

TEXAS WOMAN'S UNIVERSITY

OFFERING DEGREE PROGRAMS IN THE LIBERAL ARTS, NURSING, HEALTH SCIENCES, THE SCIENCES, BUSINESS AND EDUCATION.

PayScale Helps Texas Woman's University Improve Recruiting and Increase Transparency Around Compensation.



EMPLOYEES: 2058



INDUSTRY: Higher Education



REGION: United States



PRODUCT: PayScale Insight

Texas Woman's University is a co-educational public university with campuses in Denton, Dallas and Houston offering programs in nursing, health sciences, education, the arts and sciences, and business.

THE CHALLENGE

Like any higher education institution today, TWU faces increasingly tough competition finding and retaining top talent. While compensation is only one piece of the puzzle, it's a crucial factor in attracting talent from both the public and private spheres.

Yet TWU's existing compensation strategy relied on a laborious, six-month process of gathering and analyzing salary data. From September through April each year, HR teams would manually analyze aggregate market data from other universities for 430 staff positions. Each job description would be reviewed individually using a point factor analysis. "We wanted to be able to pay people competitively and increase our transparency," said Estela Long, Manager of Compensation "But our process was so labor intensive, by the time we were done, the data was no longer current."

THE SOLUTION: PAYSACLE

TWU consulted with an external compensation consultant in 2012. "We wanted to make sure what we were doing was accurate," said Long. "The consultant recommended we use a better tool, such as published salary survey data, both to save time and improve our competitiveness."

WHY PAYSACLE?

- ✓ Simplified job matching
- ✓ Increased transparency
- ✓ Improved recruiting
- ✓ Addressed retention

After meeting with several vendors, TWU selected PayScale's on-demand salary database. "First, the price was really good for the package deal. Second, we could extract the PayScale data and use it elsewhere, and that was huge. It gave us the ability to work with the data ourselves," said Long. "Plus, with PayScale we could load other surveys specific to higher ed into the database, giving us a broader view. PayScale also analyzed our 400+ positions upfront which assisted with the implementation process."

THE RESULTS

SIMPLIFIED JOB MATCHING. With PayScale, TWU reduced the number of positions they had to internally benchmark. "We found more matches using PayScale than we did when we were just looking at data from other universities. With the old process, we'd have to manually benchmark many staff positions. With PayScale, the number was greatly reduced. We were amazed," said Amy Hall, Director of HR. "We were concerned that we wouldn't be able to find many positions specific to higher education. However, we found jobs in PayScale with similar responsibilities that were comparable to our staff positions. For this reason, I would definitely recommend PayScale."

INCREASED TRANSPARENCY. TWU's compensation data had been based on a limited sample size—provided by an industry association. With PayScale, TWU now has the most up-to-date, timely compensation data and can instantly address employee questions and concerns about pay.

IMPROVED RECRUITING AND RETENTION WITH FAIR AND COMPETITIVE PAY. Today, TWU knows their salaries matches are competitive with higher education and other organizations, as well. As the competition for talent increases, ensuring salaries are commensurate with similar roles in other industries is crucial to attracting and retaining top talent. "We wanted our staff salaries to be more competitive to attract applicants. Our salaries now are more competitive because of PayScale," said Hall.

ABOUT PAYSACLE

PayScale offers modern compensation software and the most precise, real-time, data-driven insights for employees and employers alike. Thousands of organizations, from small businesses to Fortune 500 companies, use PayScale products to power pay decisions for millions of employees. For more information, please visit: www.payscale.com or follow PayScale on Twitter: <https://twitter.com/payscale>.