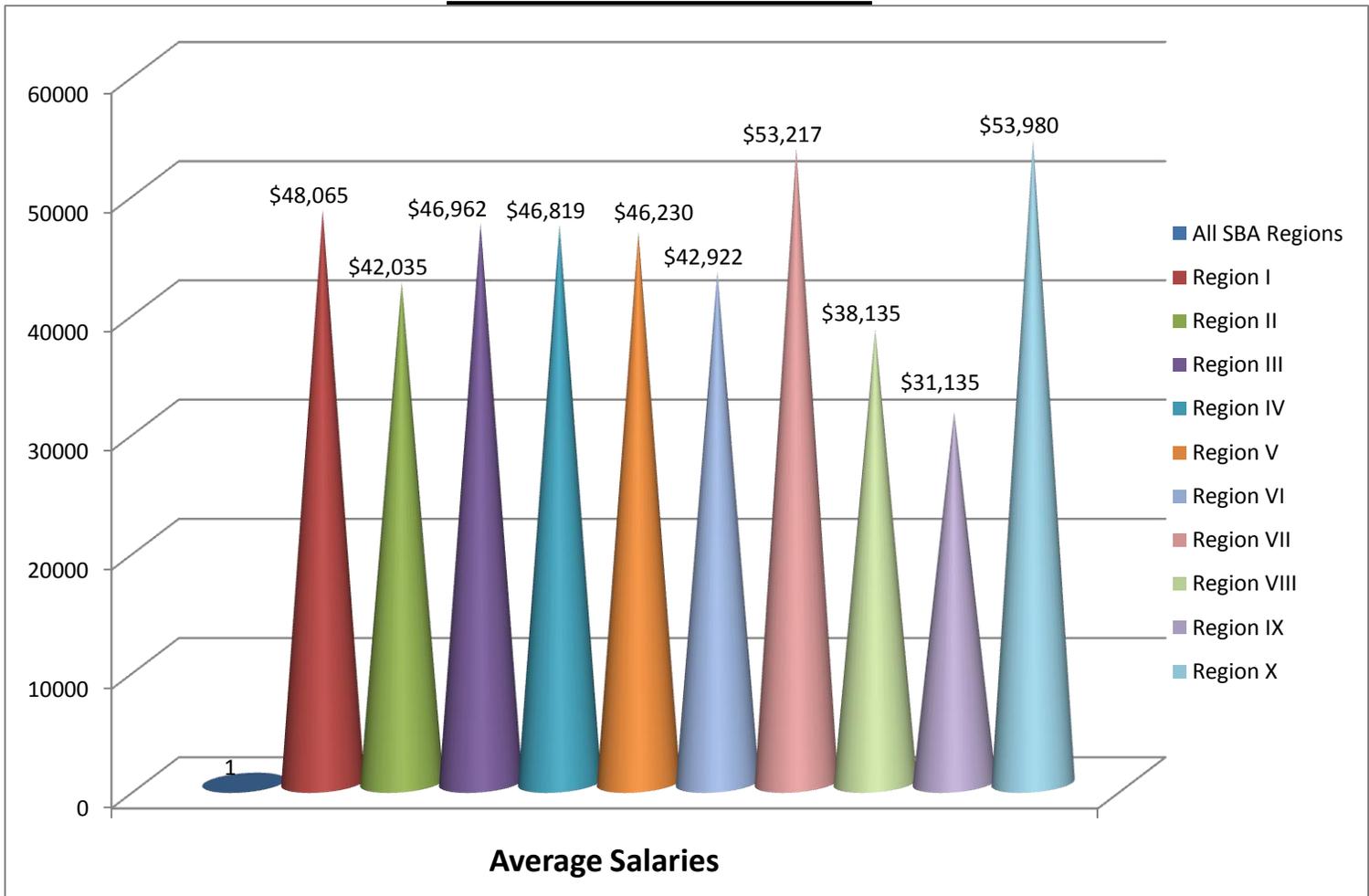


### Statistical Analysis

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

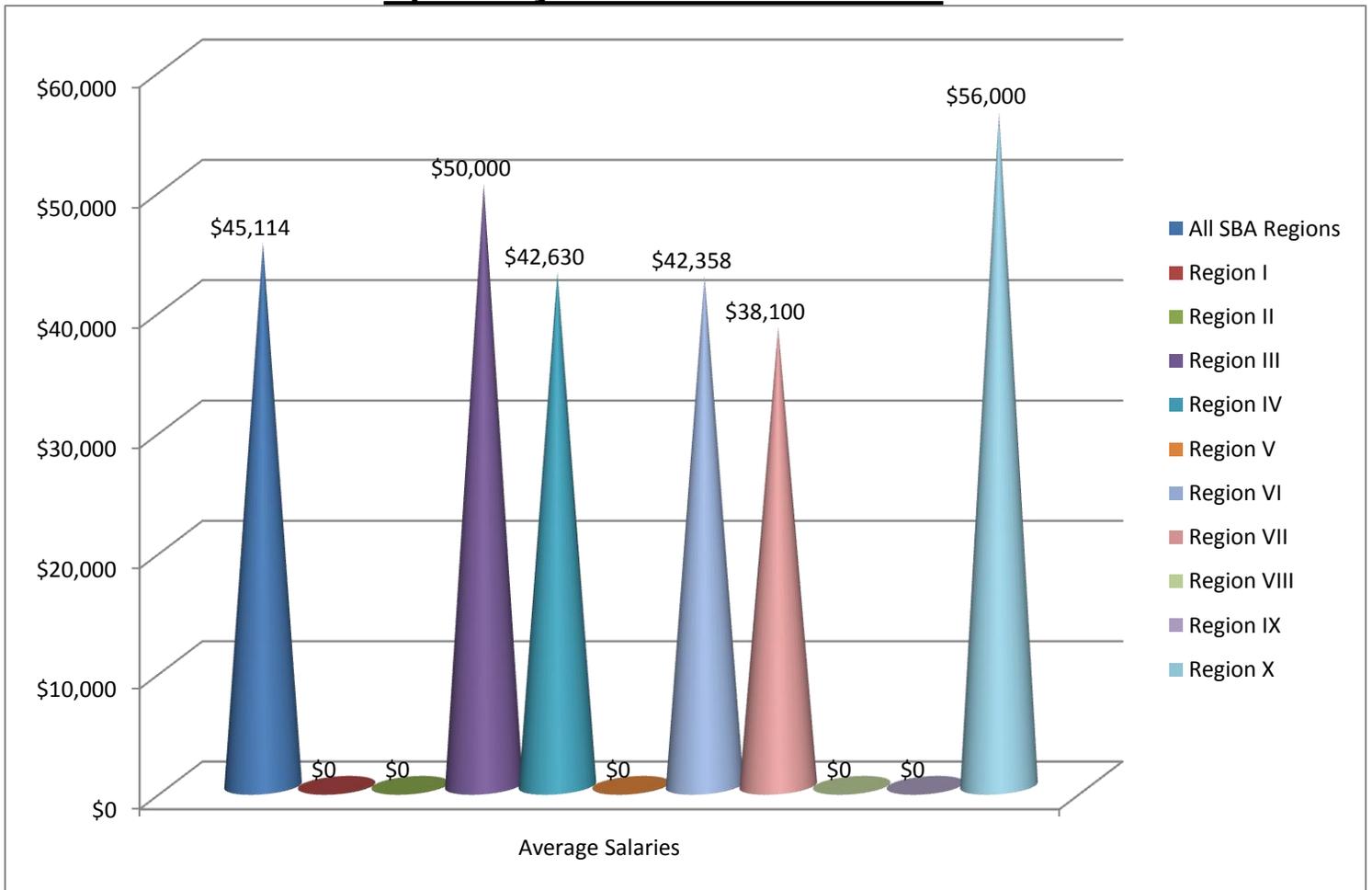


## Statistical Analysis

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

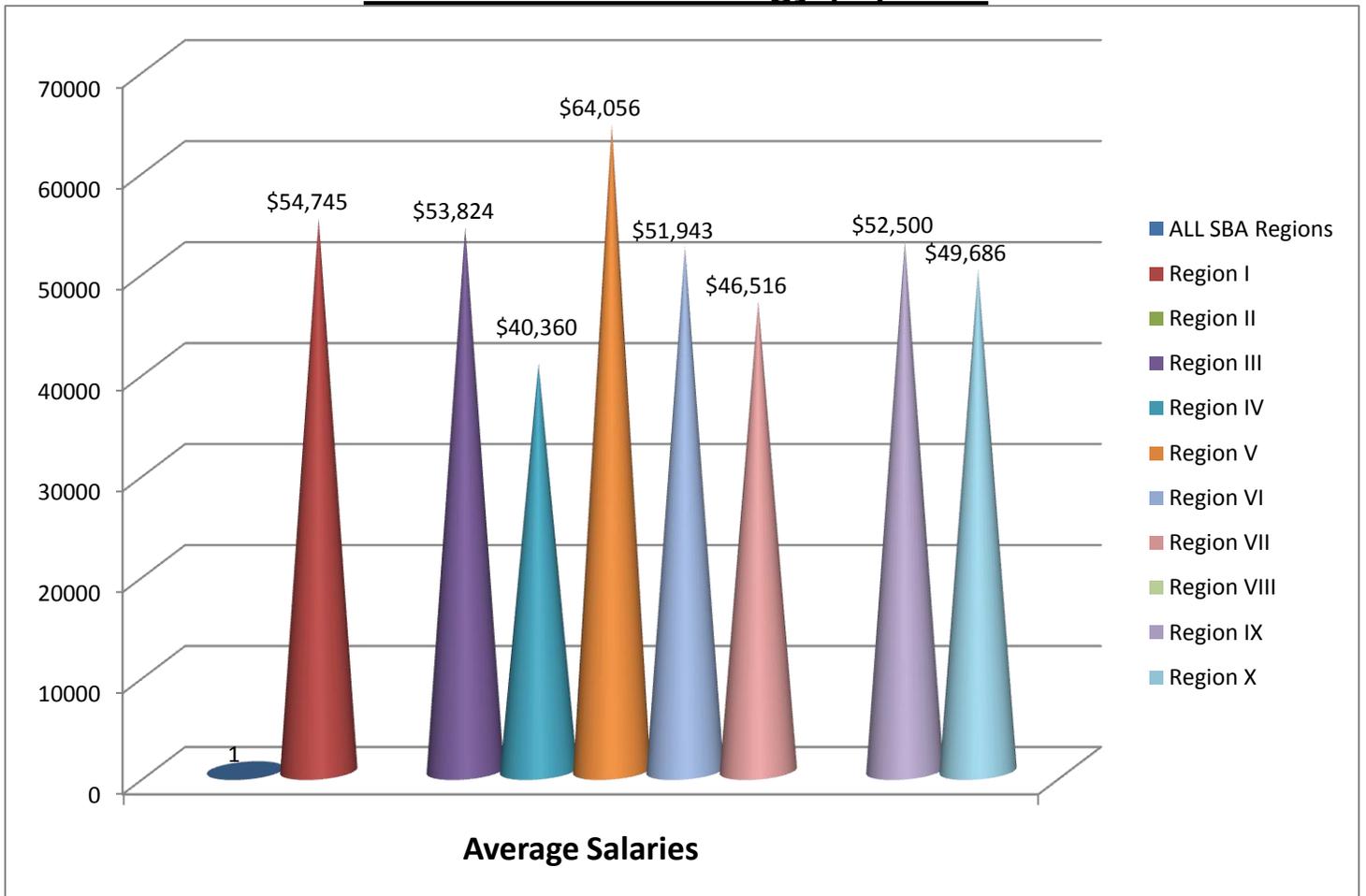


## Statistical Analysis

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

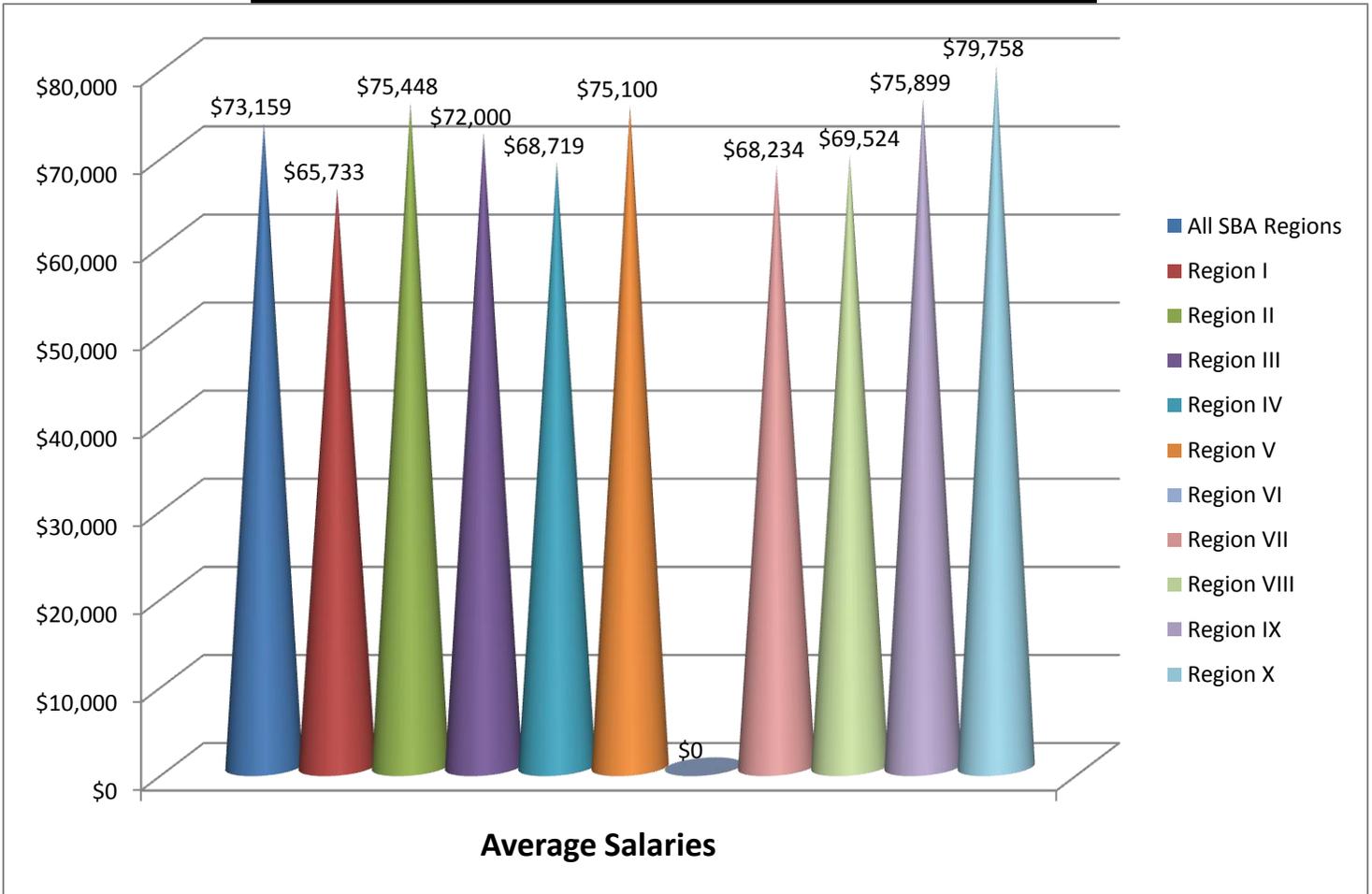


