

# **APPL COOPERATING ASSOCIATION WAGE SURVEY REPORT: September 2009**

## **BACKGROUND**

Thirty-eight APPL members participated in this survey. This is the second wage survey conducted by the APPL this year. The previous survey covered executive director, business manager, and bookstore clerk wages as well as benefit programs. For a PDF of this survey's report, contact Mark Tilchen.

## **SUMMARY**

The duties of people with the same or similar title can vary significantly among associations. This report should be used along with other tools and comparisons in determining wages. For example, one association reported that they have a retail manager who oversees the stores but the operations manager serves as the buyer. In one association, the executive director and the business manager handle membership and fundraising. In some cases an association used the wage of a position that somewhat matched the one asked for in the survey. One association does not do education programs, but recorded their *conservation director* wage for the education wage because this person handles volunteer and partnership programs. Some smaller associations provided an annual wage for managers and employees who are only part-time.

In many cases, there is a direct correlation between the revenue of the association and how much managers are paid, though it is not always true that larger associations pay more than smaller associations, especially for lower-level positions.

In some cases, small associations provided a wage for a position in the survey, when in reality, that person is the only employee, and would be better categorized as an executive director equivalent. I did not include those wages in the survey. Some smaller associations provided an hourly wage for manager positions. These had to be converted to annual salary for the purposes of comparison.

## **ADDITIONAL INFORMATION**

If you need more specific information on wages for the positions covered in this report, as they relate to your organization, email me ([mark\\_tilchen@sequoiahistory.org](mailto:mark_tilchen@sequoiahistory.org)) with the position you need data on and your association's revenue.

## **RETAIL MANAGER/BUYER PAY**

The current annual wage for this position ranges from \$14,000 to \$73,000. Most of the associations paying less than \$26,000 indicated these are part-time employees. The average was \$37,312.

ASSOCIATIONS UNDER \$250,000 IN REVENUE: Average = \$23,924

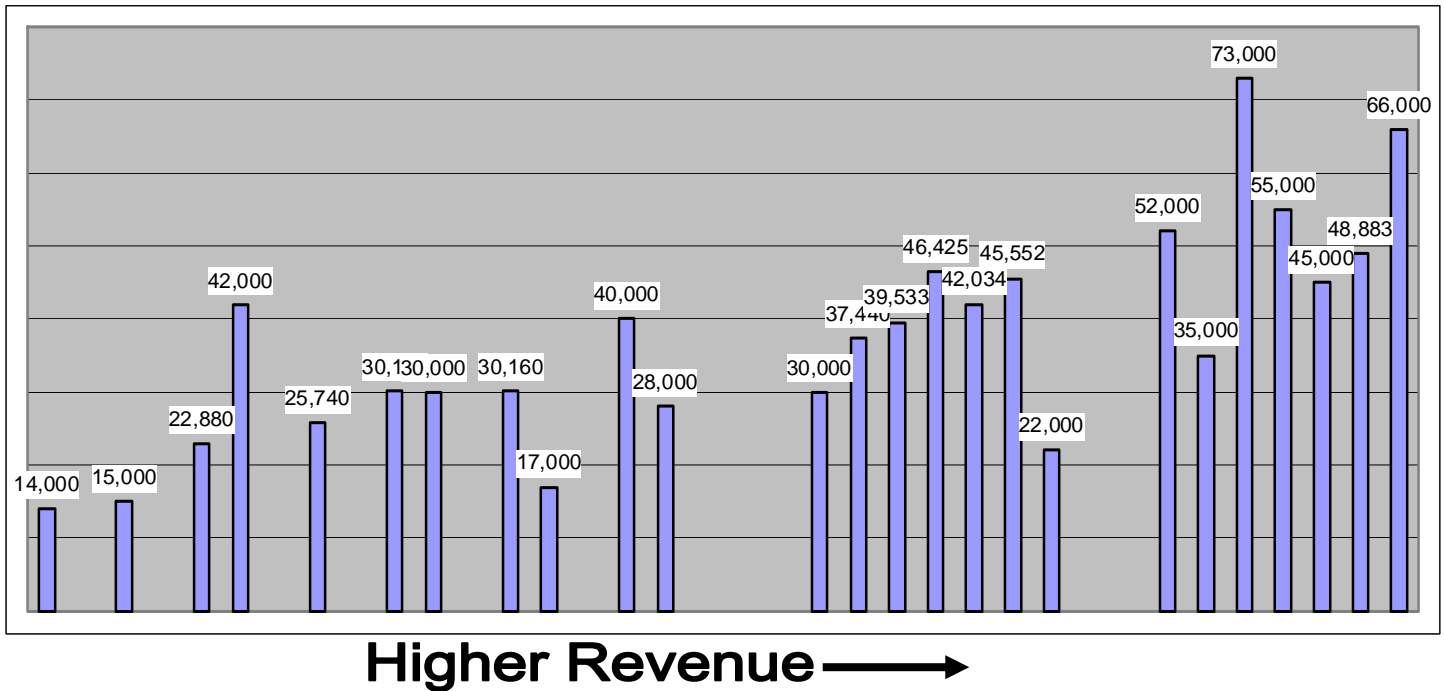
ASSOCIATIONS BETWEEN \$250,000 & \$750,000 IN REVENUE: Average = \$29,220

