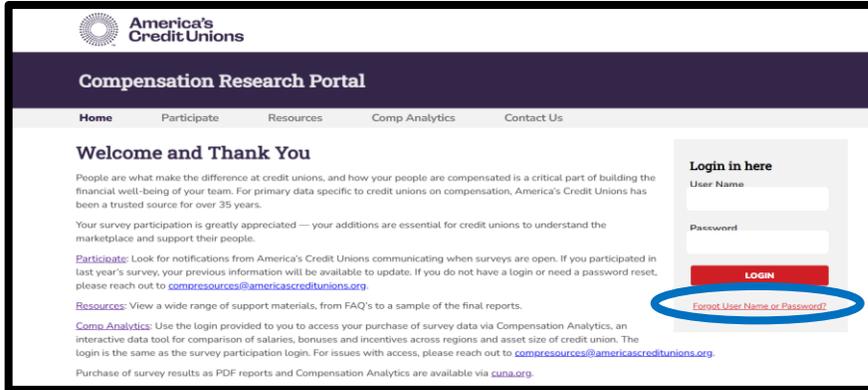


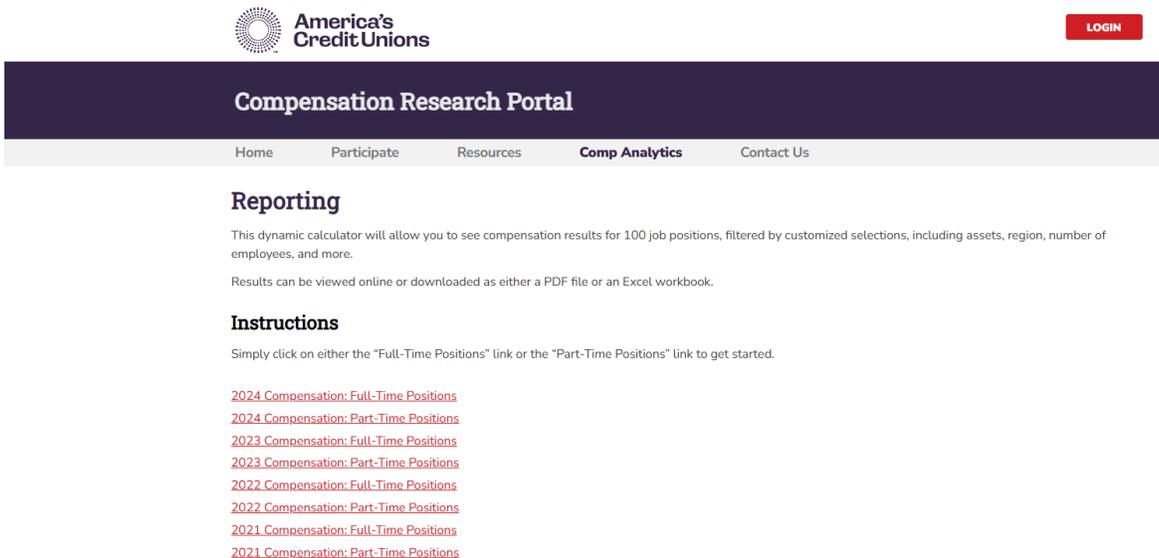
America's Credit Unions Compensation Analytics – How to Use the Tool

- 1) Sign in using the User Name and Password that America's Credit Unions sent to you. (If you have not received a User Name and Password, please contact America's Credit Unions via e-mail at compresources@americascreditunions.org)



- 2) On the **Comp Analytics** tab, click the type of positions you are interested in – Full-Time or Part-Time – for the appropriate year.

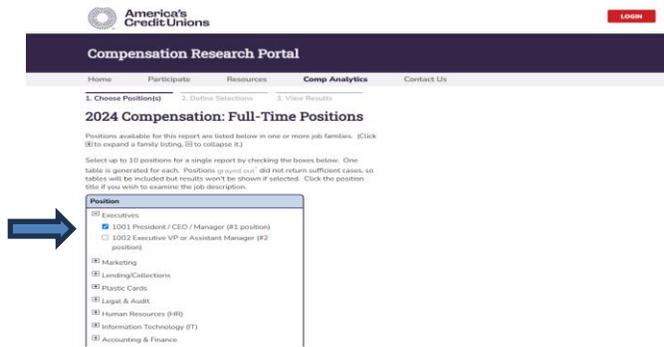
(If you purchased Comp Analytics previously, you will have access to all applicable years here. Although all years are listed, you will only have access to those years you purchased Compensation Analytics.)



3) Across the top of the page are links that show where you are in progress of creating your report.