### Statistical Analysis

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

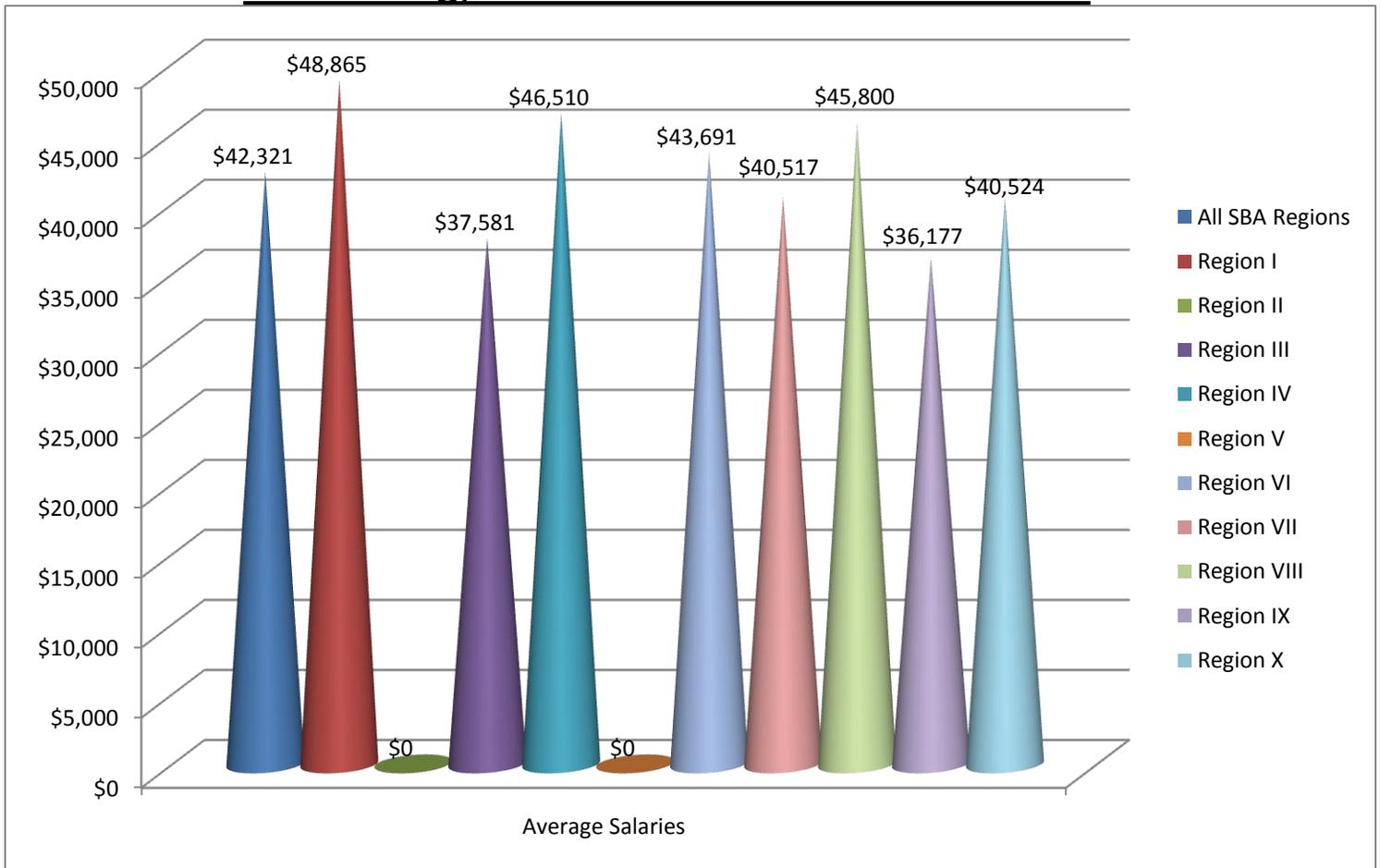


### Statistical Analysis

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

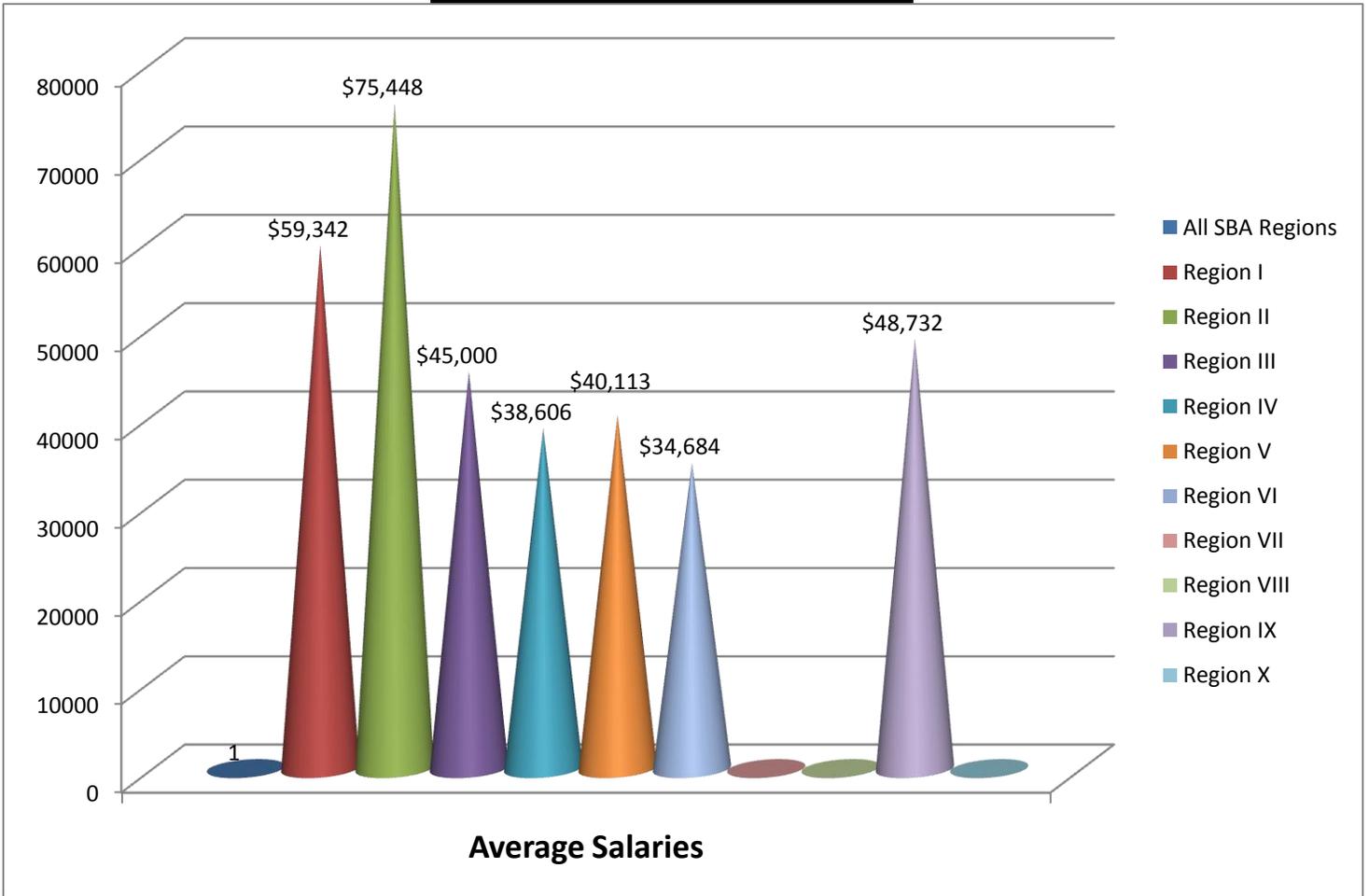


### Statistical Analysis

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

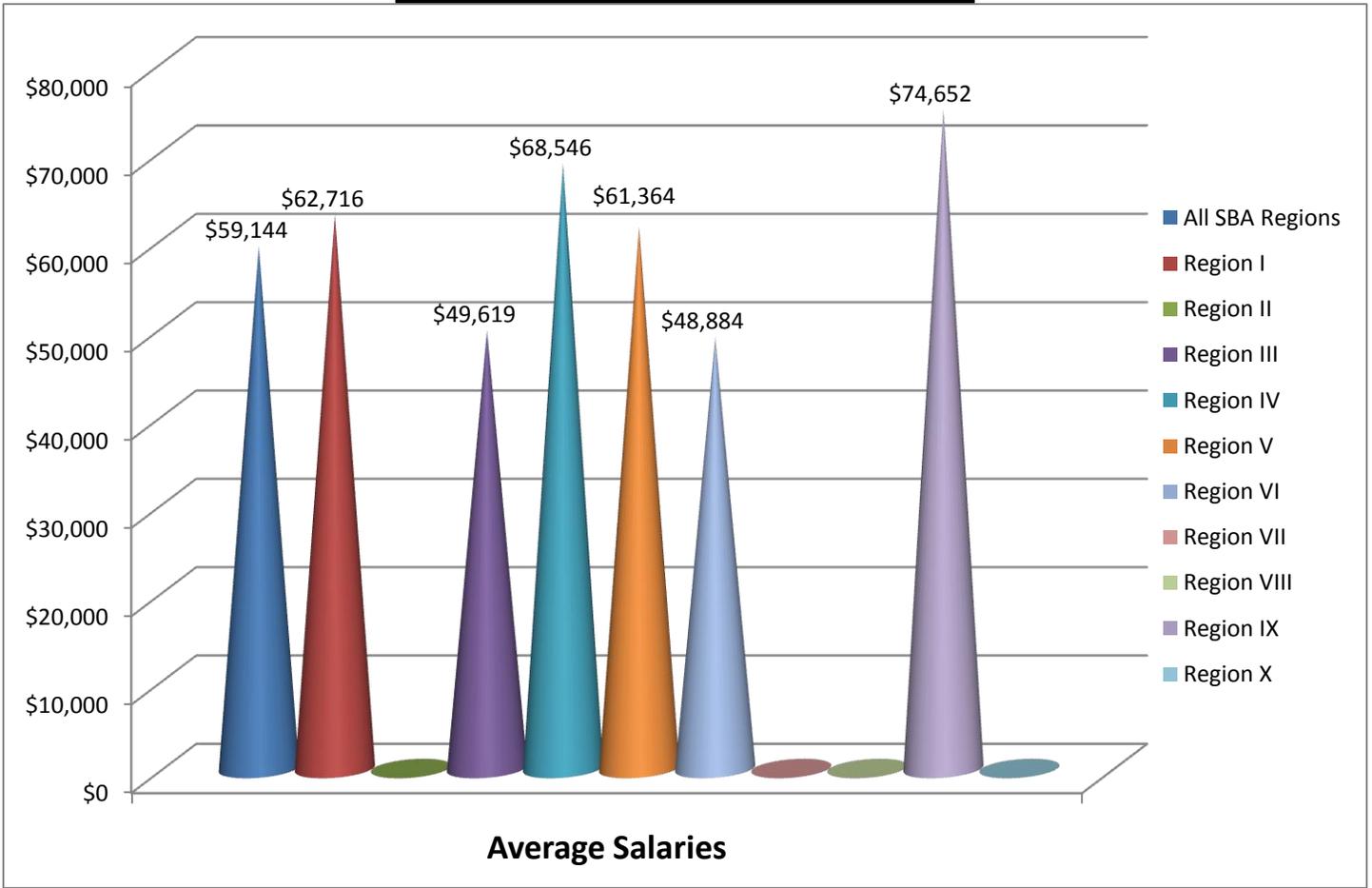


## Statistical Analysis

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

