



**Location:** St. Paul, MN

**Number of Employees:** 700

**Product:** Insight

[www.macalester.edu](http://www.macalester.edu)

**Business Drivers:**

Attract Talent

Confidence Talking Comp

Retain Talent

Improve Performance

Enable Growth

## Macalester College

**Prestigious college creates transparent, fair, market-based compensation program to attract and retain key talent.**

### Situation

Macalester College, a small, prestigious liberal arts college in Minnesota founded in 1874, is known as a great place to work. Its combination of location and mission make it welcoming and desirable to students and employees alike. But the world of higher education is experiencing great change, and Macalester is not immune to that change. They are reinventing parts of their curriculum, reaching new audiences with different and innovative programs, and generally navigating a rapidly evolving market. This means that their need to attract and retain the right talent to support Macalester's mission to educate young men and women in the liberal arts tradition is high. Understanding their market for talent and the associated compensation dynamics was becoming more important.

### PayScale Advantage

Macalester had sometimes purchased individual surveys or reports

*“In the past I had purchased a chunk of data in a binder. PayScale is more intuitive and user friendly.”*

### Ready to Retain Talent?

Contact a PayScale representative today.

**888.699.0702**



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from industry associations in the past. While this gave them some market information, they weren't always confident it informed their decision-making in the right way. That market data had to be massaged to make it fit to the skills, education, experience levels, and certifications for their academic jobs. Also some jobs on campus are not academic jobs, and those were also difficult to benchmark before they subscribed to PayScale Insight. With PayScale, they are now able to:

“It’s been great working with Ian!  
He’s johnny-on-the-spot.”

- Get precise market pricing for all positions across the college, not just academic jobs.
- Control labor costs by paying people exactly what they are worth.
- Attract key talent with competitive, market-based offers.
- Retain talent and improve performance by having greater transparency about compensation.

## Business Results

Macalester was really focused on creating a data-informed system to manage compensation. PayScale allows them to save time in pricing jobs to attract candidates, and match pay of valuable employees to their worth in order to improve retention. It also enables greater transparency and the ability to have frank and open conversations about compensation that were less easy in the past when they were less informed by market insights.



## About PayScale, Inc.

Creator of the largest database of individual compensation profiles in the world, PayScale, Inc. provides an immediate and precise snapshot of current market salaries to employees and employers through its online tools and software. PayScale's products are powered by innovative search and query algorithms that dynamically acquire, analyze and aggregate compensation information for millions of individuals in real time. Publisher of the quarterly PayScale Index™, PayScale's subscription software products for employers include PayScale MarketRate™ and PayScale Insight™. Among PayScale's 2,500 corporate customers are organizations small and large across industries including Mozilla, Tully's Coffee, Clemson University and the United States Postal Service.

For more information, visit [www.payscale.com/hr](http://www.payscale.com/hr).



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