



# REAL-TIME Compensation BENCHMARKING

Powered by  
 Dynamic  
Benchmarking  
PERFORMANCE MATTERS

## Program FAQs

Note: For easier reference, these FAQs are categorized by:

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## BACKGROUND QUESTIONS...

### **Has this program replaced the compensation study survey we have done previously 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](http://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. ASA collectively represents more than 4,000 trade, professional and individual membership associations in 40 US states, New Zealand and Australia. For more information, please visit [www.associationalliance.org](http://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 quickly 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 comparative reports any time.

**Will my society of association executives (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.

## REPORT QUESTIONS...

**Are the reports customizable?**

Yes, with a subscription. 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.

## SUBSCRIPTION QUESTIONS...

**How do I participate?**

Click the following link to create your account: <https://benchmarking.associationalliance.org/>

**When is a subscription period?**

Subscriptions will remain active for one full calendar year from the last day of the month the subscription is activated.

*For example, if a subscription is activated on March 15, 2021, the subscription will remain active through March 31, 2022.*

**What does an annual subscription cost?**

Beginning January 21, 2021, users will be required to purchase an annual subscription to access any reports.

*The rate for members of state, local and regional societies of association executives (SAEs) to subscribe is \$149. Non-member rate is \$299.*

**I paid my subscription but have not yet received access. Am I missing something?**

Once a subscription is purchased, please allow 1-2 business days for the ASA administrator to process your subscription and email you a personalized access link.

**Do I need to have a subscription just to enter my association's data?**

No. Simply use the following link to create an account for your association and begin entering data:  
<https://benchmarking.associationalliance.org/>

You will not be prompted for a subscription unless you would like to generate or receive comparative benchmarking reports.

**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 happens to my data if my subscription lapses?**

All data entered into the platform will remain even if your subscription lapses. You will continue to have access to your data and the ability to provide updates without a subscription.

## DATA QUESTIONS...

**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.

**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 happens to my data if my subscription lapses?**

All data entered into the platform will remain even if your subscription lapses. You will continue to have access to your data and the ability to provide updates without a subscription.

## LOG-IN QUESTIONS...

**What is the link to log in to my account?**

Click the following link to log in to account: <https://benchmarking.associationalliance.org/>

**I do not remember my login credentials.**

Please contact [admin@associationsocieties.org](mailto:admin@associationsocieties.org).

**What should I do if I participated last year but cannot remember my login credentials?**

Please contact [admin@associationsocieties.org](mailto:admin@associationsocieties.org).

**What if the primary user for my organization changes?**

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

**I paid my subscription but have not yet received access. Am I missing something?**

Once a subscription is purchased, please allow 1-2 business days for the ASA administrator to process your subscription and email you a personalized access link.

## GENERAL QUESTIONS...

**Will my society of association executives (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.

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

Please contact [admin@associationsocieties.org](mailto:admin@associationsocieties.org) with questions about the platform.