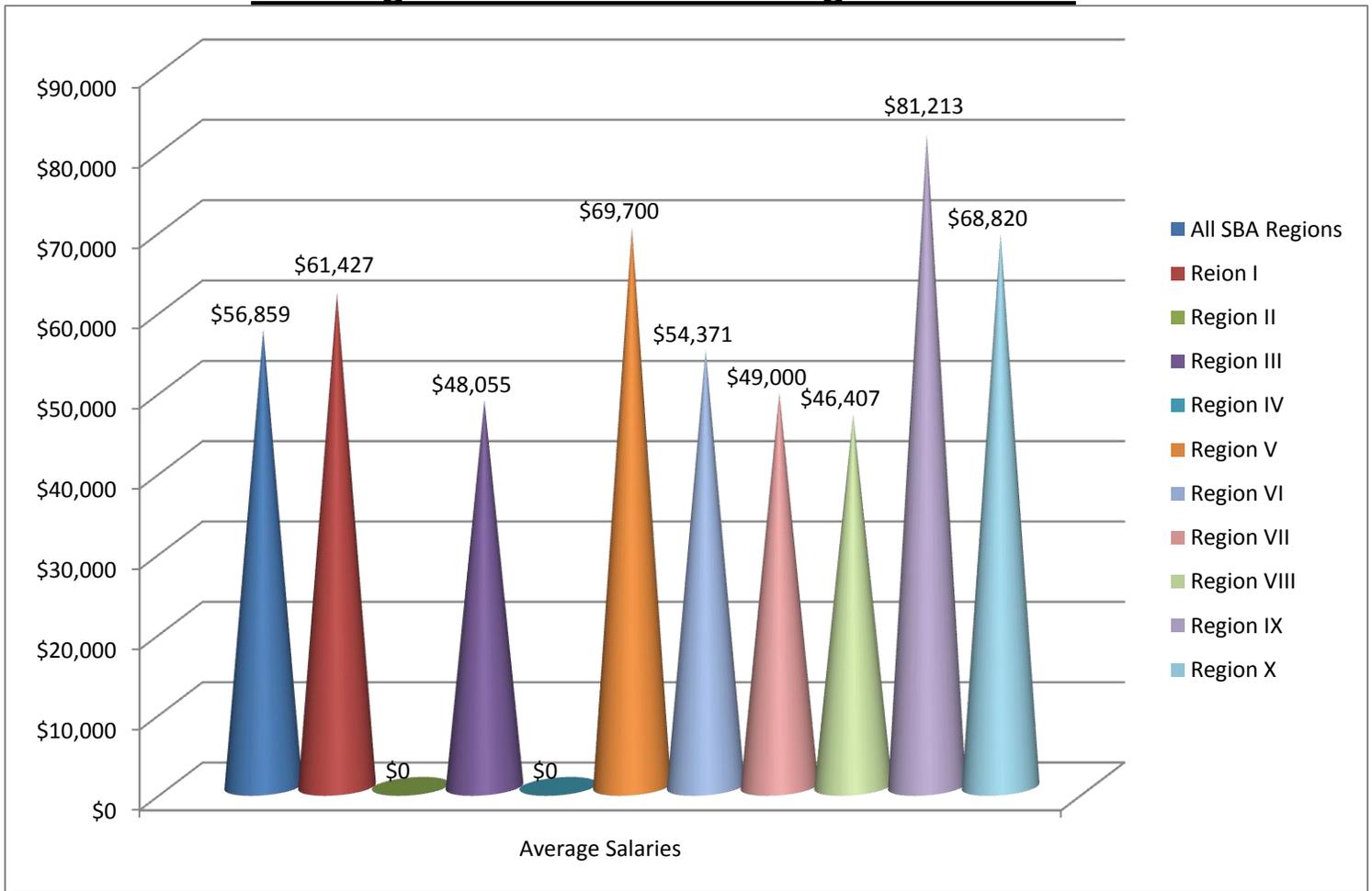


### Statistical Analysis

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

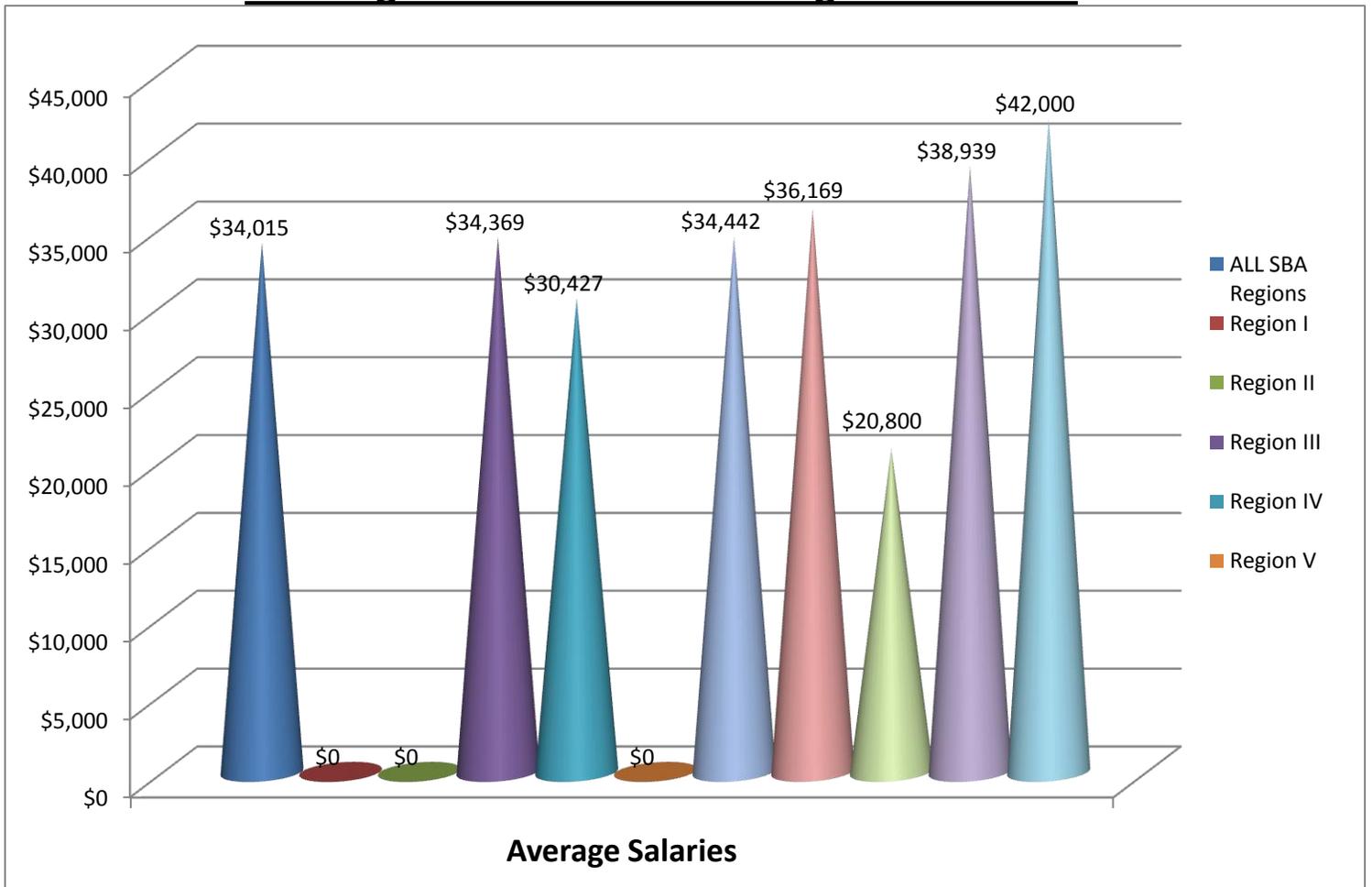


### Statistical Analysis

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

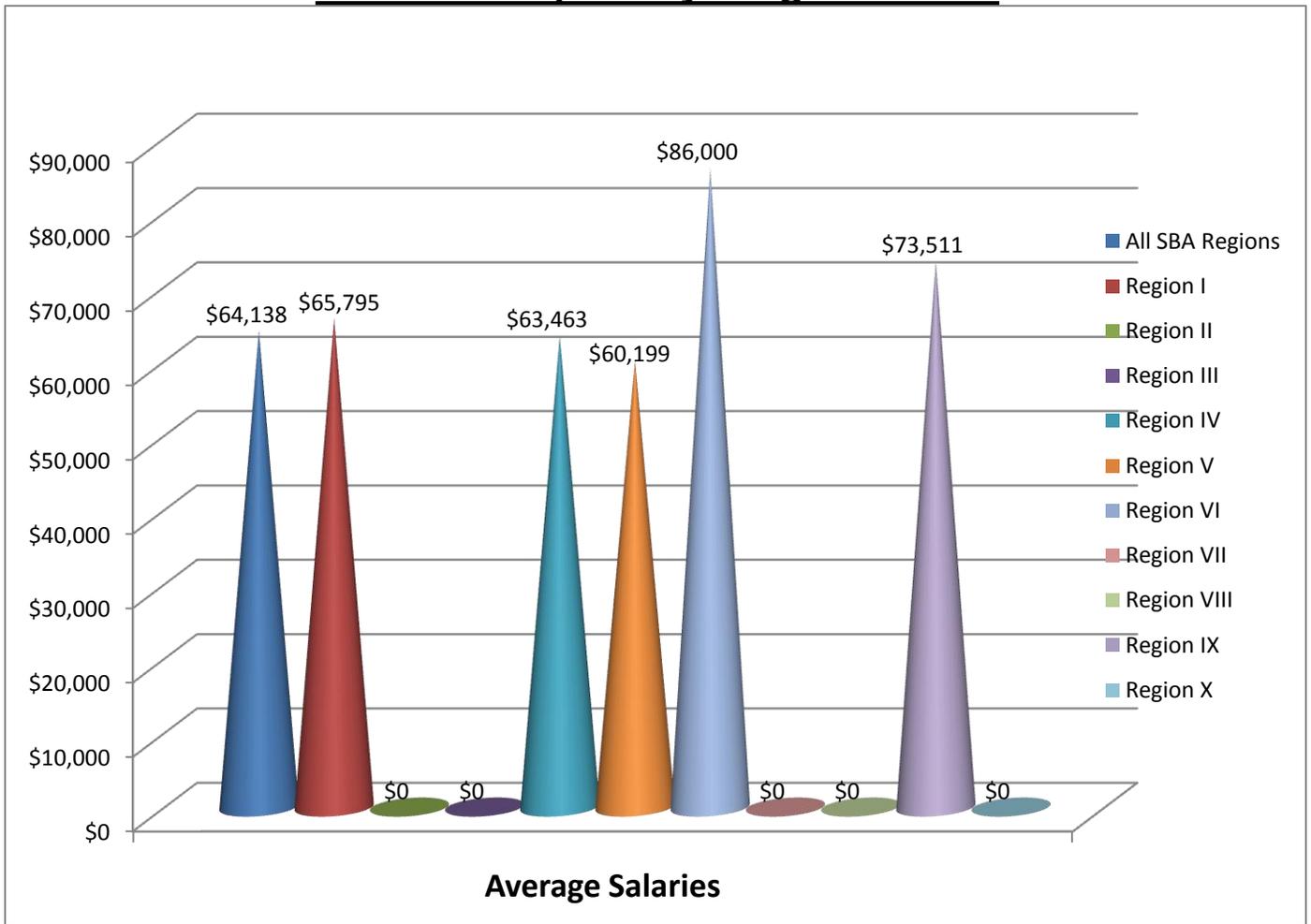


## Statistical Analysis

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

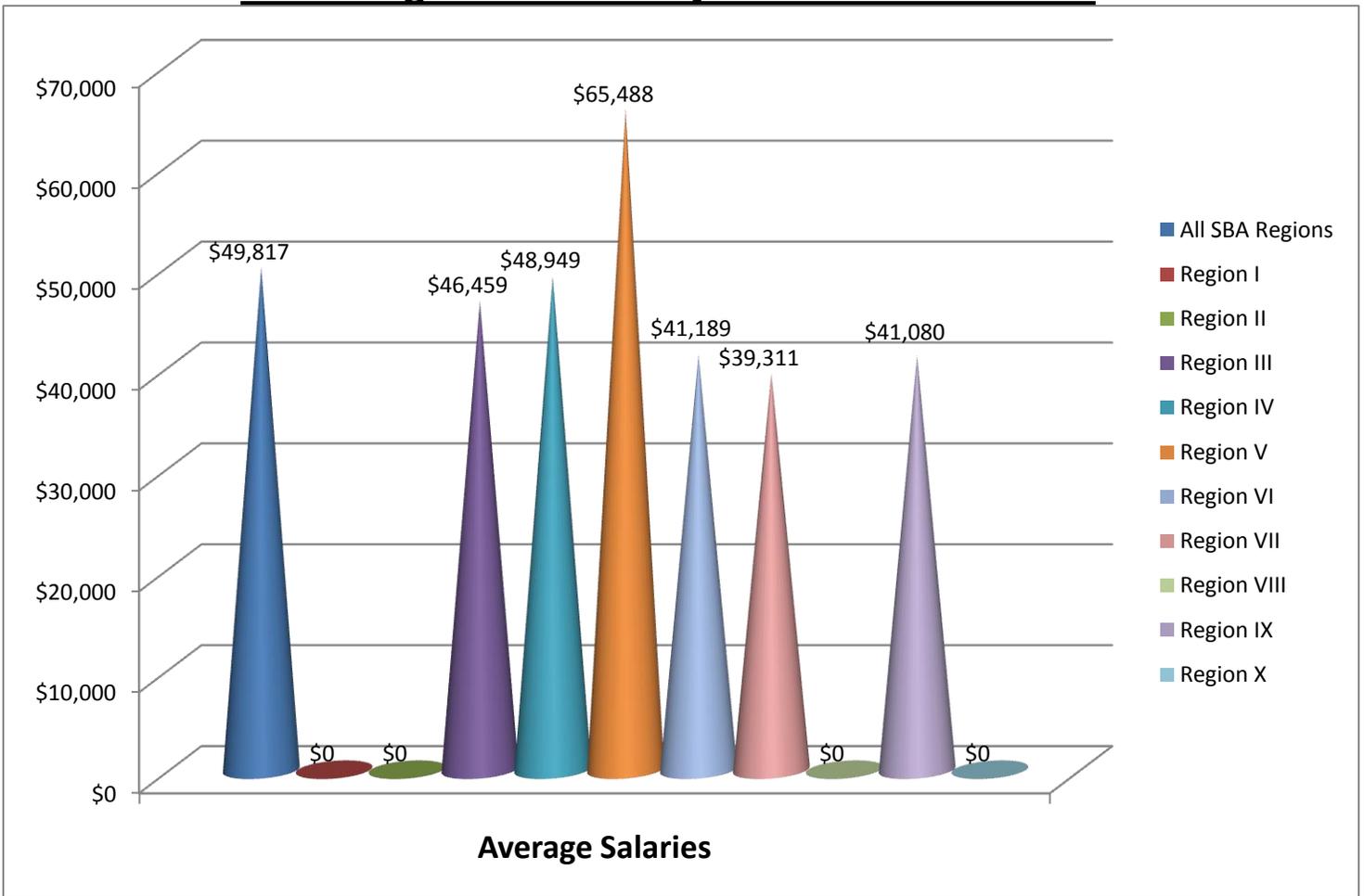


### Statistical Analysis

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

