



# **DataOnDemand**

## ***How-To Guide***

### Creating a New Comparison Group From Scratch

Melissa Fuesting, Ph.D., Senior Survey Researcher

# Comparison Groups

DataOnDemand is a robust database of salaries, demographic information, and benefits of more than 260,000 full-time faculty by discipline and rank and more than 500,000 administrators and staff. DataOnDemand is the go-to tool for benchmarking the higher education workforce because it puts HR professionals in the driver's seat of its comprehensive database. A subscription to DataOnDemand allows you to benchmark against the peer institutions that you choose. We call a group of peer institutions that you choose a **comparison group**.

The most important step of using a comparison group occurs offline. First, you need to determine your peer institutions for the purposes of this benchmarking project. If your institution maintains a designated list of peer institutions, this step may be relatively easy: You just need to ensure that the peer list suits the goals of the project. For instance, using the predetermined list of 12 peer institutions may suit your goals if you're recruiting an executive position through a national search, but may make less sense if you're recruiting skilled craftspeople through a local search. If you need to create a comparison group from a list of institution characteristics as opposed to institution names, [see our New Group Wizard How-To Guide](#).

If you've determined that you need to use a set list of peer institutions as a comparison group for your compensation project, this guide is for you. This is the definitive guide to DataOnDemand's New Group From Scratch feature, which will allow you to build a comparison group from a set list of institution names.



## Confidentiality Limitations on Comparison Groups

DataOnDemand complies with Department of Justice Safe Harbor Guidelines to ensure confidentiality of salary data. When creating any comparison group, keep in mind the following:

- A comparison group must include a minimum of eight institutions.
- Each comparison group created must differ by at least three institutions from all other comparison groups owned by users at your institution; this restriction applies to both existing and deleted groups.
- Even if you successfully create a comparison group, no salary data are reported for positions with fewer than five responding institutions or, when using incumbent-level statistics, if one institution's data represents 25% or more of the total incumbents.



## Step 1: Finalize Your List of Peer Institutions

Gather your list of peer institutions. At first blush, it may seem like this step will take no time at all. However, institutions often have similar names or multiple locations.

To ensure that you add the correct institution to your comparison group, include location information for each institution on your list. Pay close attention to institutions on your list that have multiple locations or campuses. Verify which location is the true peer institution.

If the information is easily available to you, also gather each institution's Higher Education Directory Unit ID. Higher Education Directory information is not required, but it can make your search process easier.



Our example institution is a community college in Illinois. They need to benchmark against their president's custom list of peer institutions – colleges in the Midwest that have a similar mission and primarily grant associate's degrees.

Their finalized list of peer institutions looks like this:

<b>Institution Name</b>	<b>Institution Location</b>	<b>HED Unit ID</b>
Central Ohio Technical College	Newark, OH	201672
Illinois Valley Community College	Oglesby, IL	145831
Lansing Community College	Lansing, MI	170657
McHenry County College	Crystal Lake, IL	147004
Moraine Park Technical College	Fond Du Lac, WI	239372
Mott Community College	Flint, MI	169275
Northwestern Michigan College	Traverse City, MI	171483
Parkland College	Champaign, IL	147916
Southwestern Michigan College	Dowagiac, MI	172307
Waubensee Community College	Sugar Grove, IL	149727
Zane State College	Zanesville, OH	204255



## Step 2: Open New Group From Scratch

Once you have your finalized list of institutions, log in to [Surveys Online](#), and navigate through the menu to *DataOnDemand* > *Comparison Groups*. Click on the *New Group From Scratch* button to get started.

## Comparison Groups

A **Comparison Group** is a set of **Institutions** that you are interested in.

New Group Wizard

New Group from Scratch

Combine Groups



## Step 3: Search for Institution

Starting with the first institution on your list, enter the first few words or so of the institution's name into the search bar. You can also enter an institution's Higher Education Directory unit ID if you have it on hand.

Continuing with our example, our example institution would search for Central Ohio Technical College either by typing the first few words of the institution name or the institution's Higher Education Directory unit ID:

New Group

SEARCH FOR INSTITUTIONS TO ADD

central ohio

Central Ohio Technical College (Newark, OH)

Search

OR

New Group

SEARCH FOR INSTITUTIONS TO ADD

201672

Search

**TIP:** The New Group From Scratch uses exact search.

If an institution's formal name differs even slightly from what you type in to the search box, it may not appear in your search results.

If you're having trouble finding an institution, try the following:

- Do not search for full institution names. Search for the first few words of an institution's name (beyond *University of*, if applicable).
- Double check the institution's official name as per IPEDS.
- Search for the institution's Higher Education Directory ID instead of its name.



## Step 4: Select Institution

When searching via institution name, several institutions may appear. Click the checkbox to select to the institution(s) you want to include. Note that the institution's location is listed in parenthesis after its name.

**INSTITUTIONS**

Select institutions, then save or search again. Survey

Include in Group <u>All</u>   <u>None</u>	Institution Name	Carnegie Classification 2018	Affiliation
<input checked="" type="checkbox"/>	Central Ohio Technical College (Newark, OH)	Associate's Colleges: High Career & Technical-High Nontraditional	Public

The New Group From Scratch search results will also provide information on when an institution last participated in our surveys, and provide general institutional characteristic information. Keep in mind that even if an institution participated in a particular survey in a given year, they did not necessarily provide data on the position(s) you want to benchmark.

1 Institution												Survey Participation		
Institution Name	Carnegie Classification 2018	Affiliation	Student FTE	Faculty FTE	Staff FTE	HR FTE	CHRO Reporting	FT Faculty Union	Adjunct/PT Faculty Union	Staff Union	Graduate Students Union	Administrators Survey	Professionals Survey	Staff Survey
Central Ohio Technical College (Newark, OH)														

Institution Characteristics

Institution Participation History



## Step 5: Finish Building Your Comparison Group

Repeat Step 3 and 4 until you finish your list. Do not hit the “Save Comparison Group” button in between adding each institution.

Once your list is complete, give it a name and description:

**SAVE**

**NAME**

**SELECTION CRITERIA DESCRIPTION**

Before you hit “Save Comparison Group,” double check your list for accuracy. To check your work, you can open a separate window ready to print using the print button or download an Excel (CSV) file of the institutions in your comparison group:

Print

Download CSV

**Remember:** Once you use the group to run a report, you cannot make a change to the comparison group unless it's by 3 institutions or more.



## Step 6: Save Your Comparison Group

Once you check your work, save the group by selecting “Save Comparison Group.” Your comparison group is now ready to use.

**SAVE**

**NAME**

**SELECTION CRITERIA DESCRIPTION**



## Step 7: Run and Intrepret Your Report(s)

To use your comparison group, go to *DataOnDemand* > *Survey Reports* and select the report you wish to run. Once you click on the name of the report, select the name of your comparison group form the comparison group drop down menu:

**REPORT PARAMETERS**

**FOCUS INSTITUTION**  
Demonstration University (Doctoral Universities: High Research Activity)

**COMPARISON GROUP**

Enter additional report parameters and select “Go to Report” at the bottom of the screen. You’ll then be ready to use and interpret your report results.



## Reminders

When using the *New Group From Scratch* function, keep in mind the following:

- Double check your comparison group closely before you save and run a report. Once you use your comparison group, you can only change the group by editing it by 3 or more institutions.
- Just because you can find and add an institution to your New Group From Scratch does not mean that institution provided data in a particular year or provided data on a particular position. The smaller your peer list is, the more likely you may have insufficient data to see results.

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