

Westman  Associates Consulting LLC.

Association EasyComp Overview

A compensation administration tool for associations

Staff Compensation – An Increasingly High Priority

- ❖ Frequently the largest expense item for associations
- ❖ Nearing a full-employment economy
- ❖ Dangers in undercompensating
 - *Difficulty attracting the “best and brightest” staff*
 - *Your best staff likely to pursue other opportunities*
 - *Remaining staff feel devalued and underappreciated*
- ❖ Dangers in overcompensating
 - *Wasted dollars with less available for other organizational priorities*
 - *Likely to hold on to staff who should be moving on*



Three Typical Approaches to Assess Compensation Levels

- ❖ Guess what the competitive market is
 - *Downside.....You may (probably will) be wrong for many jobs*

- ❖ Purchase one or more compensation surveys
 - *Downside.....The data are old*
 - *Downside.....Your job scopes may not match the survey scopes*
 - *Downside.....Multiple surveys needed to cover most/all jobs appropriately - very expensive!*

- ❖ Rely on external consultants
 - *Downside.....Consultant may not have sufficient association- specific expertise*
 - *Downside.....Typically \$250 - \$400 per job to market price*

AEC..... Association Compensation Administration Made Easy

- ❖ **Designed by W&A over a two-year period**
- ❖ **Leverages over 20 years of association-specific compensation administration experience**
- ❖ **Beta-tested with four Chicago-area associations**
- ❖ **Recently launched and currently used by a Chicago-based association**



AEC Features

- ❖ Excel-based platform
- ❖ Focuses on jobs typically found in associations
- ❖ Consolidates data from the best surveys relevant to associations
- ❖ Gives you flexibility to easily adjust survey to data
 - *Differences in scope/accountabilities between association and survey jobs*
 - *Perceptions of relevance/reputation of each survey source*
- ❖ One-cell data entry updating of competitive market rates to whatever day you want

AEC Outcomes and Benefits

- ❖ Individual competitive market analyses for approximately 70 association jobs with data
 - *Accumulated from up to five survey sources*
 - *Appropriately adjusted to reflect differences in scope between your job and survey jobs*
 - *Updated to whatever date you select*
- ❖ Indication of how your salaries align with competitive market rates
- ❖ Recommended job-specific salary ranges
- ❖ Guidance for placement of incumbents in ranges and future salary progression

Additional AEC Features

- ❖ Facilitates what-if analyses for new and potential positions
- ❖ Ability to add unique, organization-specific jobs
- ❖ Access to association-specific consulting expertise at economical rates to independently
 - *Assess and recommend compensation data match adjustments for AEC tool positions*
 - *Market price unique jobs not included in AEC*

Professional Arrangements

- ❖ Two-year licensing agreement
- ❖ Fees range from \$2,000 - \$5,000 depending upon number of staff positions
- ❖ Includes W&A initial placement of positions within the AEC tool, without adjustments to match and survey weight factors
- ❖ Up to two hours of W&A consulting on AEC utilization
- ❖ Additional consulting services available at discounted rates

Why AEC Recap

- ❖ More accurate competitive market compensation analyses
- ❖ “Best practice” guidance for compensation administration
- ❖ Less time/stress/aggravation for you
- ❖ Better ROI on compensation administration expense



- ❖ Most important.....Increased likelihood of attracting and retaining the best and brightest

Questions and Answers