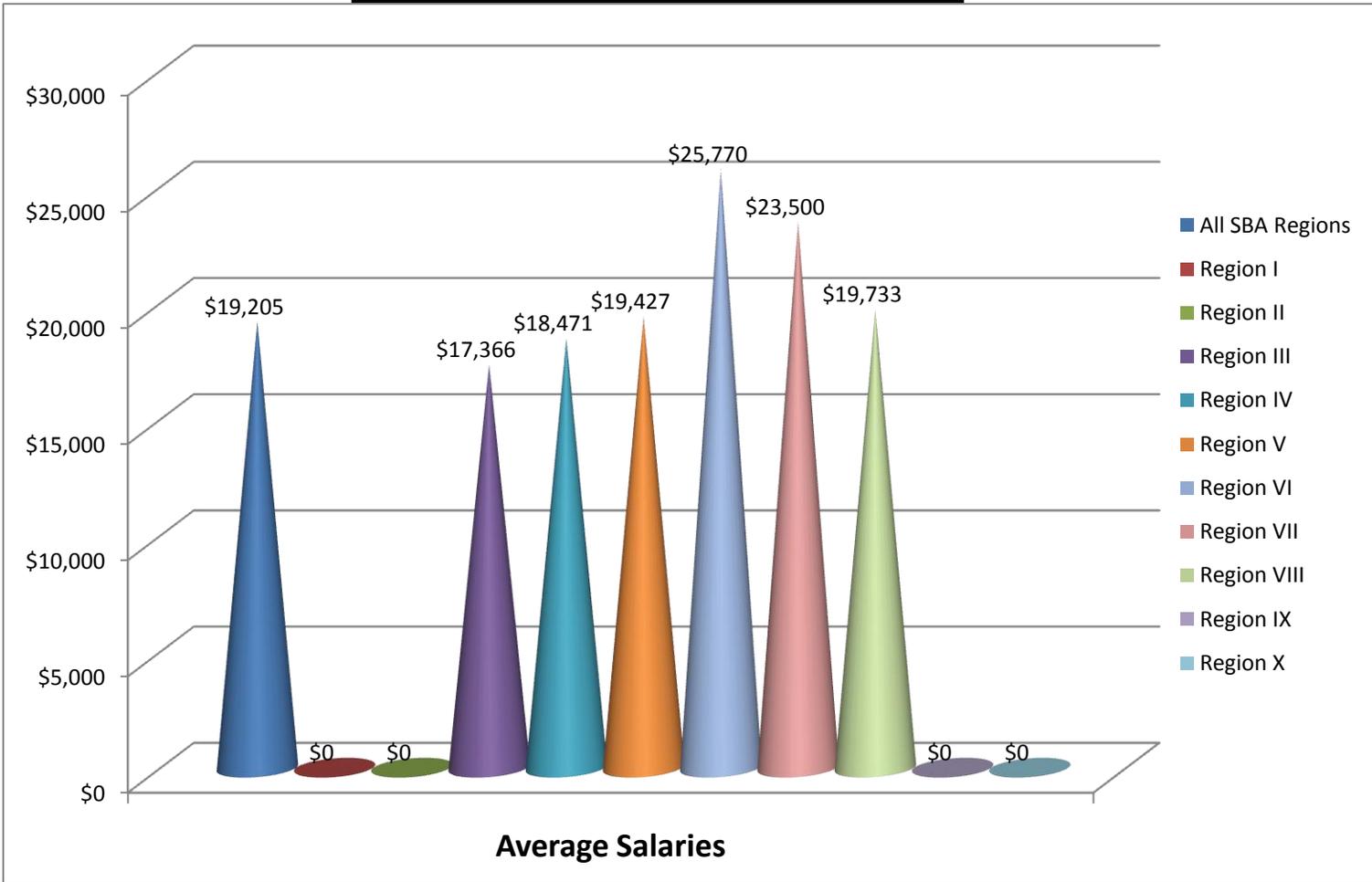


### Statistical Analysis

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

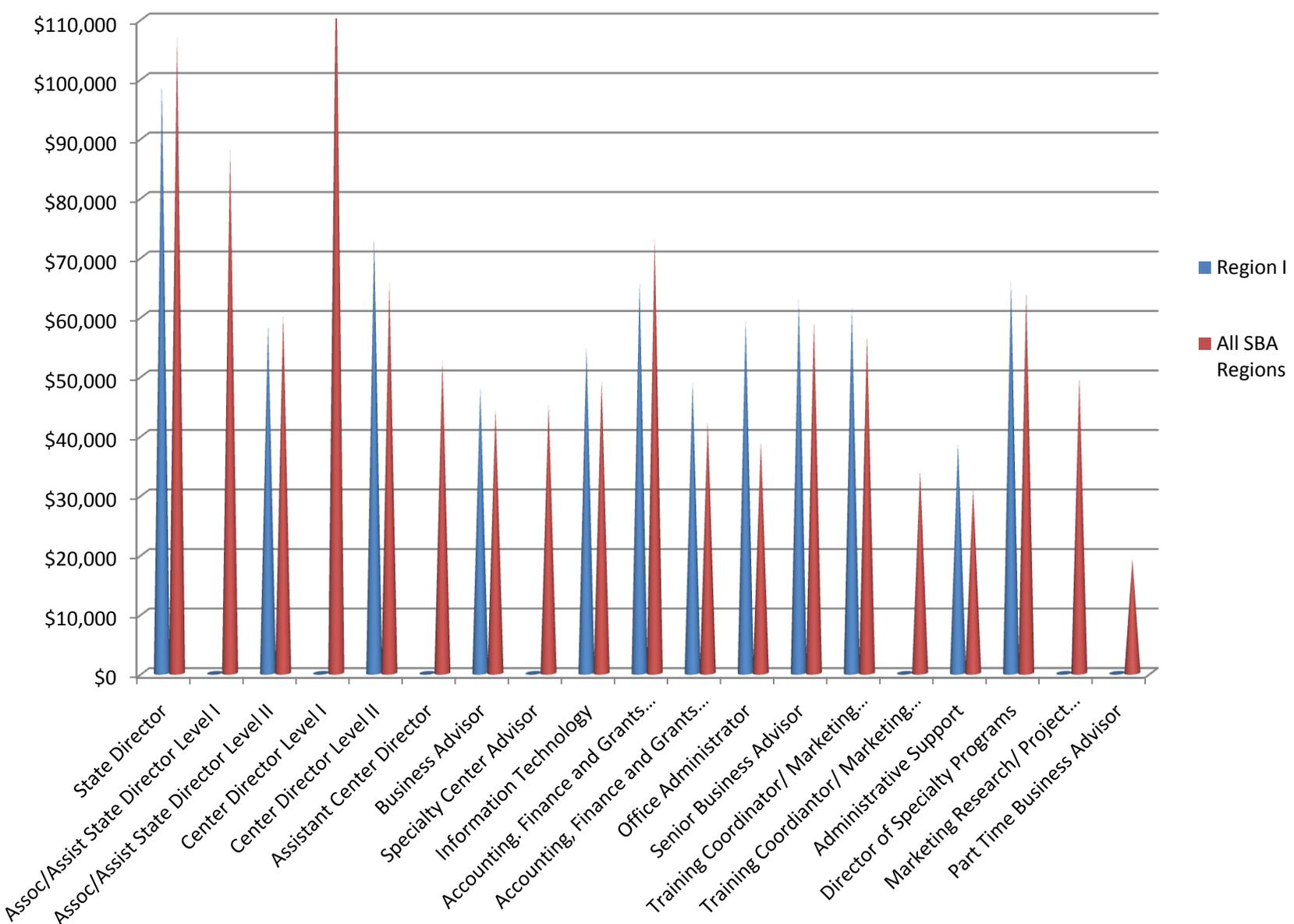


### Statistical Analysis

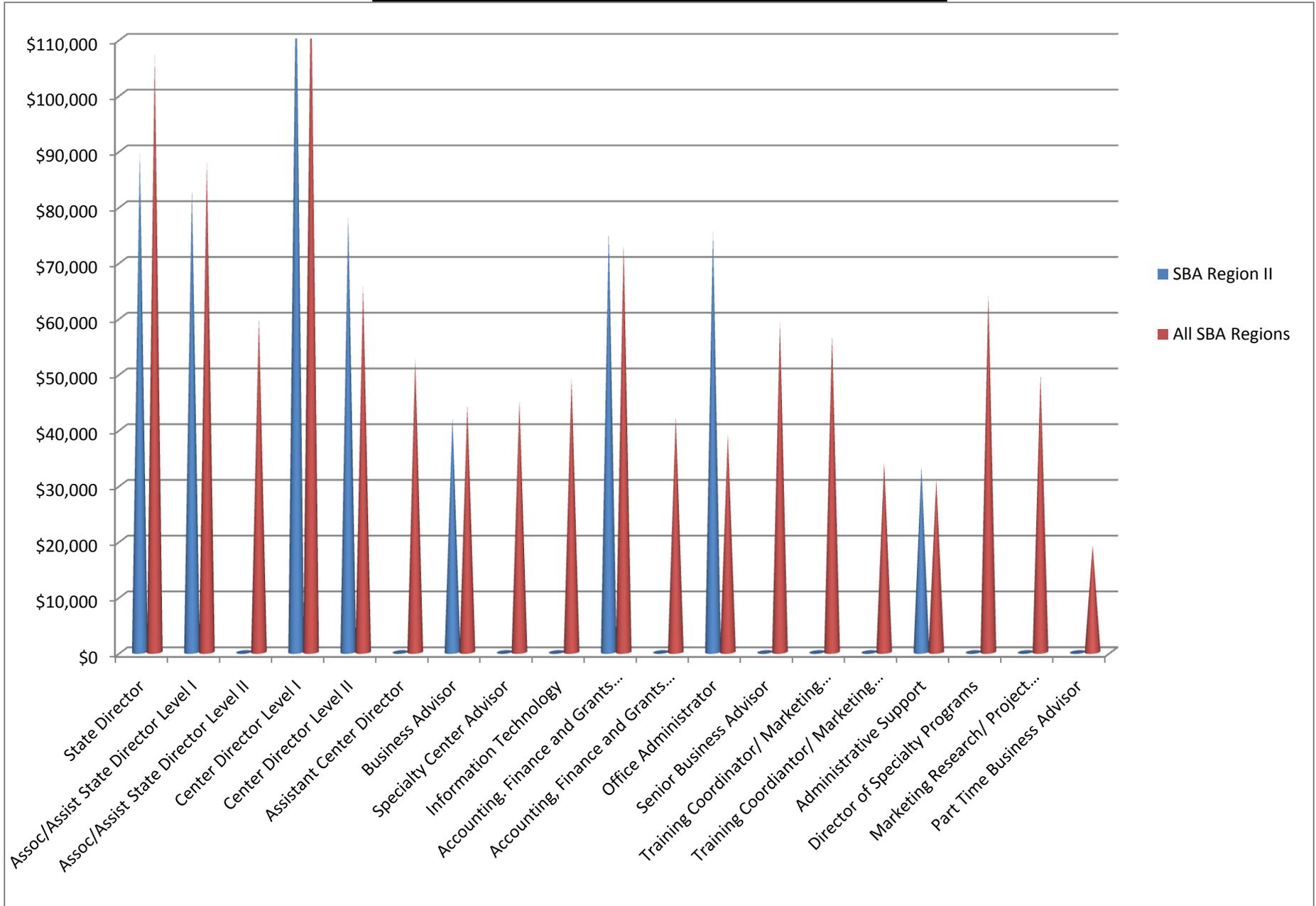
Number	24	
Mean	\$19,205	
Median	\$20,300	
Std. Deviation	\$5,235	
Minimum	\$8,423	
Maximum	\$30,134	
Percentile	50	\$20,300
	60	\$21,118
	70	\$21,600
	80	\$23,721
	90	\$24,658

