Employees:
2,058

Industry:
Higher Education

Region:
South

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Estela Long, Manager of Compensation "But our process was so labor intensive, by the time we were done, the data was no longer current."

Why PayScale

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."

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."

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Pain Points:

Simplified job matching to include data from sources other than higher ed

Increased transparency

Improved recruiting and retention with fair and competitive pay

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 Hall. "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 responsiblites 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 salary matches are competitive with higher education and other organizations. 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 PayScale

Cloud software, crowdsourced data and unique algorithms power the world's largest real-time database of rich salary profiles giving PayScale the unique ability to provide job seekers and employers alike immediate visibility into the right pay for any position. PayScale's cloud compensation software is used by more than 3,000 customers including Bloomberg BNA, Cummins, Warby Parker, Clemson University and Signature HealthCARE.

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