

Confidential

2008 Annual Giving Salary Survey

Annual Giving Staff Size – All Respondents

Prepared by: Robert Burdinski
Annual Giving

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Understanding the Survey Tables

Each page of the survey tables contains a cross-tabulation of one or more questions asked in the survey. One question is plotted horizontally and another is plotted vertically. The first section of information at the top of each page summarizes totals for the horizontal variable (in this case, the undergraduate class year) There were 24 total respondents with an undergraduate class year before 1950, 52 from 1950-59, etc.

The tables provide four lines of information about each combination of question responses: The *number*, the *row percentage* (Row %), the *column percentage* (Col %) and the *total percentage* (Tot %).

Number tells us: 12 respondents had a class year before 1950 and “strongly agreed” that they had a satisfying student experience.

The *row percentage* (Row %) tells us: 1.3% of everyone who “strongly agreed” that they had a satisfying student experience was in a class year before 1950.

The *column percentage* (Col %) tells us: 50.0% of everyone in a class year before 1950 “strongly agreed” that they had a satisfying student experience.

The *total percentage* (Tot %) tells us: 0.7% of ALL of the survey responses were people that were in a class year before 1950 AND “strongly agreed” that they had a satisfying student experience.

N=3504 Number Row % Col % Tot %	6. What was your UNDERGRADUATE class year?						
	Before 1950	1950-1959	1960-1969	1970-1979	1980-1989	1990-1999	2000-2005
Total	24 1.3% 100.0% 1.3%	52 2.9% 100.0% 2.9%	95 5.3% 100.0% 5.3%	164 9.2% 100.0% 9.2%	331 18.5% 100.0% 18.5%	629 35.1% 100.0% 35.1%	496 27.7% 100.0% 27.7%
<u>1.a. Overall, I had a satisfying student experience</u>							
Strongly Agree (+2)	12 1.3% 50.0% 0.7%	32 3.4% 61.5% 1.8%	56 5.9% 58.9% 3.1%	77 8.1% 47.0% 4.3%	183 19.3% 55.3% 10.2%	336 35.5% 53.4% 18.8%	251 26.5% 50.6% 14.0%
Agree (+1)	10 1.4% 41.7% 0.6%	19 2.7% 36.5% 1.1%	31 4.3% 32.6% 1.7%	74 10.3% 45.1% 4.1%	130 18.2% 39.3% 7.3%	241 33.7% 38.3% 13.5%	211 29.5% 42.5% 11.8%
Neutral	2 2.0% 8.3% 0.1%	1 1.0% 1.9% 0.1%	7 6.9% 7.4% 0.4%	10 9.9% 6.1% 0.6%	15 14.9% 4.5% 0.8%	43 42.6% 6.8% 2.4%	23 22.8% 4.6% 1.3%
Disagree (-1)	0 0.0% 0.0% 0.0%	0 0.0% 0.0% 0.0%	1 4.3% 1.1% 0.1%	3 13.6% 1.8% 0.2%	2 9.1% 0.6% 0.1%	7 31.8% 1.1% 0.4%	9 40.9% 1.8% 0.5%
Strongly Disagree (-2)	0 0.0% 0.0% 0.0%	0 0.0% 0.0% 0.0%	0 0.0% 0.0% 0.0%	0 0.0% 0.0% 0.0%	1 20.0% 0.3% 0.1%	2 40.0% 0.3% 0.1%	2 40.0% 0.4% 0.1%
Mean	1.42	1.60	1.49	1.37	1.49	1.43	1.41