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

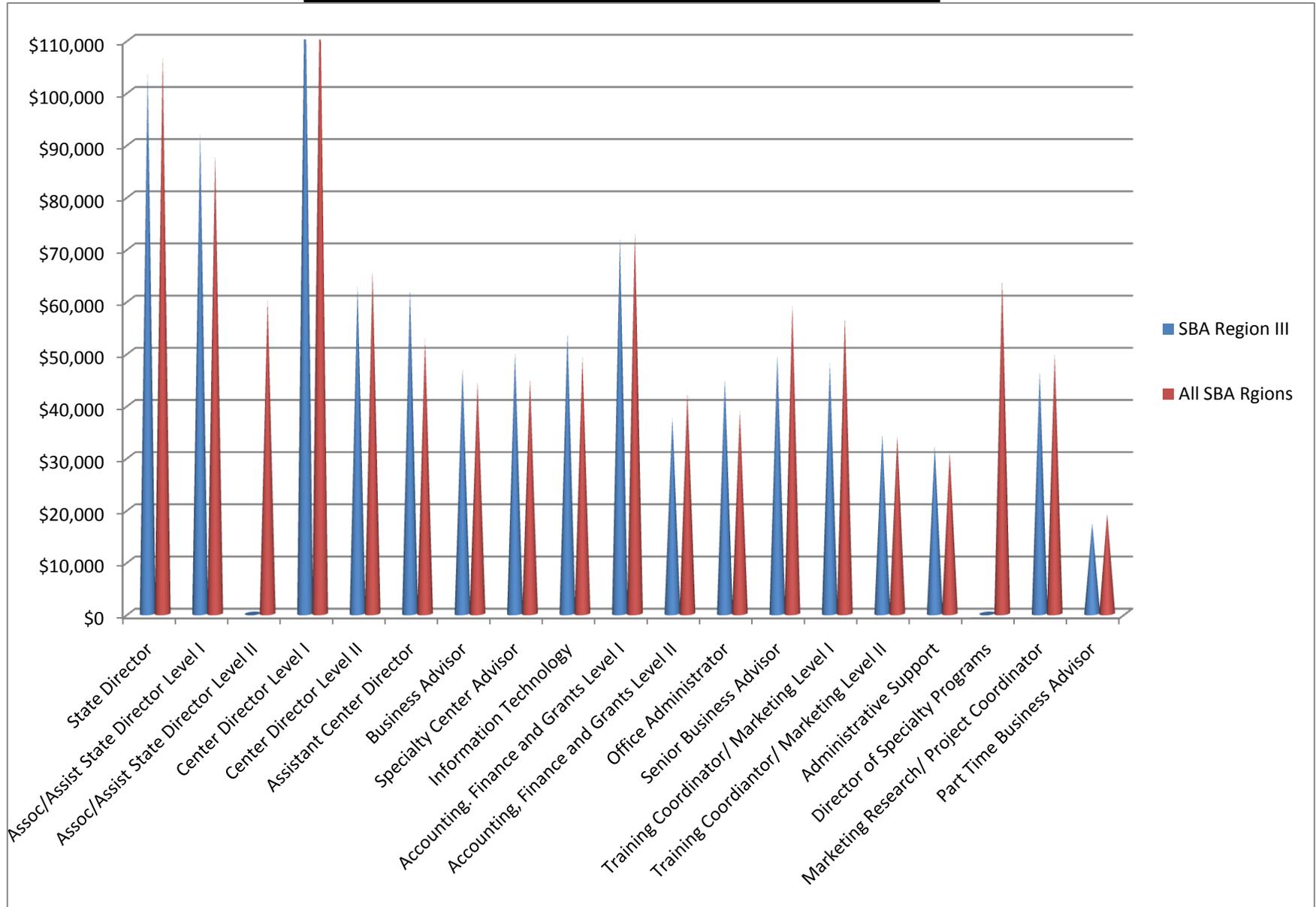
# SBA Regions Compared to SBA Region I



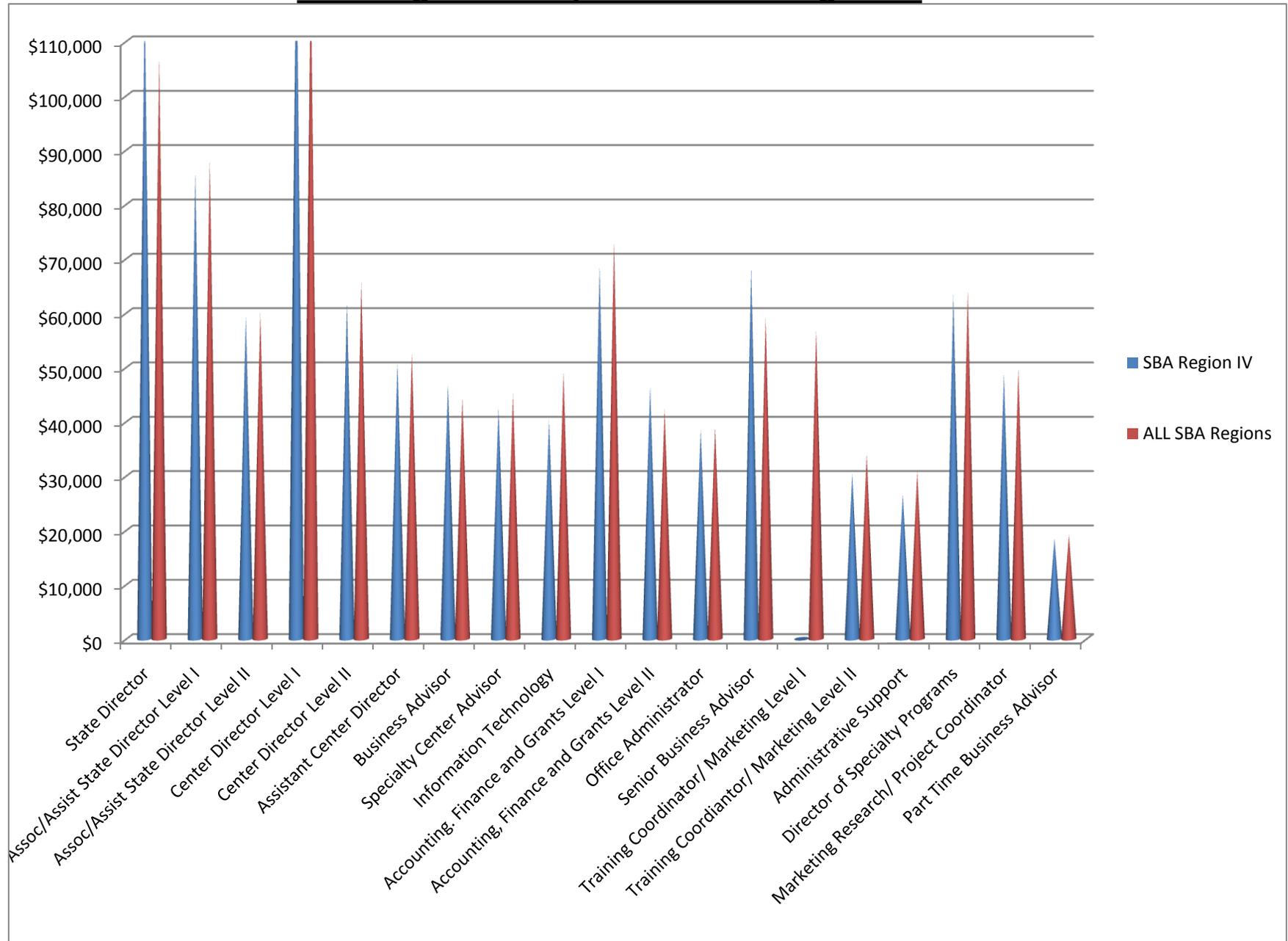
## SBA Regions Compare to SBA Region II



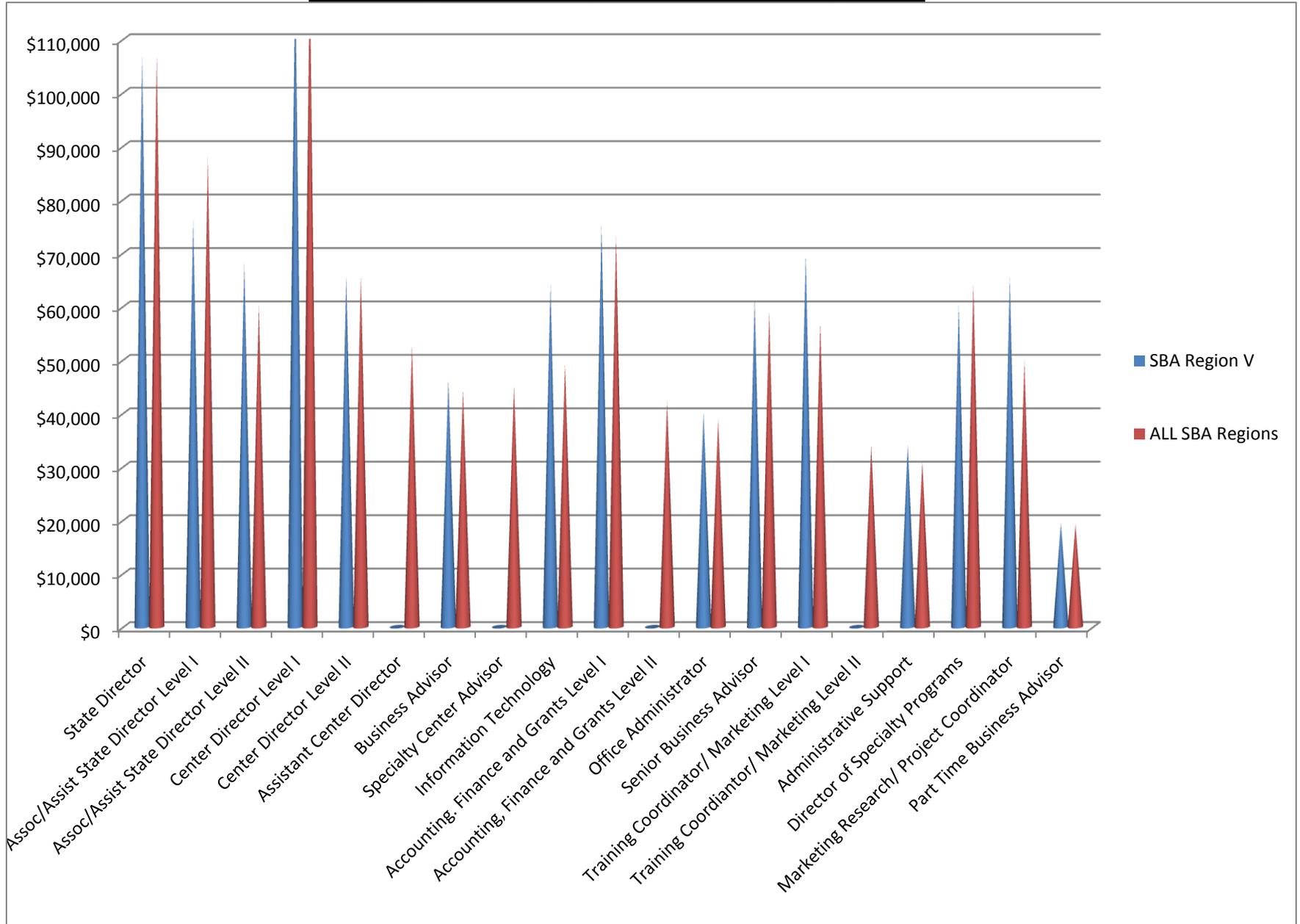
