

Association Societies Alliance to Launch Real-Time Benchmarking Platform for Associations

Media Inquiries: Mark McSweeney, CAE, Chief Administrator, admin@associationalliance.org

INDIANAPOLIS (Oct 1, 2019) – The Association Societies Alliance (ASA), in partnership with Dynamic Benchmarking, LLC, today announced a partnership to launch ASA Real-Time Compensation Benchmarking, a new online compensation survey and benchmarking platform for executives of professional, trade and service-centric associations and nonprofits.

The new data gathering and reporting platform, powered by Dynamic Benchmarking, is the next evolution of the biennial Association Executive Compensation & Benefits Survey, which ASA has conducted since 2013.

“ASA has been working with our member societies for several years to provide meaningful compensation benchmarking data to association executives across the country,” said ASA Chief Administrator Mark McSweeney, CAE. “Executives and boards need that data to be as relevant as possible whenever they may need those benchmarks, so we are thrilled to be able to provide a platform that will make current information available 365/24/7. Through our unique network of member societies, ASA reaches thousands of associations representing countless industries across the country, making the compensation data collected through this program uniquely valuable. We are excited to be partnering with a company like Dynamic Benchmarking to bring this innovative platform to life.”

ASA expects to open the online survey in December of this year with initial reportable data expected to be available for users to access and download as soon as Q2 in 2020. To encourage participation in and demonstrate the value of the new program, throughout 2020 ASA will provide participating associations with free access to all data reports.

Participation in the survey itself will always be free, and beginning in 2021, 365/24/7 access to the real time data will be available with an annual subscription expected to be priced competitively with the rates most associations have been paying for the previous static biennial Compensation & Benefits Survey.

Dynamic Benchmarking President Ray McDonald shared, “We are pleased to partner with ASA in their effort to move salary information to a true benchmarking platform. Our company focuses solely on the association market, so it makes perfect sense for us to assist association leaders with their efforts. Whether it is a society like ASA, or an individual association, compensation and benefit benchmarking is one of the most valuable tools they can offer to their membership and it is our goal to help them deliver the best benchmarking study available.”

##

About the Association Societies Alliance

Association Societies Alliance (ASA) is a 501(c)(6) not-for-profit membership organization comprised of local, regional, multi-state, independent, and autonomous non-for-profit societies of association executives. The purpose of The Alliance is to provide opportunities for liaison and cooperation between association society executives for the purpose of sharing information, learning from the experience of others, improving the management quality provided to association executive organizations, to provide liaison with the American Society of Association Executives (ASAE) on issues of mutual interest, and to represent association society executives in forums requiring that representation. For more information, please visit www.associationalliance.org

About Dynamic Benchmarking

Dynamic Benchmarking delivers real-time benchmarking and data analysis solutions with the features and capabilities of custom software in a format that is easy to use and quick to deploy. The Dynamic Benchmarking solution combines powerful, web-based technology with unparalleled industry expertise and customer care to provide best-in-class, peer-to-peer data comparison for small businesses, associations, large enterprises and any organization looking to tap into the knowledge of the crowd for the collection of best practices, salary comparison, financial and operational data and more. Dynamic Benchmarking builds web-based solutions that are flexible, scalable and allow for meaningful comparison of financial and operational performance in a dynamic and interactive manner. For more information, please visit www.dynamicbenchmarking.com.