Annual Giving Staff Size – All Respondents

Responses=698 Number Row % Col %	Total	Question 4: Estimate the number of staff that primarily work in "annual giving" at your institution.								
		1 or Less	1.5	2	2.5	3	3.5-4	4.5-6	6.5-8	More than 8
Total	695	112	68	87	28	91	91	93	41	84
	100.0%	16.1%	9.8%	12.5%	4.0%	13.1%	13.1%	13.4%	5.9%	12.1%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>Question 3: In millions of dollars, what was the approximate total gift revenue credited to your annual giving program in the 2006-2007 Fiscal Year?</u>										
<\$.5M	101	48	22	16	3	5	5	1	---	1
	100.0%	47.5%	21.8%	15.8%	3.0%	5.0%	5.0%	1.0%	---	1.0%
	16.4%	44.0%	32.8%	19.5%	10.7%	5.8%	5.7%	1.3%	---	1.8%
<\$1M	116	34	17	18	6	22	13	5	1	---
	100.0%	29.3%	14.7%	15.5%	5.2%	19.0%	11.2%	4.3%	0.9%	---
	18.8%	31.2%	25.4%	22.0%	21.4%	25.6%	14.8%	6.7%	3.8%	---
\$1M	119	15	15	26	11	24	21	4	1	2
	100.0%	12.6%	12.6%	21.8%	9.2%	20.2%	17.6%	3.4%	0.8%	1.7%
	19.3%	13.8%	22.4%	31.7%	39.3%	27.9%	23.9%	5.3%	3.8%	3.6%
\$2M	112	4	5	15	7	20	28	24	7	2
	100.0%	3.6%	4.5%	13.4%	6.3%	17.9%	25.0%	21.4%	6.3%	1.8%
	18.2%	3.7%	7.5%	18.3%	25.0%	23.3%	31.8%	32.0%	26.9%	3.6%
\$3M	70	5	8	4	1	10	10	26	5	1
	100.0%	7.1%	11.4%	5.7%	1.4%	14.3%	14.3%	37.1%	7.1%	1.4%
	11.4%	4.6%	11.9%	4.9%	3.6%	11.6%	11.4%	34.7%	19.2%	1.8%
\$4-6M	26	---	---	2	---	2	5	10	5	2
	100.0%	---	---	7.7%	---	7.7%	19.2%	38.5%	19.2%	7.7%
	4.2%	---	---	2.4%	---	2.3%	5.7%	13.3%	19.2%	3.6%
\$7-9M	16	1	---	---	---	1	1	3	2	8
	100.0%	6.3%	---	---	---	6.3%	6.3%	18.8%	12.5%	50.0%
	2.6%	0.9%	---	---	---	1.2%	1.1%	4.0%	7.7%	14.5%
\$10M+	56	2	---	1	---	2	5	2	5	39
	100.0%	3.6%	---	1.8%	---	3.6%	8.9%	3.6%	8.9%	69.6%
	9.1%	1.8%	---	1.2%	---	2.3%	5.7%	2.7%	19.2%	70.9%

Annual Giving Staff Size – All Respondents

Responses=698 Number Row % Col %	Total	Question 4: Estimate the number of staff that primarily work in "annual giving" at your institution.								
		1 or Less	1.5	2	2.5	3	3.5-4	4.5-6	6.5-8	More than 8
Total	695	112	68	87	28	91	91	93	41	84
	100.0%	16.1%	9.8%	12.5%	4.0%	13.1%	13.1%	13.4%	5.9%	12.1%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>Question 5: What is the approximate size of your institution's living alumni population?</u>										
Less than 10,000	120	35	24	21	5	8	13	13	---	1
	100.0%	29.2%	20.0%	17.5%	4.2%	6.7%	10.8%	10.8%	---	0.8%
	17.3%	31.3%	35.3%	24.1%	17.9%	8.8%	14.3%	14.0%	---	1.2%
10,000-29,999	205	24	24	29	7	35	31	36	11	8
	100.0%	11.7%	11.7%	14.1%	3.4%	17.1%	15.1%	17.6%	5.4%	3.9%
	29.5%	21.4%	35.3%	33.3%	25.0%	38.5%	34.1%	38.7%	26.8%	9.5%
30,000-49,999	98	15	7	8	7	12	16	13	7	13
	100.0%	15.3%	7.1%	8.2%	7.1%	12.2%	16.3%	13.3%	7.1%	13.3%
	14.1%	13.4%	10.3%	9.2%	25.0%	13.2%	17.6%	14.0%	17.1%	15.5%
50,000-69,999	61	9	4	11	2	8	5	7	7	8
	100.0%	14.8%	6.6%	18.0%	3.3%	13.1%	8.2%	11.5%	11.5%	13.1%
	8.8%	8.0%	5.9%	12.6%	7.1%	8.8%	5.5%	7.5%	17.1%	9.5%
70,000-99,999	47	6	1	4	4	11	8	2	1	10
	100.0%	12.8%	2.1%	8.5%	8.5%	23.4%	17.0%	4.3%	2.1%	21.3%
	6.8%	5.4%	1.5%	4.6%	14.3%	12.1%	8.8%	2.2%	2.4%	11.9%
100,000-149,000	61	4	5	6	1	10	8	5	4	18
	100.0%	6.6%	8.2%	9.8%	1.6%	16.4%	13.1%	8.2%	6.6%	29.5%
	8.8%	3.6%	7.4%	6.9%	3.6%	11.0%	8.8%	5.4%	9.8%	21.4%
150,000 or more	78	7	1	8	2	6	8	11	11	24
	100.0%	9.0%	1.3%	10.3%	2.6%	7.7%	10.3%	14.1%	14.1%	30.8%
	11.2%	6.3%	1.5%	9.2%	7.1%	6.6%	8.8%	11.8%	26.8%	28.6%
Not Applicable	25	12	2	---	---	1	2	6	---	2
	100.0%	48.0%	8.0%	---	---	4.0%	8.0%	24.0%	---	8.0%
	3.6%	10.7%	2.9%	---	---	1.1%	2.2%	6.5%	---	2.4%