## SBA Regions Compared to SBA Region III



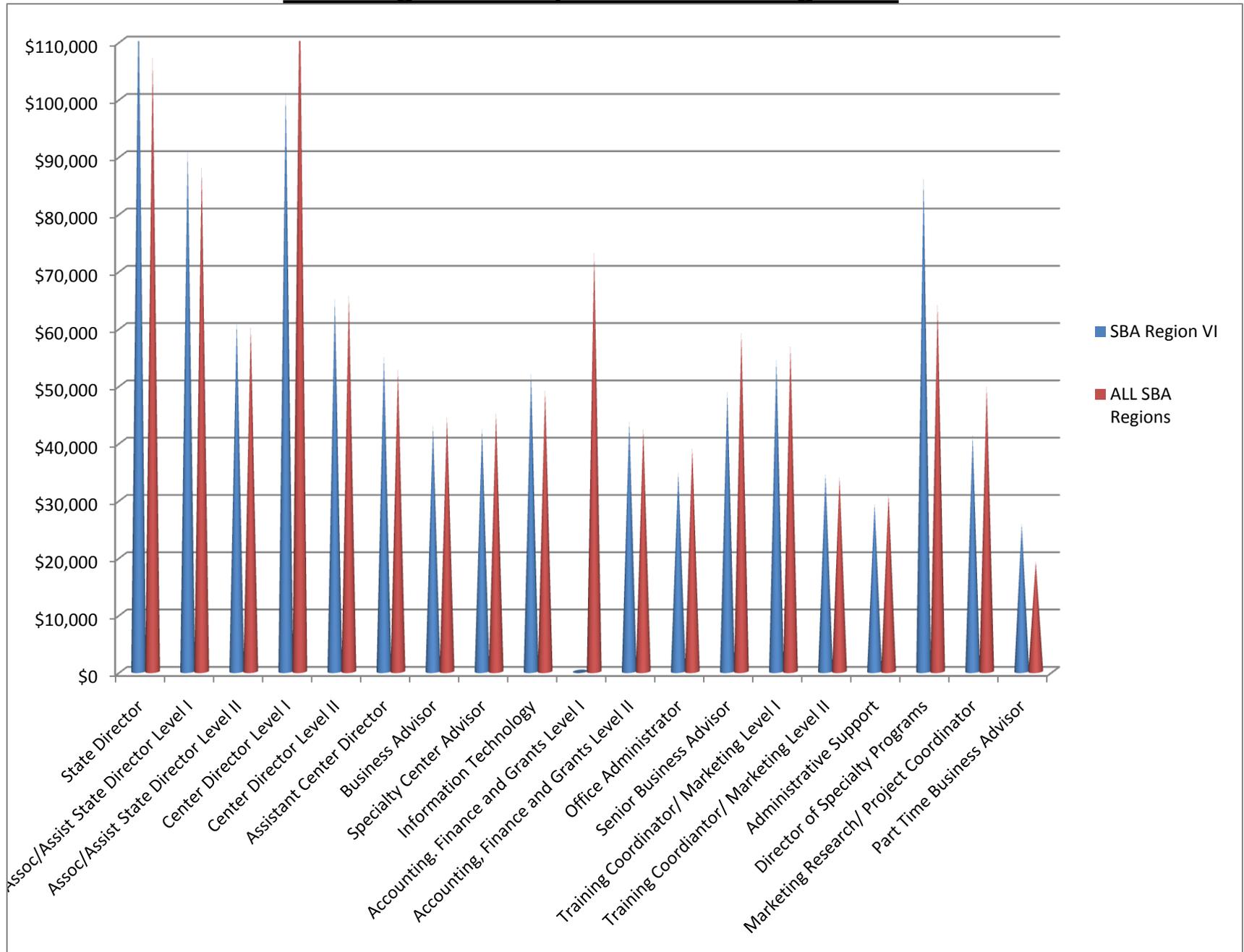
## SBA Regions Compared to SBA Region IV



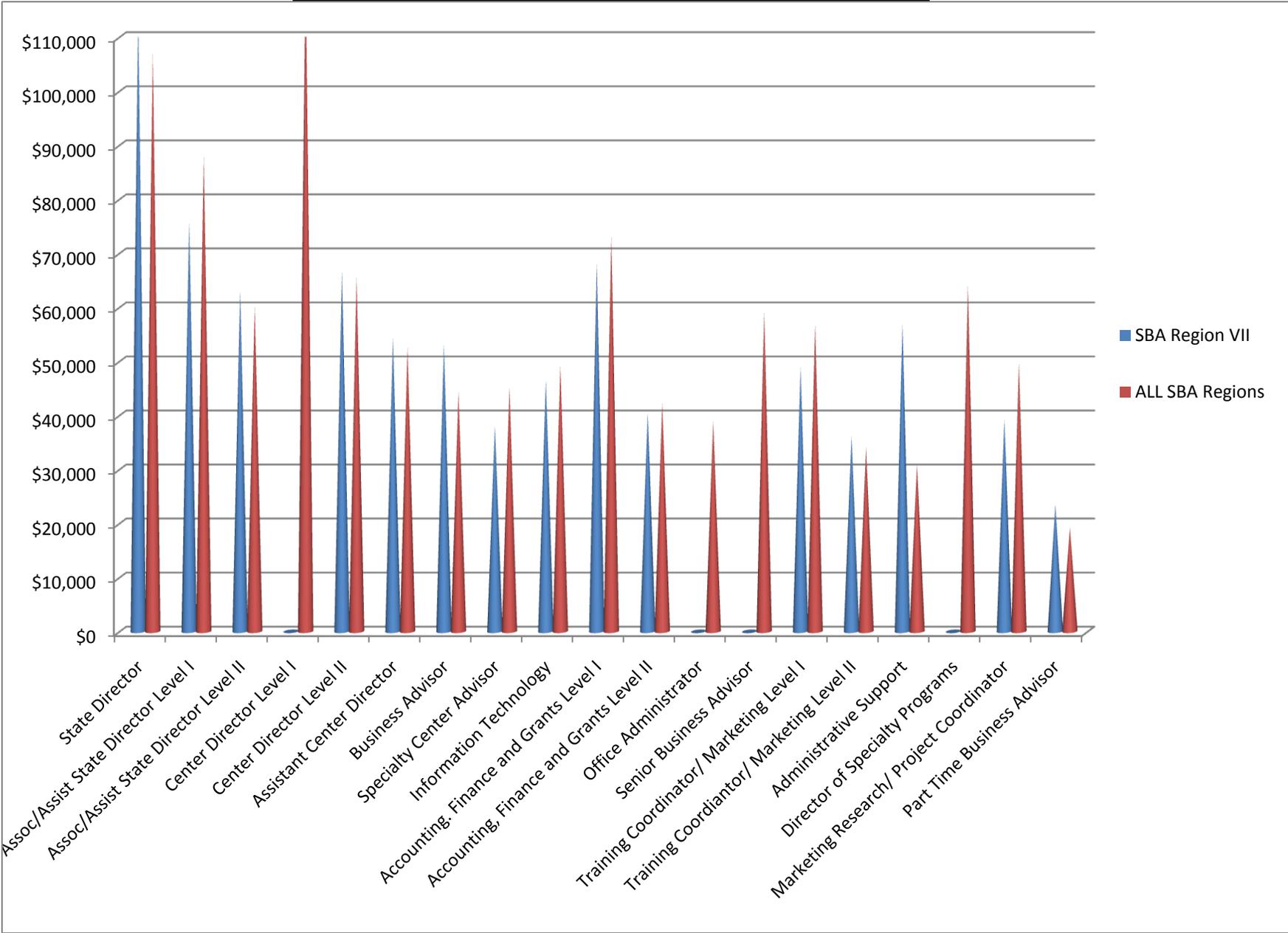
## SBA Regions Compared to SBA Region V



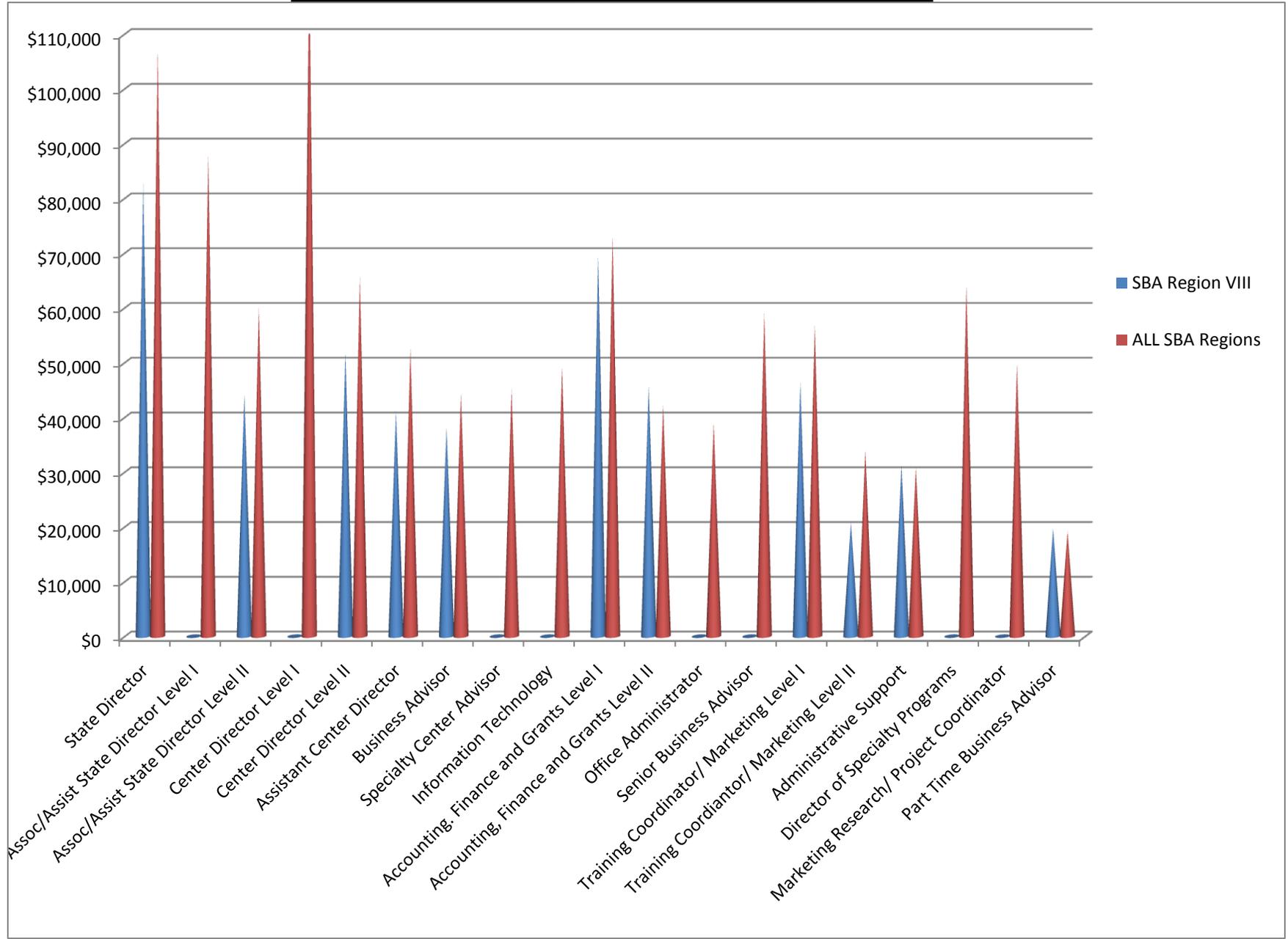
## SBA Regions Compared to SBA Region VI



