



sparkling innovative  
learning & creativity

# 2003 nmc salary survey

(N = 157; n = 58; response rate = 36.9%)

## About the Respondents

### Carnegie Classification

Doctoral/Research Universities—Extensive .....	28%
Doctoral/Research Universities—Intensive.....	16%
Master's Colleges and Universities I .....	14%
Master's Colleges and Universities II .....	12%
Baccalaureate Colleges—Liberal Arts .....	12%
Associate's Colleges .....	9%
Baccalaureate Colleges—General .....	5%
Museum.....	2%
Baccalaureate/Associate's Colleges .....	2%
Did Not Respond .....	2%

### Region

Northeast US.....	30%
Midwest US .....	14%
West US.....	14%
Southwest US .....	13%
Southeast US .....	13%
Upper Midwest US.....	9%
Northwest US .....	4%
Western Canada .....	2%
Europe/Australia .....	0%
Eastern Canada .....	0%
Central Canada .....	0%
Did Not Respond .....	2%

### Primary Foci of the Center (*several may apply*)

Instructional technology .....	71%
Faculty technology support or development .....	67%
Multimedia production.....	64%
Interactive learning environments or multimedia.....	53%
Instructional design .....	50%
Student technology support .....	36%
Digital arts .....	26%
Research & development .....	22%
Visualization or other high performance computing .....	12%
Virtual reality.....	10%
Creation of visitor experiences for museums .....	3%
No specific focus .....	2%

### Summary of other foci added by respondents:

Undergraduate instruction and multimedia	High definition video
Digital workshop facilitation	WebCT system wide support

**Information on the Center Director Position**

*Staff who serve as the key institutional liaison to the NMC*

**Most Common Duties of the Center Director**

Implement institutional initiatives .....	74%
Plan and administer the center budget.....	71%
Evangelize to the larger university or museum community .....	69%
Work with faculty .....	67%
Plan and manage equipment purchases .....	67%
Plan programs and activities of the center.....	66%
Resolve personnel problems .....	62%
Develop inter-institutional collaborations or projects .....	59%
Manage multimedia or web development projects .....	55%
Write grants, seek external funding .....	48%
Work with students .....	43%
Oversee lab(s) .....	28%
Resolve student problems.....	26%
Coordinate equipment repairs.....	24%
Work with artists.....	12%

**Summary of other duties added by respondents:**

Create technology plans	Manage student teams
Provide classroom and special event support	Write grants and support grant projects
Provide morning administrator support	Design technology classrooms

**Job Title of the Center Director**

Director .....	43%
Other .....	31%
Dean .....	5%
Associate Director .....	3%
Coordinator .....	3%
Professor .....	3%
Vice President .....	2%
Associate Dean .....	2%
Curator .....	2%
Vice Provost .....	0%
Other Faculty Position .....	0%

**Other specified job titles:**

Manager	Director of Applications and Media Development
Associate Professor and Director, NMC	Academic Technology Project Leader
Instructional Systems Manager	Associate Professor
Media Services Specialist	Department Head
Associate Vice President	Instructional Technology Consultant
Director, Instructional Technology Services	Chair, Associate Professor
Instructional Technologist	Media Services Librarian
Multimedia Specialist	

**Classification of the Center Director**

Management .....	59%
FT Faculty.....	22%
Classified Staff .....	7%
Other.....	5%

<b>Center Director Salary and Other Data</b> <i>Key Institutional Liaison to the NMC</i>						
<b>Annual Salary</b>	\$30,000 or less 2%	\$30,001 - \$50,000 24%	\$50,001 - \$70,000 22%	\$70,001 - \$90,000 29%	More than \$90,000 21%	Did Not Respond 2%
<b>Vacation Days</b>	10 or less 3%	11 to 15 17%	16 to 20 16%	21 to 25 41%	26 or more 19%	Did Not Respond 2%
<b>Personal Prof Dev Funds</b>	\$0 - \$1,000 16%	\$1,001 - \$2,500 28%	\$2,501 - \$5,000 40%	\$5,001 - \$7,500 9%	\$7,501 or more 5%	Did Not Respond 2%
<b>Conferences Attended</b>	None 5%	1 to 2 50%	3 to 4 31%	5 to 6 10%	7 or more 2%	Did Not Respond 2%
<b>Training Days</b>	None 7%	1 to 2 16%	3 to 4 21%	5 to 6 17%	7 or more 38%	Did Not Respond 2%