Annual Giving Staff Size – All Respondents

Responses=698 Number Row % Col %	Total	Question 4: Estimate the number of staff that primarily work in "annual giving" at your institution.								
		1 or Less	1.5	2	2.5	3	3.5-4	4.5-6	6.5-8	More than 8
Total	695	112	68	87	28	91	91	93	41	84
	100.0%	16.1%	9.8%	12.5%	4.0%	13.1%	13.1%	13.4%	5.9%	12.1%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>Question 6: Is your institution public or private?</u>										
Public	242	51	24	31	10	35	32	25	10	24
	100.0%	21.1%	9.9%	12.8%	4.1%	14.5%	13.2%	10.3%	4.1%	9.9%
	34.9%	45.5%	35.3%	35.6%	35.7%	38.5%	35.2%	27.2%	25.0%	28.6%
Private	435	57	43	55	17	56	59	60	29	59
	100.0%	13.1%	9.9%	12.6%	3.9%	12.9%	13.6%	13.8%	6.7%	13.6%
	62.8%	50.9%	63.2%	63.2%	60.7%	61.5%	64.8%	65.2%	72.5%	70.2%
Other	16	4	1	1	1	---	---	7	1	1
	100.0%	25.0%	6.3%	6.3%	6.3%	---	---	43.8%	6.3%	6.3%
	2.3%	3.6%	1.5%	1.1%	3.6%	---	---	7.6%	2.5%	1.2%