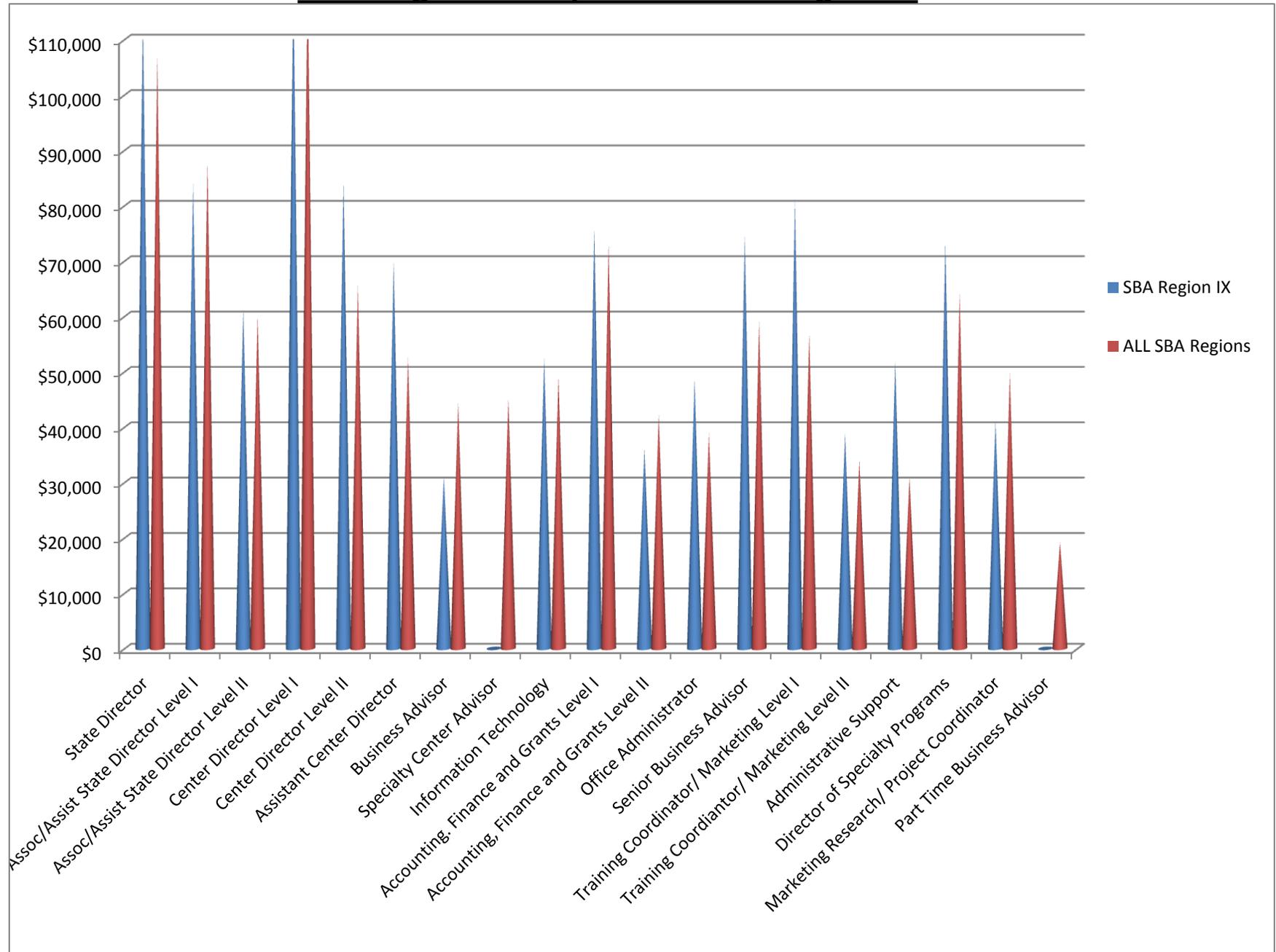
# SBA Regions Compared to SBA Region VII



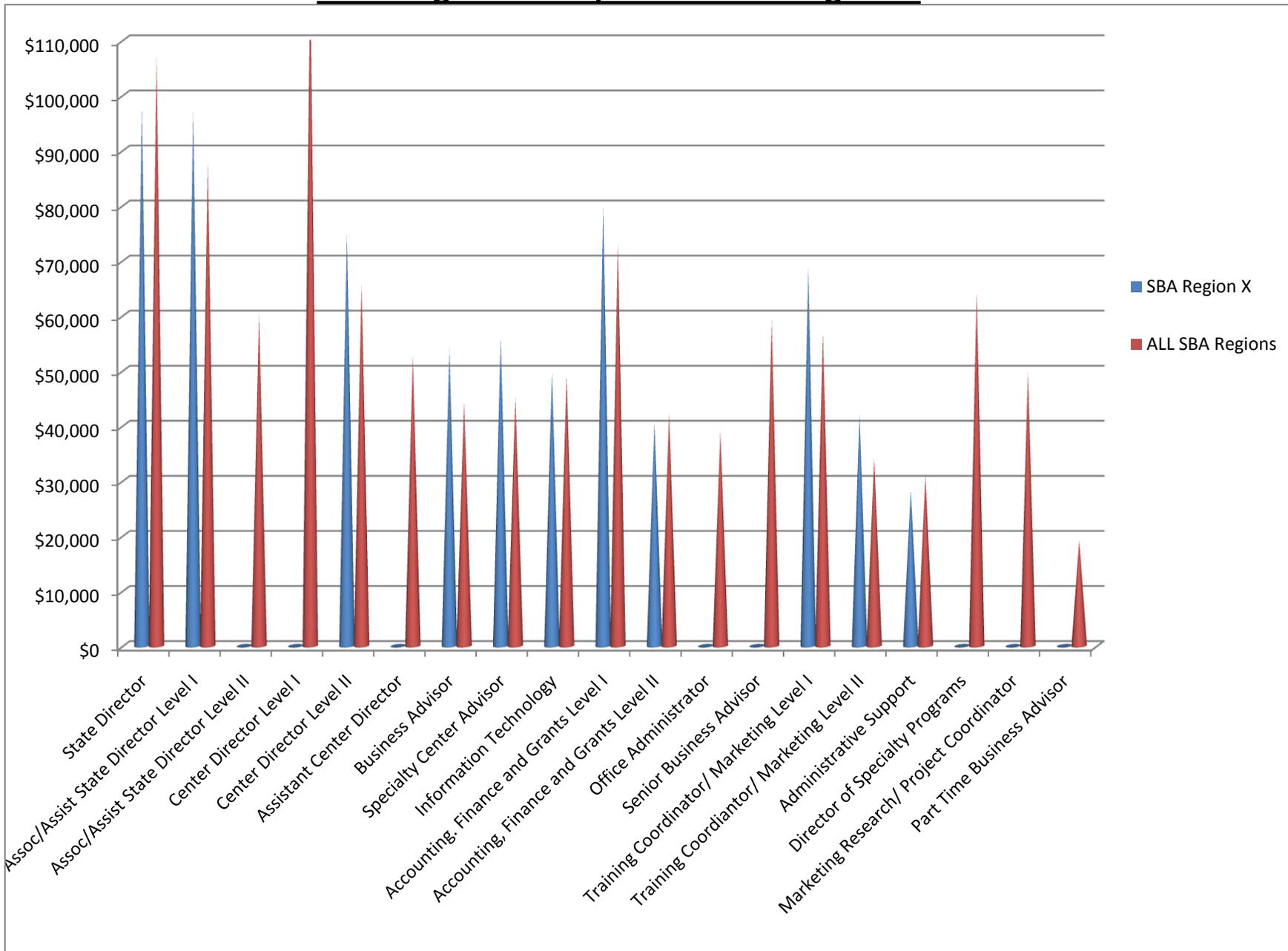
## SBA Regions Compared to SBA Region VIII



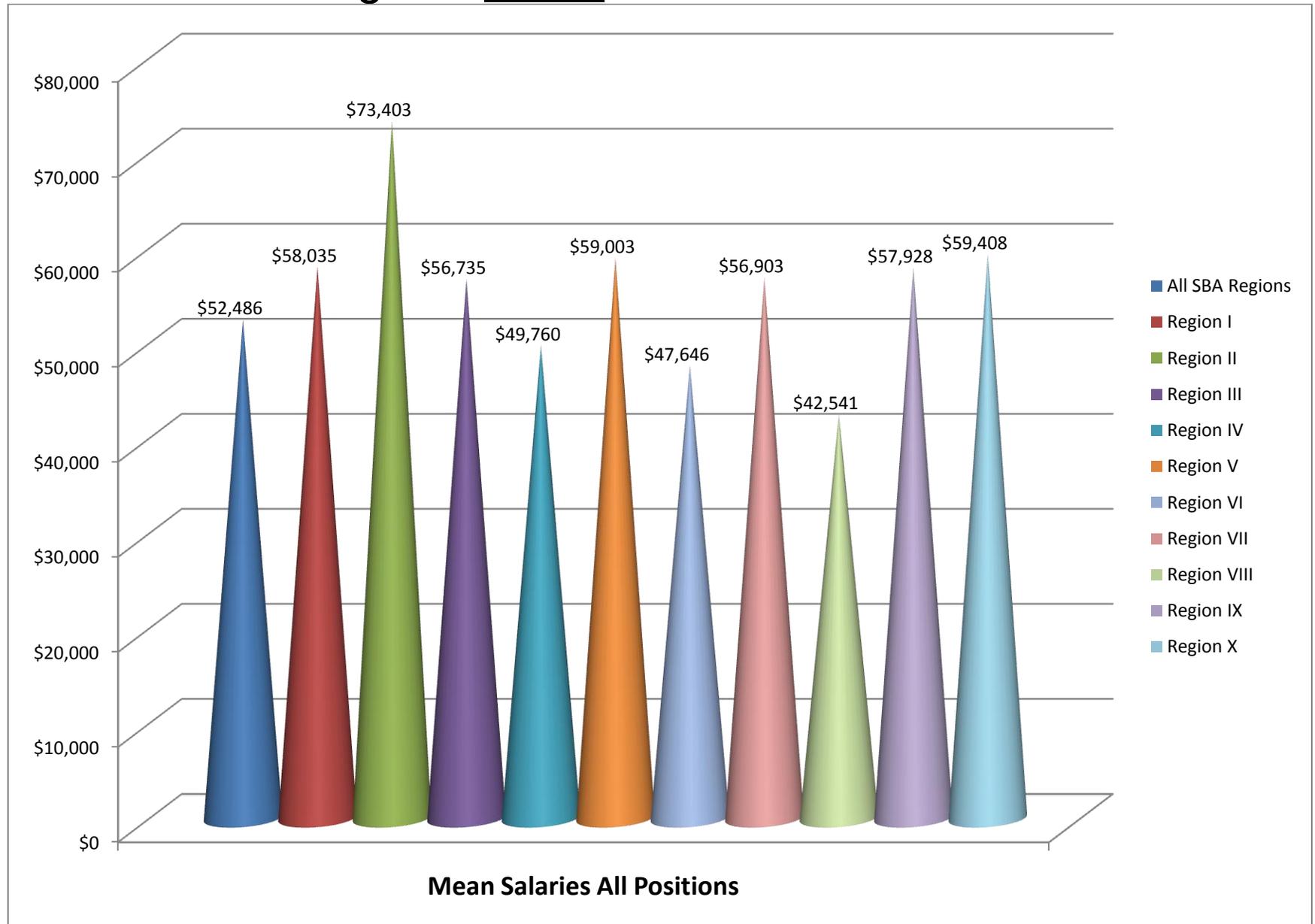
## SBA Regions Compared to SBA Region IX