**Information on Staff Positions**

<b>Centers with an Instructional Designer, Faculty Support Specialist, or Technology Consultant ..... 78%</b> <i>Staff who work with faculty around faculty projects; designing, implementing, consulting, etc.</i>						
<b>Annual Salary</b>	\$30,000 or less 3%	\$30,001 - \$40,000 16%	\$40,001 - \$50,000 40%	\$50,001 - \$60,000 9%	More than \$60,000 9%	Did Not Respond 24%
<b>Vacation Days</b>	10 or less 9%	11 to 15 19%	16 to 20 24%	21 to 25 16%	26 or more 9%	Did Not Respond 24%
<b>Personal Prof Dev Funds</b>	\$0 - \$1,000 12%	\$1,001 - \$2,500 45%	\$2,501 - \$5,000 16%	\$5,001 - \$7,500 3%	\$7,501 or more 0%	Did Not Respond 24%
<b>Conferences Attended</b>	None 5%	1 to 2 60%	3 to 4 9%	5 to 6 2%	7 or more 0%	Did Not Respond 24%
<b>Training Days</b>	None 0%	1 to 3 26%	4 to 6 29%	7 to 9 7%	10 or more 14%	Did Not Respond 24%

<b>Centers with a Web Designer, Web Developer or Web Master ..... 71%</b> <i>Staff who design, maintain, or manage web sites or web site creation</i>						
<b>Annual Salary</b>	\$30,000 or less 9%	\$30,001 - \$40,000 26%	\$40,001 - \$50,000 22%	\$50,001 - \$60,000 10%	More than \$60,000 2%	Did Not Respond 31%
<b>Vacation Days</b>	10 or less 7%	11 to 15 17%	16 to 20 28%	21 to 25 9%	26 or more 7%	Did Not Respond 33%
<b>Personal Prof Dev Funds</b>	\$0 - \$1,000 12%	\$1,001 - \$2,500 41%	\$2,501 - \$5,000 14%	\$5,001 - \$7,500 2%	\$7,501 or more 0%	Did Not Respond 31%
<b>Conferences Attended</b>	None 10%	1 to 2 55%	3 to 4 3%	5 to 6 0%	7 or more 0%	Did Not Respond 31%
<b>Training Days</b>	None 0%	1 to 2 22%	3 to 4 24%	5 to 6 5%	7 or more 16%	Did Not Respond 33%

<b>Centers with a Multimedia Designer, Digital Media Specialist, Animator, or Media Producer ..... 62%</b> <i>Staff who produce multimedia content such as animations, images, design schemes</i>						
<b>Annual Salary</b>	\$30,000 or less 5%	\$30,001 - \$40,000 17%	\$40,001 - \$50,000 24%	\$50,001 - \$60,000 12%	More than \$60,000 3%	Did Not Respond 38%
<b>Vacation Days</b>	10 or less 3%	11 to 15 17%	16 to 20 26%	21 to 25 7%	26 or more 7%	Did Not Respond 40%
<b>Personal Prof Dev Funds</b>	\$0 - \$1,000 12%	\$1,001 - \$2,500 40%	\$2,501 - \$5,000 7%	\$5,001 - \$7,500 2%	\$7,501 or more 0%	Did Not Respond 40%
<b>Conferences Attended</b>	None 9%	1 to 2 45%	3 to 4 7%	5 to 6 0%	7 or more 0%	Did Not Respond 40%
<b>Training Days</b>	None 2%	1 to 3 17%	4 to 6 12%	7 to 9 12%	10 or more 17%	Did Not Respond 40%

<b>Centers with an Instructional Technology Specialist, or Equipment Technician ..... 59%</b> <i>Staff who make the hardware work, keep software functional and may support classrooms</i>						
<b>Annual Salary</b>	\$25,000 or less 2%	\$25,001 - \$35,000 26%	\$35,001 - \$40,000 19%	\$40,001 - \$55,000 9%	More than \$55,000 3%	Did Not Respond 41%
<b>Vacation Days</b>	10 or less 12%	11 to 15 16%	16 to 20 16%	21 to 25 10%	26 or more 3%	Did Not Respond 43%
<b>Personal Prof Dev Funds</b>	\$0 - \$1,000 22%	\$1,001 - \$2,500 31%	\$2,501 - \$5,000 3%	\$5,001 - \$7,500 0%	\$7,501 or more 0%	Did Not Respond 43%
<b>Conferences Attended</b>	None 14%	1 to 2 41%	3 to 4 2%	5 to 6 0%	7 or more 0%	Did Not Respond 43%
<b>Training Days</b>	None 7%	1 to 3 24%	4 to 6 12%	7 to 9 7%	10 or more 7%	Did Not Respond 43%

