



To: **SHRM Georgia State Council & Affiliated Chapters**
From: **Paula Kitchens, Curtis Woody, Sally Roberts, and Charlie Little**
Subject: **Professional Development Focused on Compensation & Benefits**
Date: **April 4, 2019**

Call to Action!

The SHRM Georgia Executive Board has agreed to lead an initiative to complete a state-wide Compensation and Benefits Survey. We believe this will be mutually beneficial to participants and our business communities. We encourage our chapter leaders to support this initiative by participating in and encouraging participation from chapter members and HR professionals in each area of the state. While participation is voluntary, we believe this gives SHRM Georgia and local SHRM chapters the opportunity to show our commitment to HR Professionals and the business community throughout Georgia.

Join us now as we unite SHRM members in our state and region with the launch of a Southeast Regional Compensation and Benefits Survey. Sign a Pinpoint Commitment Form, attached, and return by April 30, 2019. We are shooting for 100% participation of SHRM members!

After several meetings to discuss the value of participating in a **Regional Compensation & Benefits Survey** for our Southeast Region covered by all SHRM Chapters, here is why this makes good sense to us:

- ✓ **Professional Development** One of our State Council goals this year is to insure that all professional development activities focus on management and leadership topics exclusively. The data from this Southeast Regional Compensation and Benefits Survey is a prime example of what will equip management level HR professionals and the Executives on their teams to make data-driven, informed, strategic decisions on compensation. This is a major platform to showcase the value of HR in leading and delivering compensation-validated data to use in all participating companies for strategic planning.
- ✓ **Knowledge of What Compensation & Benefits** are being paid in our market is critical to all business sectors in order to be competitive in both the job markets throughout the State of Georgia and the neighboring states that compete with us for employees in our State.
- ✓ **Knowledge of What Compensation & Benefits** dollars are being paid in our State of Georgia and our border states is critical knowledge to have when recruiting industries to

Georgia. **“We don’t have that data” isn’t an acceptable answer for any Chamber of Commerce to share with these perspective companies.**

- ✓ The **“Pinpoint”** Survey that we reviewed is web based, secure, and really easy to use. The ROI far exceeds the cost to participate and equips companies with pertinent data to drive strategic decisions regarding compensation & benefits. Pinpoint has better focused results, because it was created by HR practitioner professionals and beta tested by Employers Associations.

Why participate in a Compensation & Benefits Survey?

- Assess your current compensation plan against others in your region, industry, or by title/skill
- Create a competitive compensation program – reduce turnover, increase engagement
- Reward high performers – increase motivation and satisfaction
- Provide real value to top decision makers using real data – gain credibility, be promotion-ready!

“Simply put: to stay ahead of the game...you’ll gain access to decision-quality data that you need for designing a viable and competitive program” *From Willis Towers Watson.*

Cost Comparisons

- Willis Towers Watson 2019 survey report pricing – average \$6,960
National survey data, not region-specific; reports under \$2,500 are for one job family only
- Pay Scale Human Capital survey report pricing – average \$2,933
National survey data; not region-specific; price based on number of job families
- Pinpoint’s cost to participate is minimal compared to most market surveys and gives a substantial price break to SHRM national members.

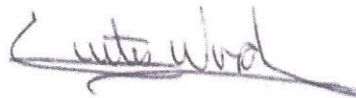
Pinpoint Survey Results Pricing

	Participants	Non-Participants
SHRM Members	\$1,250	\$2,500
Non-SHRM Members	\$1,500	\$3,000

Sincerely,



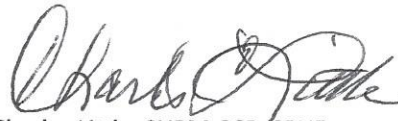
Paula Kitchens, SHRM-CP, PHR
State Council Director



Curtis Woody, SHRM-SCP
State Council Director-Elect



Sally Roberts, SHRM-SCP, SPHR
State Council Past Director



Charles Little, SHRM-SCP, SPHR
State Director Professional Development