# SALARY GUIDE



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Compensation has a direct impact on your bottom line, but not in the way you may think. Yes, salaries are an expenditure on your balance sheet; but what you pay out in salaries will return to you in bottom-line results. It's a forward-thinking approach that will earn you the attention and loyalty of top-tier talent. The connection is clear: Employers who offer greater pay will reap the rewards of greater performance.

#### It's a Job Seeker's Market and Money is the Motivator

With unemployment at a historic low, companies that want to win the war for talent have to pay attention to what job seekers want. In the latest Emerging Workforce® Study, money ranked the number one influencer in employment decisions. Moreover, it's also the top reason employees plan to leave, with one-quarter of workers planning to exit in the next three months and one-third within the next year—proof that pay has the power to open and close doors. To ensure your pay scale is working for you and not against you, we have compiled the most current salary data broken out by location, position and experience.

### Using the Spherion Salary Guide

Our goal in developing this salary guide is to provide you with valuable compensation data that is relevant, timely and easy to use. We have compiled current pay rates for all of the key positions we fill for clients in more than 150 markets across the U.S.

This user-friendly guide makes it easy to find the salary data you need at any given time. So, you know what it takes to attract, recruit and retain the best employees.

The data in this guide reflects the most current salary information released at time of publication by the Economic Research Institute (ERI), a leading provider of workforce data. ERI's expertise is built upon data collected over 25 years from more than 565,000 organizations.

The data is segmented by market, job category and position. For each position, you will find a range of pay rates:

- **Low** (25<sup>th</sup> percentile)
- **Median** (50<sup>th</sup> percentile)
- **High** (75<sup>th</sup> percentile)

Each position features the average years of experience a person has working in this position for the salary range provided. For higher-level roles, salary is linked to employer revenue data rather than years of experience, as revenue is more predictive of salary than career tenure for certain leadership positions. Explanations of the role and responsibilities for each job title are also included in a separate section.

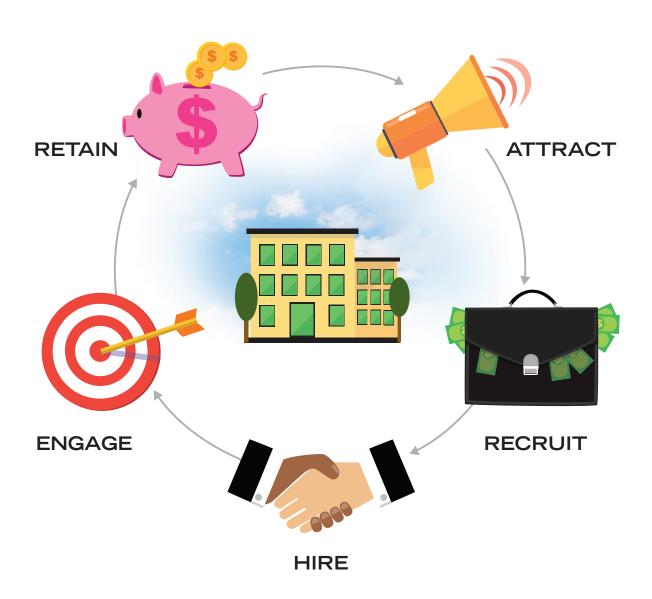


## Put Your Money Where Your Priorities Are

If you want a workforce that gets results, it comes at a price. And, if your salaries are not competitive, another company will snatch them up. The old adage, "You get what you pay for" has never been truer. In fact, money plays to every part of the employment lifecycle. Your ability to build, engage and retain a highly skilled workforce has strong ties to salary.

## SALARY

Impacts Every Part of the Employment Lifecycle





### Pay is a Magnet for Top Performers

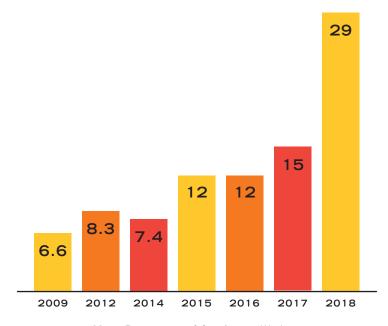
The competition for talent in today's market is fierce. Every company is vying for the best candidates and record-low unemployment has given workers a clear advantage. To attract top performers, you need to position your company and your opportunities in the most compelling light. Competitive pay is a great way to get their attention.

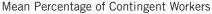
While many factors impact workers' employment decisions, salary remains number one on their list. Employers that want to attract a higher echelon of talent need to make sure their salaries are supporting their efforts. If not, you won't even be on their radar of employment options.

In the latest Emerging Workforce® Study, we asked employers what their biggest challenges were in attracting talent. Their response: finding qualified STEM professionals (43%); evolving training demands to keep workers' skills current (39%); the cost to keep workers trained for future skill requirements (38%); and recruiting/hiring Millennials (38%). In order to compete for high-demand talent with the skills companies need to succeed, employers must revisit their talent strategies and come to the table with a strong offer. Even more so with Millennials, since they are the most change-happy sect of the workforce and salary dissatisfaction is one of the top reasons why.

Another trend we are seeing is the rise of an agile workforce, giving employers more options to meet talent demands. This group is comprised of contractors, freelancers and temporary workers. In addition to flexibility, they offer new streams of talent for employers in need of specialized skills. But, many of them come at a premium. Once again, we see pay is a deciding factor in the ability to attract top talent, whether they are contingent or permanent.