<b>Centers with a Programmer, Application Developer ..... 47%</b> <i>Staff who maintain databases and web wizards</i>						
<b>Annual Salary</b>	\$30,000 or less 5%	\$30,001 - \$40,000 9%	\$40,001 - \$50,000 17%	\$50,001 - \$60,000 12%	More than \$60,000 3%	Did Not Respond 53%
<b>Vacation Days</b>	10 or less 5%	11 to 15 12%	16 to 20 19%	21 to 25 5%	26 or more 3%	Did Not Respond 55%
<b>Personal Prof Dev Funds</b>	\$0 - \$1,000 9%	\$1,001 - \$2,500 26%	\$2,501 - \$5,000 7%	\$5,001 - \$7,500 3%	\$7,501 or more 0%	Did Not Respond 55%
<b>Conferences Attended</b>	None 9%	1 to 2 33%	3 to 4 3%	5 to 6 0%	7 or more 0%	Did Not Respond 55%
<b>Training Days</b>	None 0%	1 to 3 12%	4 to 6 16%	7 to 9 9%	10 or more 9%	Did Not Respond 55%

<b>Centers with a Videographer, Digital Video Specialist, Video Editor ..... 41%</b> <i>Staff who work with video production or editing for multimedia or the web</i>						
<b>Annual Salary</b>	\$30,000 or less 5%	\$30,001 - \$40,000 9%	\$40,001 - \$50,000 19%	\$50,001 - \$60,000 7%	More than \$60,000 2%	Did Not Respond 59%
<b>Vacation Days</b>	10 or less 10%	11 to 15 7%	16 to 20 12%	21 to 25 5%	26 or more 3%	Did Not Respond 62%
<b>Personal Prof Dev Funds</b>	\$0 - \$1,000 19%	\$1,001 - \$2,500 10%	\$2,501 - \$5,000 9%	\$5,001 - \$7,500 2%	\$7,501 or more 0%	Did Not Respond 60%
<b>Conferences Attended</b>	None 10%	1 to 2 22%	3 to 4 7%	5 to 6 0%	7 or more 0%	Did Not Respond 60%
<b>Training Days</b>	None 2%	1 to 3 16%	4 to 6 9%	7 to 9 7%	10 or more 7%	Did Not Respond 60%

<b>Centers with an Interface Designer ..... 28%</b> <i>Staff who design the look, feel, and interactive aspects of an application or web resource</i>						
<b>Annual Salary</b>	\$25,000 or less 0%	\$25,001 - \$35,000 3%	\$35,001 - \$40,000 7%	\$40,001 - \$55,000 16%	More than \$55,000 2%	Did Not Respond 72%
<b>Vacation Days</b>	10 or less 0%	11 to 15 7%	16 to 20 12%	21 to 25 0%	26 or more 3%	Did Not Respond 78%
<b>Personal Prof Dev Funds</b>	\$0 - \$1,000 5%	\$1,001 - \$2,500 19%	\$2,501 - \$5,000 2%	\$5,001 - \$7,500 0%	\$7,501 or more 0%	Did Not Respond 74%
<b>Conferences Attended</b>	None 5%	1 to 2 21%	3 to 4 0%	5 to 6 0%	7 or more 0%	Did Not Respond 74%
<b>Training Days</b>	None 0%	1 to 3 7%	4 to 6 9%	7 to 9 3%	10 or more 7%	Did Not Respond 74%

<b>Full-time Staff Turn over Rate</b>	
0-5% .....	57%
6-10% .....	24%
11-15% .....	7%
16-20% .....	5%
21-25% .....	3%
26-50% .....	0%
51-75% .....	0%
76-100% .....	0%
Did Not Respond .....	3%

<b>Use of Student Workers</b>	
Students help with routine technical tasks .....	50%
Students provide key technical skills.....	38%
Students are vital parts of all aspects of the center.....	36%
Students help with clerical tasks .....	24%
Do not use student workers.....	14%

<b>FTE Staff/Faculty Ratio</b>	
5 or fewer .....	10%
6 to10 .....	7%
11 to15 .....	3%
16 to 50 .....	17%
51 to 100 .....	19%
101 to 500 .....	29%
501 to 1000.....	3%
Over 1000.....	7%
Did Not Respond.....	3%

<b>Training Opportunities Provided to Center Staff</b>	
Conference attendance .....	83%
Self-taught.....	72%
Vendor-provided software or hardware training.....	66%
Internal Training.....	59%
Commercially-provided training courses.....	55%
University extension or credit classes.....	55%
Release time to learn own their own .....	22%

This survey was conducted between November 9 and November 30, 2003 by NMC: The New Media Consortium. No information that would identify any particular college or individual was collected.



**NMC: The New Media Consortium**  
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