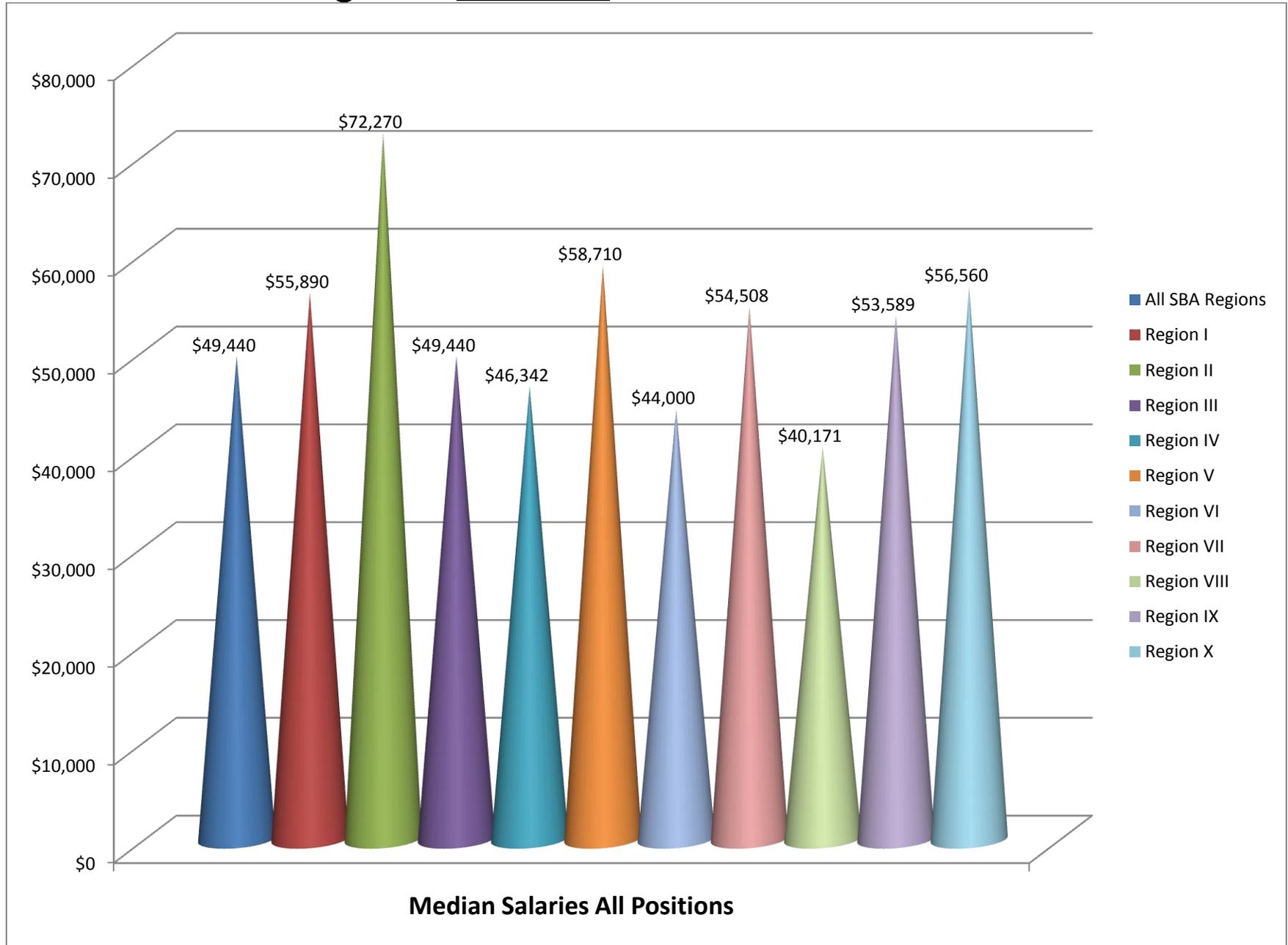
## SBA Regions Compare to SBA Region X



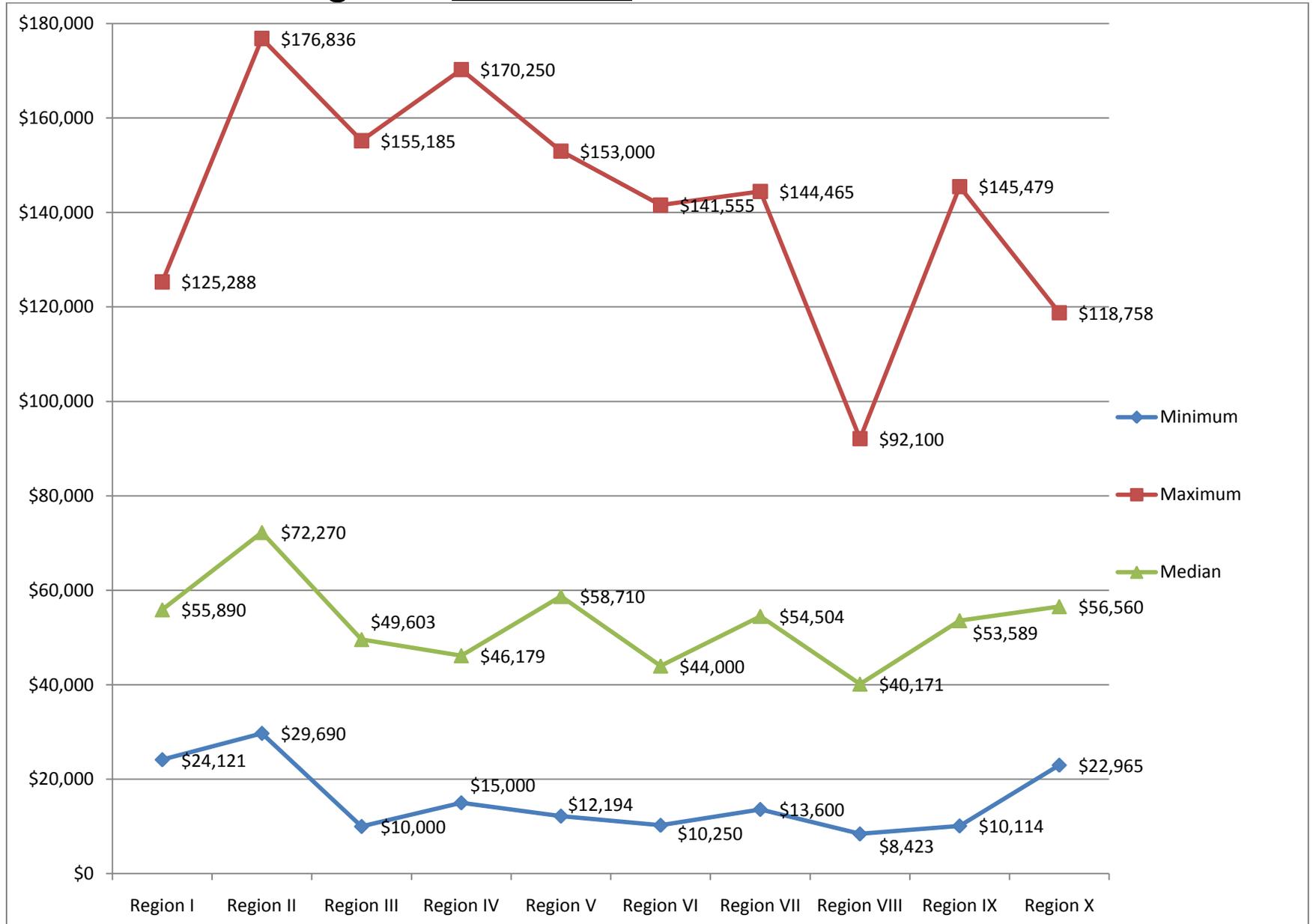
# SBA Regions Mean Salaries All Positions



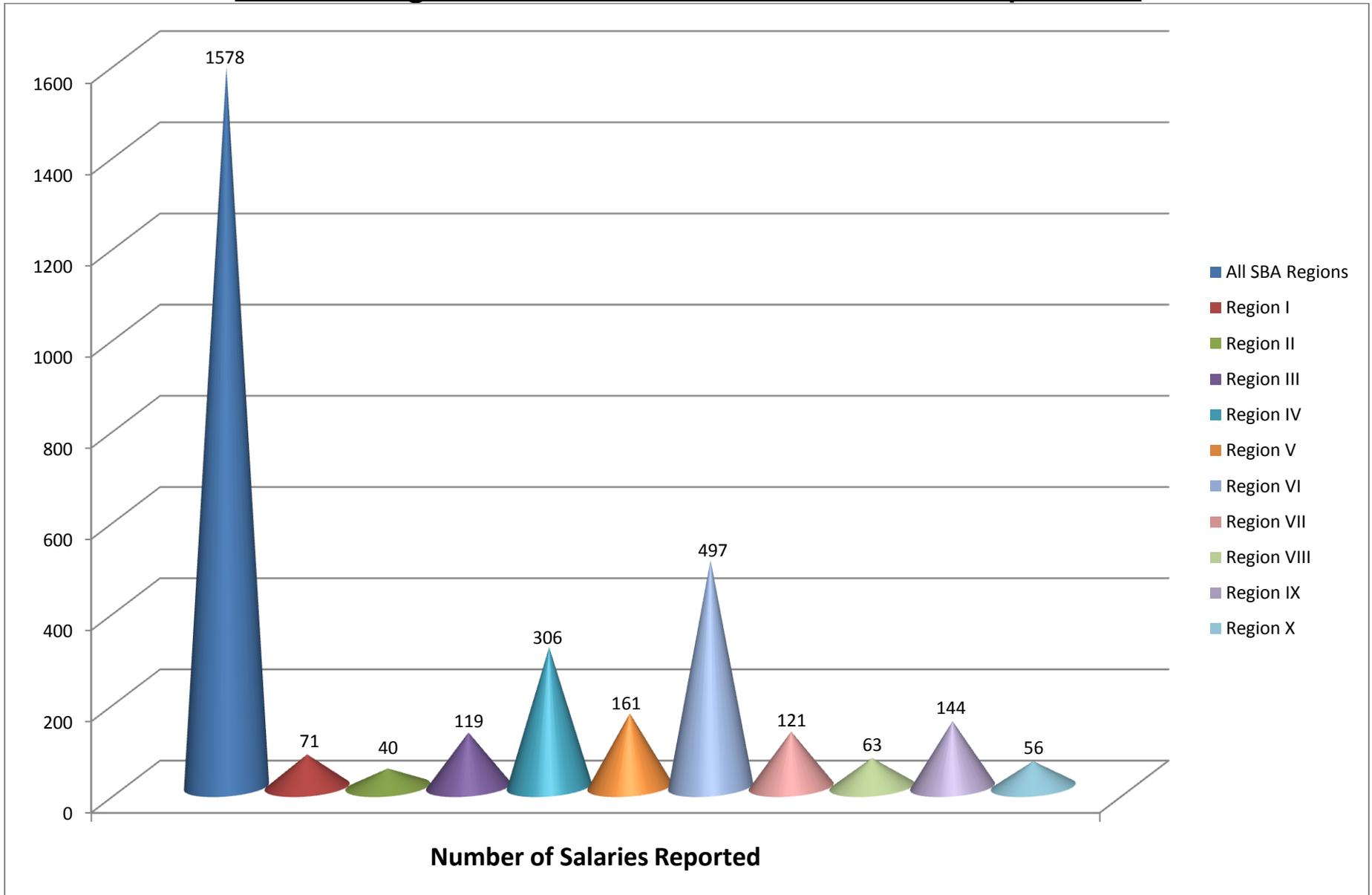
# SBA Regions Median Salaries All Positions



# 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.