4) At the **1) Choose Position(s)** screen, positions/job titles are listed within Job Family. Click on the plus [+] next to the Job Family you are interested in to open the list of positions within that job family. Then check the box(es) next to the position(s) you would like included in your report.



- 5) Click on the **2) Define Selections** link at the top of the page, and then choose the credit union characteristics for which you would like compensation information.

Define your selections by clicking on one or more checkboxes for specific segments under at least one of the categories (**Credit union asset size**, **Region**, **Number of members**, etc.). By default, "INCLUDE ALL" will be checked for the other categories where you haven't chosen specific segments.

NOTE: When choosing segments, it is better to click on one (or more) segments in **just one or two categories** than it is to select just **one** specific segment in each of **many different categories**.

For example, it is better to select one or two asset groups from the **Credit union asset size** category and one or two regions from the **Regions** category than it is to select one asset group, one region, one number of members group, and one number of branches group. There will be very few credit unions that match all of those criteria. (See more details in the note under Step 6 on the next page.)

Compensation Research Portal

Home Participate Resources **Comp Analytics** Contact Us

1. Choose Position(s) 2. **Define Selections** 3. View Results

2024 Compensation: Full-Time Positions

Define your selections by clicking on one or more checkboxes for specific segments under at least one of the categories (**Credit union asset size**, **Region**, **Number of members**, etc.). By default, "INCLUDE ALL" will be checked for the other categories where you haven't chosen specific segments.

NOTE: When choosing segments, it is better to click on one (or more) segments in **just one or two categories** than it is to select just **one** specific segment in each of **many different categories**.

For example, it is better to select one or two asset groups from the **Credit union asset size** category and one or two regions from the **Regions** category than it is to select one asset group, one region, one number of members group, and one number of branches group. There will be very few credit unions that match all of those criteria.

For definitions of regions and services offered, see links on the **Resources** tab.

Credit union asset size <input type="checkbox"/> INCLUDE ALL <input type="checkbox"/> \$1M to \$2M <input type="checkbox"/> \$2M to \$5M <input type="checkbox"/> \$5M to \$10M <input type="checkbox"/> \$10M to \$20M <input type="checkbox"/> \$20M to \$50M <input checked="" type="checkbox"/> \$50M to \$100M <input type="checkbox"/> \$100M to \$200M <input type="checkbox"/> \$200M to \$500M <input type="checkbox"/> \$500M to \$1B <input type="checkbox"/> \$1B or more	Number of full-time employees <input checked="" type="checkbox"/> INCLUDE ALL <input type="checkbox"/> 1 <input type="checkbox"/> 2 - 4 <input type="checkbox"/> 5 - 9 <input type="checkbox"/> 10 - 49 <input type="checkbox"/> 50 - 99 <input type="checkbox"/> 100 or more Number of services offered <input checked="" type="checkbox"/> INCLUDE ALL	Number of members <input checked="" type="checkbox"/> INCLUDE ALL <input type="checkbox"/> 1 - 999 <input type="checkbox"/> 1,000 - 1,999 <input type="checkbox"/> 2,000 - 4,999 <input type="checkbox"/> 5,000 - 9,999 <input type="checkbox"/> 10,000 - 19,999 <input type="checkbox"/> 20,000 - 39,999 <input type="checkbox"/> 40,000 - 49,999 <input type="checkbox"/> 50,000 - 59,999 <input type="checkbox"/> 60,000 or more
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For definitions of the **Regions** and **Number of services offered** categories, please see additional links on the **Resources** tab.

6) Click on the **3) View Results** link to produce your report.

America's Credit Unions 2024 Credit Union Staff Salary Survey
Full-Time Positions

America's Credit Unions

Family: Marketing
Title: Marketing Specialist
Code: 1121

Your Selections
Assets: \$200M to \$500M
Regions: all
Employees: all
Services: all
Loans out: all
Members: all
Branches: all
Population: all

	N	%	Average	25th Percentile	Median	75th Percentile	90th Percentile
Your Selections							
Annual base salary	33		\$55,430	\$49,600	\$54,320	\$59,870	\$70,260
% paid incentive and/or bonus	33	72%					
Incentive/bonus payment	24		\$2,220				
Total cash compensation	33		\$57,000	\$51,050	\$57,220	\$61,320	\$70,730
Salary range minimum	24		\$43,810				
Salary range midpoint	24		\$54,670				
Salary range maximum	24		\$65,520				
All Respondents							
Annual base salary	146		\$42,350	\$51,060	\$58,490	\$70,240	\$85,220
% paid incentive and/or bonus	143	70%					
Incentive/bonus payment	99		\$3,180				
Total cash compensation	146		\$64,430	\$53,050	\$60,000	\$72,800	\$87,400
Salary range minimum	106		\$50,880				
Salary range midpoint	106		\$63,720				
Salary range maximum	106		\$76,560				

Job Description
Assists in the development and implementation of CU marketing plan. Recommends marketing strategies. Helps train staff in cross-selling and marketing techniques.