Annual Giving Staff Size – All Respondents

Responses=698 Number Row % Col %	Total	Question 4: Estimate the number of staff that primarily work in "annual giving" at your institution.								
		1 or Less	1.5	2	2.5	3	3.5-4	4.5-6	6.5-8	More than 8
Total	695	112	68	87	28	91	91	93	41	84
	100.0%	16.1%	9.8%	12.5%	4.0%	13.1%	13.1%	13.4%	5.9%	12.1%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>Question 7: Which is your institution's Carnegie classification type?</u>										
Associate's	14	10	1	---	---	---	2	---	---	1
	100.0%	71.4%	7.1%	---	---	---	14.3%	---	---	7.1%
	2.2%	9.9%	1.6%	---	---	---	2.2%	---	---	1.2%
Doctoral/Research Universities	145	10	7	18	2	10	24	19	12	43
	100.0%	6.9%	4.8%	12.4%	1.4%	6.9%	16.6%	13.1%	8.3%	29.7%
	22.5%	9.9%	11.3%	22.2%	8.3%	12.7%	27.0%	21.6%	30.8%	52.4%
Master's Colleges and Universities	141	24	17	21	10	23	20	12	7	7
	100.0%	17.0%	12.1%	14.9%	7.1%	16.3%	14.2%	8.5%	5.0%	5.0%
	21.9%	23.8%	27.4%	25.9%	41.7%	29.1%	22.5%	13.6%	17.9%	8.5%
Baccalaureate Colleges--Arts & Sciences	148	13	10	19	4	19	24	35	11	13
	100.0%	8.8%	6.8%	12.8%	2.7%	12.8%	16.2%	23.6%	7.4%	8.8%
	22.9%	12.9%	16.1%	23.5%	16.7%	24.1%	27.0%	39.8%	28.2%	15.9%
Baccalaureate Colleges--Diverse Fields	57	8	6	5	1	12	5	8	3	9
	100.0%	14.0%	10.5%	8.8%	1.8%	21.1%	8.8%	14.0%	5.3%	15.8%
	8.8%	7.9%	9.7%	6.2%	4.2%	15.2%	5.6%	9.1%	7.7%	11.0%
Special Institutions--Med, Eng, Bus or Law	20	1	1	3	2	5	2	2	3	1
	100.0%	5.0%	5.0%	15.0%	10.0%	25.0%	10.0%	10.0%	15.0%	5.0%
	3.1%	1.0%	1.6%	3.7%	8.3%	6.3%	2.2%	2.3%	7.7%	1.2%
Special Institutions--Theo, Art, Music, Design or Other	11	1	2	1	---	2	3	1	---	1
	100.0%	9.1%	18.2%	9.1%	---	18.2%	27.3%	9.1%	---	9.1%
	1.7%	1.0%	3.2%	1.2%	---	2.5%	3.4%	1.1%	---	1.2%
Independent Schools Not Higher Ed	59	22	15	9	1	2	3	5	1	1
	100.0%	37.3%	25.4%	15.3%	1.7%	3.4%	5.1%	8.5%	1.7%	1.7%
	9.1%	21.8%	24.2%	11.1%	4.2%	2.5%	3.4%	5.7%	2.6%	1.2%
Not Applicable	50	12	3	5	4	6	6	6	2	6
	100.0%	24.0%	6.0%	10.0%	8.0%	12.0%	12.0%	12.0%	4.0%	12.0%
	7.8%	11.9%	4.8%	6.2%	16.7%	7.6%	6.7%	6.8%	5.1%	7.3%

Annual Giving Staff Size – All Respondents

Responses=698 Number Row % Col %	Total	Question 4: Estimate the number of staff that primarily work in "annual giving" at your institution.								
		1 or Less	1.5	2	2.5	3	3.5-4	4.5-6	6.5-8	More than 8
Total	695	112	68	87	28	91	91	93	41	84
	100.0%	16.1%	9.8%	12.5%	4.0%	13.1%	13.1%	13.4%	5.9%	12.1%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>Question 8: Where is your institution located?</u>										
U.S. New England	72	10	12	6	5	7	8	4	5	15
CT ME MA NH	100.0%	13.9%	16.7%	8.3%	6.9%	9.7%	11.1%	5.6%	6.9%	20.8%
RI VT	10.4%	9.0%	17.6%	7.0%	17.9%	7.8%	8.9%	4.3%	12.2%	18.1%
U.S. Mid East DE	148	18	10	15	4	18	18	23	16	26
DC MD NJ NY PA	100.0%	12.2%	6.8%	10.1%	2.7%	12.2%	12.2%	15.5%	10.8%	17.6%
	21.4%	16.2%	14.7%	17.4%	14.3%	20.0%	20.0%	24.7%	39.0%	31.3%
U.S. Great Lakes	111	22	11	13	6	17	13	13	6	10
IL IN MI OH WI	100.0%	19.8%	9.9%	11.7%	5.4%	15.3%	11.7%	11.7%	5.4%	9.0%
	16.1%	19.8%	16.2%	15.1%	21.4%	18.9%	14.4%	14.0%	14.6%	12.0%
U.S. Plains IA KS	56	8	8	8	1	13	4	8	2	4
MN MO NE ND	100.0%	14.3%	14.3%	14.3%	1.8%	23.2%	7.1%	14.3%	3.6%	7.1%
SD	8.1%	7.2%	11.8%	9.3%	3.6%	14.4%	4.4%	8.6%	4.9%	4.8%
U.S. Southeast AL	114	18	10	17	3	12	21	18	6	9
AR FL GA KY LA	100.0%	15.8%	8.8%	14.9%	2.6%	10.5%	18.4%	15.8%	5.3%	7.9%
MS NC SC TN VA	16.5%	16.2%	14.7%	19.8%	10.7%	13.3%	23.3%	19.4%	14.6%	10.8%
WV										
U.S. Southwest and Rocky Mountains	46	9	2	12	1	4	10	1	1	6
AZ NM OK TX	100.0%	19.6%	4.3%	26.1%	2.2%	8.7%	21.7%	2.2%	2.2%	13.0%
CO ID MT UT	6.7%	8.1%	2.9%	14.0%	3.6%	4.4%	11.1%	1.1%	2.4%	7.2%
WY										
U.S. Far West AK	108	20	11	12	6	10	12	24	4	9
CA HI NV OR WA	100.0%	18.5%	10.2%	11.1%	5.6%	9.3%	11.1%	22.2%	3.7%	8.3%
	15.7%	18.0%	16.2%	14.0%	21.4%	11.1%	13.3%	25.8%	9.8%	10.8%
Canada, Europe or Other	35	6	4	3	2	9	4	2	1	4
	100.0%	17.1%	11.4%	8.6%	5.7%	25.7%	11.4%	5.7%	2.9%	11.4%
	5.1%	5.4%	5.9%	3.5%	7.1%	10.0%	4.4%	2.2%	2.4%	4.8%

