

Methodology

SURVEY

The data collection period for CUPA-HR's *Professionals in Higher Education Survey* ran from November 2, 2020 to January 15, 2021. The survey was conducted through Surveys Online.²²

Professionals Positions

This year's survey includes data for 265,053 professionals. For each professional reported, the following data were collected:

- Annualized base salary (effective date November 1, 2020)
- H-1B visa status
- Exempt status
- Full-time or part-time status
- Sex (optional)
- Race/ethnicity (optional)
- Year entered current position (optional)
- Birth year (optional)
- Bonus eligibility (yes or no; for coaches only)

Participants could either enter this data manually online for each professional or upload a file containing this data.

Institutional Characteristics

In addition, data on institutional characteristics were collected from all participants:²³

- Total expenses reported to IPEDS in 2019-20
- Student enrollment (effective date approximately October 15, 2020)
- Faculty size (effective date November 1, 2020) and number of separations in the past year
- Staff size (effective date November 1, 2020) and number of separations in the past year
- Human resources staff size and number of separations in the past year
- CHRO reporting relationship
- Whether collective bargaining exists for the following groups:
 - Full-time faculty
 - Part-time or adjunct faculty
 - Full-time staff
 - Graduate students

Basic information on total expenses as well as student, faculty, and staff size were required questions. All other questions were optional.

²² Surveys Online is a product of [Peerfocus](#).

²³ See the [Professionals Survey Participation and Information Template \(SPIT\)](#) for more specific information about the data collected on this year's survey, as well as the instructions provided to participants.

RESPONDENTS

Respondents were largely human resources professionals from higher education institutions in the U.S.²⁴ There were 987 institutions that completed the survey (Table 1). All participating institutions are listed in Appendix B.

Table 1. Number of Responding Institutions by Classification and Affiliation

Classification	Affiliation			Total
	Private Independent	Private Religious	Public	
Doctoral	65	53	172	290
Master's	78	100	134	312
Baccalaureate	75	67	31	173
Associate's	1	0	104	105
Special Focus/Other	73	11	23	107
Total Participants	292	231	464	987

24 Special focus/other institutions include medical/law institutions, tribal colleges, research foundations, international institutions, for-profit institutions, higher ed affiliates, and unclassified institutions that typically have much different salary structures than traditional institutions and differ greatly from each other, so reporting them as a single category is not appropriate, and they do not appear in this report. However, their data are available for benchmarking in DataOnDemand, and their names appear in the participant list in Appendix B.