Effective date: January 1, 2024
* Statistics suppressed when based on insufficient cases.

IMPORTANT: If choosing a **single segment under multiple (more than TWO) different categories** (such as asset size, region, number of members, etc.), there may not be enough survey data to provide any usable information for certain positions/job titles. That is because fewer credit unions will fit all the specific criteria if the choices are too granular.

As a result, you will get a report that has blank or asterisks under **"Your Selections"** when you go to view your report.

	N	%	Average	25th Percentile	Median	75th Percentile	90th Percentile
Your Selections							
Annual base salary	0		*	*	*	*	*
% paid incentive and/or bonus	0	*					
Incentive/bonus payment	0		*				
Total cash compensation	0		*	*	*	*	*
Salary range minimum	0		*				
Salary range midpoint	0		*				
Salary range maximum	0		*				
All Respondents							



In these instances, go back to **2) Define Selections** to refine your choices. You can either **click on an additional segment(s)** in the category(ies) and/or **reduce the number of different categories** (asset size, region, number of members, etc.) for which you have specified segments to be used in your report. This will improve the likelihood of obtaining usable information.

For example, if a search using the **Credit union asset size** of **\$200M to \$500M** with the **Region** of **East North Central** does not yield usable results, add another region and/or asset group to your report. In this case, you might also click on the **West North Central** region and/or the **\$500M to \$1B** asset group. This will add more survey data to your results/calculations.

7) You can also re-define your selections of position(s) and segments to generate a different report. Simply click on the **1) Choose Position(s)** or **2) Define Selections** to do so. It will hold your previous selections until you clear them.

8) For instances where you have selected more than one position, the reports for the different positions will each have a tab at the bottom of the visible report. These are labeled by the code for the position. Click the tab to see the report for each of the other position(s).

Family: Marketing
Title: Marketing Specialist
Code: 1121

Your Selections
 Assets: \$200M to \$500M
 Regions: all
 Employees: all
 Services: all
 Loans out: all
 Members: all
 Branches: all
 Population: all

	N	%	Average	25th Percentile	Median	75th Percentile	90th Percentile
Your Selections							
Annual base salary	33		\$55,430	\$49,600	\$54,520	\$59,970	\$70,260
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All Respondents							
Annual base salary	146		\$42,350	\$51,060	\$58,490	\$70,240	\$85,220
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Salary range maximum	106		\$76,560				

Job Description
 Assists in the development and implementation of CJ marketing plan. Recommends marketing strategies. Helps train staff in cross-selling and marketing techniques.

Effective date: January 1, 2024
 * Statistics suppressed when based on insufficient cases

Powered by:  Radex Research

1121 1221



Frequently Asked Questions

Q: When I view my results, why does “my selections” show all asterisks and/or blanks where averages and percentiles should be?

A: You may have chosen segments under too many categories when defining selections. Blanks and asterisks indicate there is insufficient data to provide results. Please read the note under Step 6 for a solution.

Also note that some positions are less common and will not generate results if too few credit unions have staff in that position. We do our best to have sufficient data for all positions. You can do a test on the President/CEO position to see if your segment choices might provide results on another position. If no results show for President/CEO, then you have chosen segments under too many categories.

Q: Can I pick specific credit unions that I would like included in my results?

A: No. You will not be able to choose which credit unions are included in your results. The selection of segments allows you to pick your **peers** based on a combination of criteria/categories (asset size, region, etc.) that are most important to you.

Q: More than one position was chosen for the report but I’m only seeing one position in my results, where is the report for other position(s)?

A: Each position has its own tab in the results. Please read Step 8 of these instructions for details.

Q: Is the Average an average of the Percentiles that are listed?

A: No. The Average is the average for all the salaries for the position, while each Percentile is the salary at that position in the list of the salaries. In other words, 90th percentile is the salary that is one tenth of way down the list of salaries (90% of salaries are lower than the 90th percentile). Median is the 50th percentile and is the midpoint or half way from the top and bottom, etc. (Also see the definition of terms in “How to Use the Data Tables” on the **Resources** tab for further explanation of these terms, and more.)

Q: What if I need help using CUNA Compensation Analytics?

A: If you are having difficulties using the portal, please contact us at compresources@americascreditunions.org. We also welcome any feedback you have that might help us improve the tool/calculator.