ASSOCIATIONS BETWEEN \$1 MILLION & \$2 MILLION IN REVENUE: Average = \$38,350

ASSOCIATIONS BETWEEN \$2.1 MILLION & \$3 MILLION IN REVENUE: Average = \$40,397

ASSOCIATIONS ABOVE \$4.5 MILLION IN REVENUE: Average = \$58,814

**RETAIL MANAGER/BUYER PAY CONTINUED**

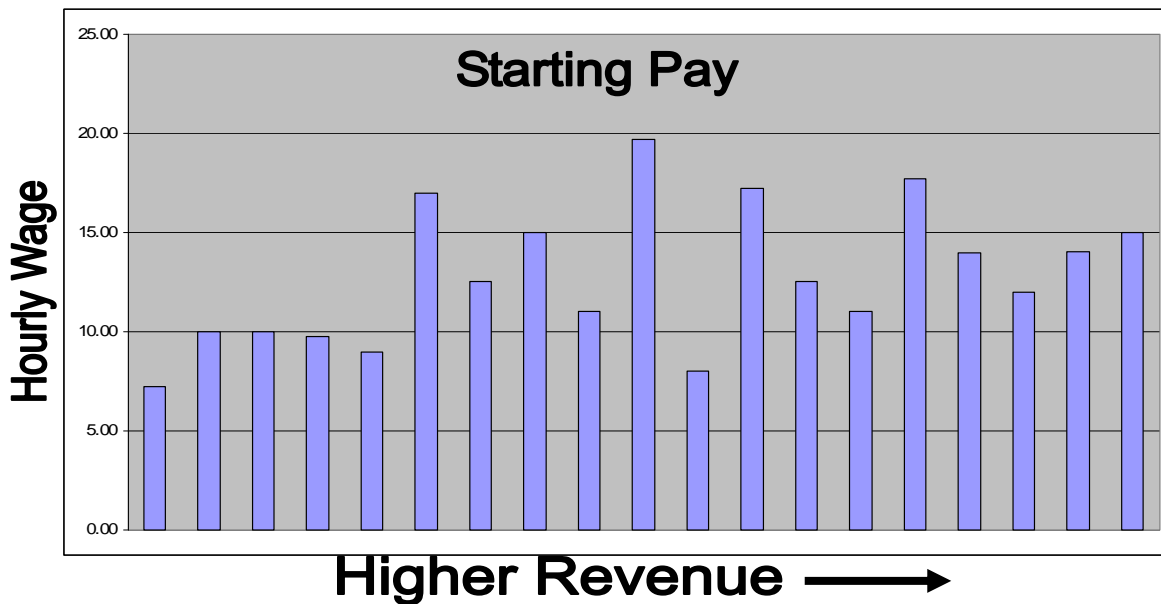


**BOOKSTORE MANAGER PAY**

Starting pay for bookstore manager/supervisor (usually oversees one store) ranges from \$7.20 to \$17.73/hour. The maximum pay for this position ranges from \$7.20 to \$26.59/hour. The survey does not take into account the size of the store managed. Although smaller associations tend to pay less, this is not always the case.

Average starting pay      Average maximum pay

|   |         |         |
|---|---------|---------|
| ASSOCIATIONS UNDER \$1 MILLION IN REVENUE:  | \$10.49 | \$12.54 |
| ASSOCIATIONS BETWEEN \$1 MIL & \$3 MILLION: | \$13.70 | \$17.54 |
| ASSOCIATIONS ABOVE \$3 MILLION IN REVENUE:  | \$13.97 | \$19.78 |