## Companies' Use of Contingent Workers (2009 - 2018)







#### Money Talks, Candidates Listen

Once you've got a candidate's attention, the recruiting process begins. How will you win over talent that is aggressively being recruited by other companies? Competitive pay is a great place to start. While it is certainly not the only factor determining their decisions, it will make your recruiting pitch a lot more persuasive.

Compensation comes in many different forms. While salary leads the charge, workers consider benefits, growth opportunities, earnings potential and work/life balance all part of the package. If you want to be successful in your recruiting efforts, these are strong selling points for candidates.

What other factors impact your ability to recruit top candidates? Workers named five key influencers: location and commute; a mission they could believe in; a good fit with the person they would work for; the company's reputation; and remote work options. What's more, the weight they assigned to each one varied by generation.

	ALL	GEN Z	GEN Y	GEN X	BOOMERS
Location/commute	30%	23%	21%	29%	35%
Mission I can believe	23%	27%	24%	24%	23%
Person I'll be working for	15%	21%	17%	16%	15%
Company reputation	15%	23%	22%	17%	12%
Ability to work from home part-time or full-time	13%	15%	16%	12%	12%

Another point of focus that is reshaping the recruiting process is diversity and inclusion. The workforce has become exceedingly diverse and different sets of priorities are guiding their employment decisions. In our latest Study, 64 percent of workers said the composition of a company's workforce has a great influence on their desire to work there. Employers that want to leverage the power of a diverse workforce need to tailor their recruiting strategies—and their HR practices—to appeal to a much broader audience. In terms of salary, there are some definite disconnects between what female and male employees believe about the equality of pay. This is something HR leaders need to address in order to achieve their diversity goals.

## Salary Disconnects Between Genders



of female employees believe they are earning the same pay for their job as a member of the opposite sex would earn for the same job



of male employees believe employees at their company earn equal pay for a job regardless of gender





#### A Strong Offer Tips the Scales

When your recruiting work is done and it's time to make a hire, come to the table with a solid offer. If your compensation package is not up to par with what the market pays, you could lose a top candidate to a competing offer. In today's highly competitive job market, many candidates are weighing multiple offers at once—so make sure yours is strong enough to tip the scales in your favor.

Our Study asked employees what considerations have an impact on whether they accept a job or not. Here's what they said:

86%	The experience I have during the hiring process
85%	The number of programs and benefits a company offers to help with work/life balance
78%	Whether or not I feel a personal connection with the company's culture and values
75%	A company's overall office environment (office space, energy, number of coworkers)

### When Employees Feel Valued, They Are More Engaged

Engagement has the power to raise business performance like nothing else. By definition, engaged employees are those who are highly committed to their employer and motivated to do their best to help their company succeed. So, what's the secret to building an engaged workforce? Make sure your employees feel valued.

While salary definitely plays a part in the value equation, pay alone is not enough to foster engagement. Workers feel valued when they can connect with their employer on a much deeper level. According to our Study, the ideal employer is one that lives up to its promises (88%); shares their passions and helps them achieve their dreams (66%); makes the world better (63%); and advocates for causes they care about (63%). In order to do so, employers must make every effort to align their company culture with the passions, values and expectations of their workforce. But, how can you know unless you ask? If you want to be deemed an employer of choice, don't presume to know what's important to your workforce—ask them. Employee engagement surveys offer employers real insight into what matters most to employees. Once you know, implement their feedback in meaningful ways that make employees feel heard, understood and valued.

## The Ideal Employer



Lives up to its promises



Shares their passions and helps them achieve their dreams



Makes the world better



Advocates for causes they care about



#### A Well-Paid Employee is Not Eager to Leave

Turnover and retention is a top concern for HR leaders today. The financial impact alone is enough to cause employers to invest time and resources to building a retention strategy that works. It's no surprise that the top retention driver for employees is financial compensation.

To retain top performers, the first place to start is with pay. If your salaries are competitively on-point with what the market yields, you will circumvent the biggest retention risk facing companies today. With 24 percent of workers likely to look for a new job in the next three months, up to 33 percent in the next year, employers should evaluate their pay scales to ensure they are safeguarding their workforce from costly turnover. And, the risk increases significantly for Millennials, with nearly half (48%) of them planning to look for a new job in the next three months.

Employee dissatisfaction with pay nearly doubled in the last year, with 37 percent of workers saying they are unhappy with their current salary in 2018, compared to 20 percent in 2017. And, their disappointment carries over into other key areas, including: growth opportunities, office culture, feeling undervalued, and the belief that their skills would be better suited elsewhere.

## Why Workers are Planning to Leave 2018 vs. 2017



As you consider your workforce goals, there is one common thread weaved through every part of the employment lifecycle: the power of pay to attract, recruit, hire, engage and retain a highly skilled workforce. It touches every part of your talent strategy. For more than 20 years, Spherion has been tracking the beliefs and trends of U.S. workers through its pioneering Study of the Emerging Workforce. Equipped with the market's most current salary information, you will be well-positioned to build, manage and retain a resilient, high-value workforce.



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Salary data provided by ERI Economic Research Institute. ERI is a widely known provider of robust job competency, cost-of-living, executive compensation and salary surveys (over 565,000 organizations' data). www.erieri.com



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