



Program FAQs

Is this program replacing the compensation study survey we have been doing every other year with Whorton Marketing & Research?

Yes. Whorton Marketing & Research has been a tremendous partner to ASA and the respective SAEs who have been participating in the compensation study since 2012. The evolving needs and demands of ASA's compensation benchmarking program have grown beyond the scope of services Whorton has been able to generously provide over the years, and we have fortunately identified a new platform to move the program forward.

Who is Dynamic Benchmarking?

Dynamic Benchmarking delivers real-time benchmarking and data analysis solutions with the features and capabilities of custom software in a format that is easy to use and quick to deploy. The Dynamic Benchmarking solution combines powerful, web-based technology with unparalleled industry expertise and customer care to provide best-in-class, peer-to-peer data comparison for small businesses, associations, large enterprises and any organization looking to tap into the knowledge of the crowd for the collection of best practices, salary comparison, financial and operational data and more. Dynamic Benchmarking builds web-based solutions that are flexible, scalable and allow for meaningful comparison of financial and operational performance in a dynamic and interactive manner. For more information, please visit www.dynamicbenchmarking.com.

Who is ASA?

Association Societies Alliance (ASA) is a 501(c)(6) not-for-profit membership organization comprised of local, regional, multi-state, independent, and autonomous non-for-profit societies of association executives. The purpose of The Alliance (also sometimes referred to as The Allied Societies) is to provide opportunities for liaison and cooperation between association society executives for the purpose of sharing information, learning from the experience of others, improving the management quality provided to association executive organizations, to provide liaison with the American Society of Association Executives (ASAE) on issues of mutual interest, and to represent association society executives in forums requiring that representation. For more information, please visit www.associationalliance.org

What will be different between this new compensation study and the former program?

The former study was a static survey conducted every other year. An executive summary as well as a national and state-by-state report was generated based on the data collected. While comparative data from previous years' studies was included in the reports, the data was static and eventually became dated. The new program will be completely online with 365/24/7 access and the ability to provide and update data as well as generate real-time reports any time.

Are the reports customizable?

Yes. The end-user will be able to run compensation and benefits benchmarking reports based on a number of customizable elements, including association size, scope, geographic location and industry. Additionally, reports will be downloadable in a variety of formats including PDF, PowerPoint, Excel and Word.

Is there a minimum data point required to generate reports?

Yes. To ensure report integrity, for any question on the survey there will be a minimum of 5 respondents required in order to report on any specific data point.

How can we ensure the quality of the data when people are so creative in how they interpret questions?

The survey has complete instructions throughout and is embedded with help text and pop ups for clarification.

How often will I be able to access reports?

The end-user will have access 365/24/7, and the data can be pulled as many times and in as many formats as the user needs within the annual subscription period.

When is a subscription period?

Subscriptions will coincide with the calendar year (January 1 – December 31).

Will user data be retained from year to year?

Yes. Once you establish a user account and participate in the full online survey, for each subsequent year (or anytime during the year that you wish to update any data), your previous data will have been saved. You will only need to update data that has changed, which will save you considerable time.

What if the primary user for my organization changes?

Please contact admin@associationsocieties.org for assistance logging in. DO NOT set up a new username and account or you will not have access to historical organization data.

What will an annual subscription cost my association?

Entering data about your association's compensation and benefits will always be free. For the year 2020, generating reports will also be free to all users. ASA is providing this service for free via your respective SAE (society of association executives) so users can experience the program and its value with no financial risk. Beginning January 1, 2021, users will be required to purchase an annual subscription to access any reports. The specific subscription cost will be determined by ASA in early 2020 (again, effective 1/1/2021), and is expected to be competitive to the costs most individual SAEs charged to purchase the previous biannual compensation study.

Will there still be a member as well as a non-member subscription rate?

Yes. While specific pricing will not be determined until early 2020, it is anticipated that subscription rates will be based on whether or not the user (individual association) is a member of their respective SAE.

Will my SAE still receive revenue from this program?

Yes. All participating SAEs will receive revenue share based on the level of participation from their respective members. To ensure that revenue is tracked accordingly, participating associations will be asked to identify which SAE they are associated with.

How do I participate?

When the platform officially launches (early January 2020), your respective SAE will provide you with participation information that is expected to include access directly from your SAE's website. Ultimately you will use the access link that will be provided to create your own user account and establish your own unique and secure login credentials (username and password).

Will my compensation data be secure?

Yes. Neither your respective SAEs nor ASA itself will have access to specific user data. All personal data will be securely held and protected by Dynamic Benchmarking and subject to the General Data Protection Regulation.

Who do I contact if I have questions about using the platform?

Please contact admin@associationsocieties.org with questions about the platform.