## EDUCATION PROGRAM/FIELD INSTITUTE MANAGER PAY

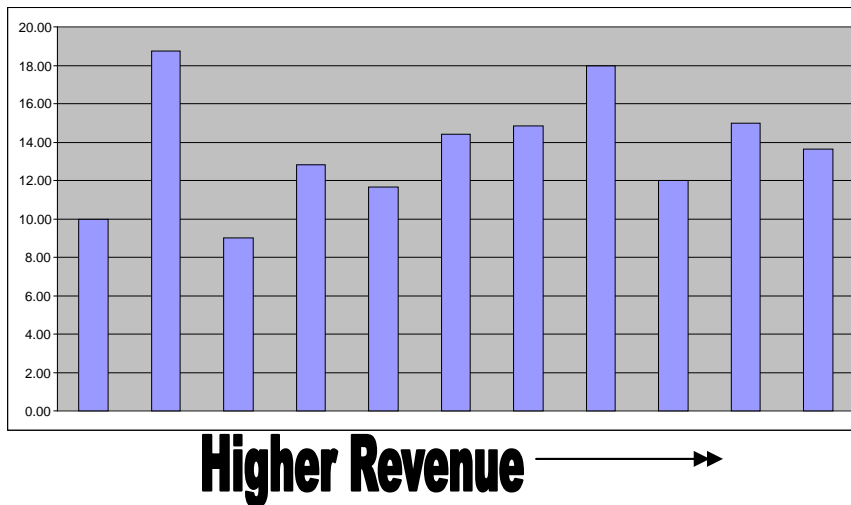
There is a close correlation between association revenue and annual salary. This survey is based on the association's total revenue and does not take into account the size of the education program that is managed by the manager. Salary is very consistent among associations with more than \$2 million in revenue.

Salary ranged from \$22,260 to \$60,000. The average is \$46,603.

|   | <u>Low</u> | <u>High</u> | <u>Average</u> |
|---|------------|-------------|----------------|
| ASSOCIATIONS UNDER \$1 MILLION IN REVENUE:  | \$22,260   | \$39,000    | \$32,807       |
| ASSOCIATIONS BETWEEN \$1 MIL & \$2 MILLION: | \$39,978   | \$45,000    | \$42,489       |
| ASSOCIATIONS ABOVE \$2 MILLION IN REVENUE:  | \$45,511   | \$60,000    | \$55,233       |

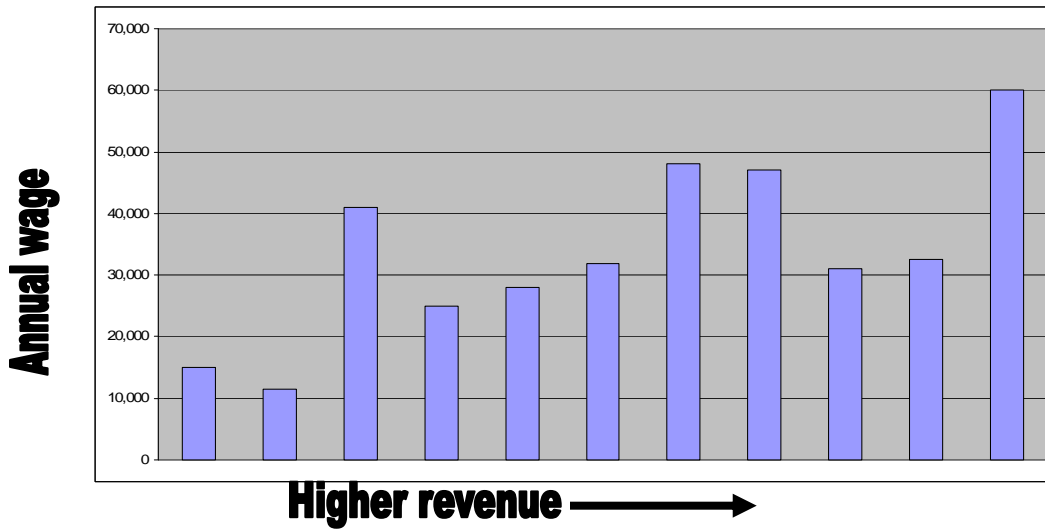
## INSTRUCTOR OR NATURALIST

Hourly pay for this position ranged from \$9 to \$18.75. The average is \$13.65/hour. There is no correlation between association revenue and wage. This survey does not take into account the type or size of programs being taught.



## MEMBERSHIP MANAGER

Wages appear to be fairly consistent with association size. Associations under \$500,000 in revenue appear to have part-time staff with annual wage ranging from \$11,440 to \$15,000/year. Associations larger than \$500,000 in revenue pay \$24,960 to \$60,000 with an average of \$36,363.



## DEVELOPMENT DIRECTOR

With a few exceptions, there is a close correlation between association revenue and salary. Salary ranges from \$20,000 to \$91,000 with an average of \$48,753

|   | <u>Low</u> | <u>High</u> | <u>Average</u> |
|---|------------|-------------|----------------|
| ASSOCIATIONS UNDER \$1 MILLION IN REVENUE:  | \$20,000   | \$45,000    | \$27,600       |
| ASSOCIATIONS BETWEEN \$1 MIL & \$2 MILLION: | \$30,000   | \$40,290    | \$35,145       |
| ASSOCIATIONS ABOVE \$2 MILLION IN REVENUE:  | \$75,000   | \$90,000    | \$85,333       |