Annual Giving Staff Size – All Respondents

Responses=698 Number Row % Col %	Total	Question 4: Estimate the number of staff that primarily work in "annual giving" at your institution.								
		1 or Less	1.5	2	2.5	3	3.5-4	4.5-6	6.5-8	More than 8
Total	695 100.0% 100.0%	112 16.1% 100.0%	68 9.8% 100.0%	87 12.5% 100.0%	28 4.0% 100.0%	91 13.1% 100.0%	91 13.1% 100.0%	93 13.4% 100.0%	41 5.9% 100.0%	84 12.1% 100.0%
<u>Question 9: Which of the following most closely describes where your institution is located?</u>										
Large city	142 100.0% 20.4%	21 14.8% 18.8%	13 9.2% 19.1%	19 13.4% 21.8%	4 2.8% 14.3%	20 14.1% 22.0%	21 14.8% 23.1%	7 4.9% 7.5%	7 4.9% 17.1%	30 21.1% 35.7%
Mid-size city	178 100.0% 25.6%	20 11.2% 17.9%	14 7.9% 20.6%	20 11.2% 23.0%	13 7.3% 46.4%	33 18.5% 36.3%	20 11.2% 22.0%	25 14.0% 26.9%	9 5.1% 22.0%	24 13.5% 28.6%
Urban fringe of large city	91 100.0% 13.1%	20 22.0% 17.9%	11 12.1% 16.2%	11 12.1% 12.6%	2 2.2% 7.1%	9 9.9% 9.9%	12 13.2% 13.2%	12 13.2% 12.9%	6 6.6% 14.6%	8 8.8% 9.5%
Urban fringe of mid-size city	50 100.0% 7.2%	12 24.0% 10.7%	5 10.0% 7.4%	7 14.0% 8.0%	4 8.0% 14.3%	2 4.0% 2.2%	6 12.0% 6.6%	8 16.0% 8.6%	5 10.0% 12.2%	1 2.0% 1.2%
Large town	71 100.0% 10.2%	12 16.9% 10.7%	9 12.7% 13.2%	11 15.5% 12.6%	1 1.4% 3.6%	6 8.5% 6.6%	11 15.5% 12.1%	11 15.5% 11.8%	2 2.8% 4.9%	8 11.3% 9.5%
Small town	127 100.0% 18.3%	21 16.5% 18.8%	15 11.8% 22.1%	14 11.0% 16.1%	4 3.1% 14.3%	15 11.8% 16.5%	16 12.6% 17.6%	23 18.1% 24.7%	9 7.1% 22.0%	10 7.9% 11.9%
Rural	33 100.0% 4.7%	6 18.2% 5.4%	1 3.0% 1.5%	4 12.1% 4.6%	--- --- ---	5 15.2% 5.5%	5 15.2% 5.5%	7 21.2% 7.5%	3 9.1% 7.3%	2 6.1% 2.4%
Other, please specify	3 100.0% 0.4%	--- --- ---	--- --- ---	1 33.3% 1.1%	--- --- ---	1 33.3% 1.1%	--- --- ---	--- --- ---	--- --- ---	1 33.3% 1.2%