

The UW System is committed to attracting, retaining and rewarding a highly qualified and diverse workforce. By comparing compensation of UW System jobs with similar jobs in the labor market, the UW System can create a market-informed salary structure to help keep and grow our outstanding workforce.

WHAT IS A MARKET STUDY?



A **market study** is the process of comparing how an organization pays its employees against how other organizations pay their employees for similar jobs.

WHO ARE UW SYSTEM'S MARKET PEERS?



Market peers are other employers the UW System competes with to hire for similar jobs. These employers are similar to the UW System Universities in **industry**, **size** and/or **revenue** and are also referred to as **peer group** or **peer market**.

The UW System reviewed **market data** from over 1,000 organizations across various industries in the United States. These organizations include, but are not limited to, higher education and healthcare.

WHAT IS MARKET DATA?



UW System purchased **market data** for jobs in peer markets that match jobs across the UW System. Market data includes information such as:

- Job title
- Job description
- Base salary
- Bonuses
- Total dollar value of compensation, including paid time off, insurance, and retirement

This market data is used to build the new UW System salary structure. Although the UW System cannot make the proprietary market data purchased from vendors* publicly available, the UW System will continue to review market data regularly in the future and adjust the UW System salary structure if we've fallen out of alignment with market peers and/or our UW System compensation program objectives.

**Vendors who specialize in collecting and verifying market data include Willis Towers Watson and College and University Professional Association for Human Resources (CUPA-HR).*