

 **COLUMBIA** | **SCHOOL OF SOCIAL WORK**  
*Make waves. Move mountains. Change lives.*

# Community Day

Monday, March 27, 2017



**Transitions: Politics and  
the Profession**

*Examining the changing landscape of social work practice*

## Gender Pay Equity and Salary Negotiation

**Social Work Administrative  
and Management Caucus  
(SWAM)**

**Salary Negotiation**

**Matthea Marquart**

**Director of Administration,  
CSSW Online Campus**

# Congratulations on approaching graduation!



...which also means you're approaching your first post-graduation salary negotiations

# Salary Negotiation Agenda

1	Welcome and agenda
2	Turn & talk, and debrief: your experience negotiating salary
3	Salary negotiation basics
4	Demo with Samantha Green
5	Pairs: your turn to practice, and debrief
6	Q&A



# Turn & Talk: Your experience negotiating salary



For those in the room:

Turn to a neighbor and share:

- Have you ever negotiated a salary before?
  - If yes, how did it go?
  - If no, why not? Is there anything you're nervous about?

For those online:

Please share your experiences in the chat area

# Debrief: Your experience with negotiating salary



Raise your real hand or your virtual hand if:

- You have experience negotiating your own salary
- You've never negotiated a salary before
- You are feeling nervous about negotiating your next salary
- You have experience with negotiating salary from the hiring end AND you'd be happy to talk with people about this in the future

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# Key Takeaway

Always ask for a  
higher salary!

# Why should you negotiate?

30 seconds can make you thousands of dollars – this is the easiest money you will ever make

If you start your job underpaid, every future % increase will be lower

If you're underpaid, everyone who reports to you in the future will be underpaid, too

If you're underpaid, it may impact your commitment to your job and to the organization

All employers expect some negotiation; if you don't negotiate, you may lower your future supervisor's opinion of your skills & professionalism



# What happens on the hiring side when you're offered a job

- The Hiring Manager talks with HR and with their supervisor before offering a candidate the job
- They discuss the salary to offer, and usually a salary to offer if the candidate negotiates

*This means that there is usually an unspoken higher salary offer ready to go*

# Use your social work skills & put yourself in the hiring manager's shoes

- **Overworked, stressed, tired** – if there's a job opening, that means people are currently doing extra work
- **Worried, under pressure** – hiring the wrong person has a long-term negative impact, and their bosses are likely asking when the new hire will start
- **Hopeful** – you might be the answer to their search!

There are a lot of emotions at play during a salary negotiation, on both sides of the negotiation. Your social work skills will help you navigate.

# HIRING TIME

According to executives surveyed by Robert Half, it takes **five** weeks, on average, to fill a staff-level position and **7.5** weeks to fill a management-level position.



■ = Staff-level position

■ = Management-level position

For small businesses, a position that goes unfilled for weeks or even months can translate into lost revenues, overburdened workers and missed opportunities.

## THE TRUE COSTS

PERCENT OF RESPONDENTS

41%

OF COMPANIES SURVEYED SAY THAT A BAD HIRE IN THE LAST YEAR HAS COST THEM AT LEAST **\$25,000.**

25%

OF COMPANIES SURVEYED SAY THAT A BAD HIRE IN THE LAST YEAR HAS COST THEM AT LEAST **\$50,000.**

# Know your value: CSSW grads offer high value to their organizations

Proven accomplishments & skills that can benefit any organization

An MSSW degree is double the work of most other Master's degrees -- 60 credits rather than 30, 32, 36 credits

Columbia's MSSW degree is more rigorous than most other SW programs

Ivy League degree on a bio can help an organization fundraise or publicize their work

As alumni, access to Columbia resources and network

# Social work skills are valuable leadership skills

## The Top 10 Leadership Competencies, Grouped Into Five Themes

When 195 global leaders were asked to rate 74 qualities, these rose to the top.



# More about the value of an MSSW

Is the MSW the New MBA?

<http://www.fastcoexist.com/3035124/is-the-msw-the-new-mba>

The 21st Century's J.D.

<https://www.insidehighered.com/views/2016/02/25/social-work-has-become-21st-century-law-degree-essay>

Social Workers as super-heroes:

TEDxColumbiaSC

[https://www.youtube.com/watch?v=A27QjpQ\\_leo](https://www.youtube.com/watch?v=A27QjpQ_leo)

# Preparing for a salary negotiation:

## Research the salary range

- Research salary ranges for the type of job, for the field, for the city/state, for the organization, etc.
  - Glassdoor.com
  - Payscale.com
  - Comparably.com
  - Guidestar.org for nonprofit IRS Form 990s
  - U.S. Bureau of Labor Statistics <https://www.bls.gov/bls/wages.htm>
  - USA.gov & federal Office of Personnel Management for federal jobs  
<https://www.usa.gov/benefits-for-federal-employees>  
<https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/>
  - Company website, e.g. Columbia University salary grades:  
<http://hr.columbia.edu/helpful-tools/hr-manager-toolkit/managing-staff/salary-information>
- Where else can you look?

# Preparing for a salary negotiation: What do you value besides money?

Possibly negotiable (depending on the organization):

- Bonuses or schedule for salary review
- Vacations or personal days
- Flexible work schedule
- Work from home
- Tuition reimbursement
- Funding for professional development opportunities, e.g. workshops, conferences
- Funding for memberships for professional associations
- Ability to bring on social work interns
- Other benefits



# Preparing for a salary negotiation: Know your future supervisor

- Tailor your negotiation to your future supervisor; this is the start of your working relationship
  - E.g. if your supervisor favors data, provide data
- Focus on your excitement about working together; avoid the perception that you only care about what the job will give you

# Preparing for a salary negotiation: Be aware of gender biases

- Women need to be particularly careful because of potential backlash

# Key points for a salary negotiation

Try not to be the first to name a number, but don't be argumentative

- “I would like a fair salary that corresponds with my skills, education, and experience, as well as the significant contribution I'll be making here.”

If you have to name a number, name a range

If they ask for your previous salary, try to avoid giving a number, but don't lie (they can verify it)

- “My previous salary was earned prior to earning my Master's degree, so it doesn't accurately represent the value I bring to the organization now.”

It's ok to ask questions, e.g. what's budgeted, what's the typical range for others in the organization

Emphasize your enthusiasm & commitment – this is your future supervisor and you want to start off with a good relationship

Do NOT accept the first offer

It's ok to ask for time to consider the offer, but not too much time

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# Demo with Samantha Green

- Key points:
  - Try not to name the number first
  - If you have to name a number, name a range
  - If they ask for your previous salary, try to avoid giving a number
  - It's ok to ask questions
  - Emphasize your enthusiasm
  - Do NOT accept the first offer
  - It's ok to ask for time to consider

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# Your turn

For those in the room:

Turn to a neighbor and take turns being the hiring manager and the candidate:

- Hiring manager starts the practice with: “We’d like to offer you the job. What salary are you looking for?”

For those online:

Please share your response to this question in the chat area



**How did it go?**

**What questions did this bring up?**



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# Thank you! Q&A



# Thank you's



- Samantha Green, SWAM Board
- Mallory Trachtenberg, Program Analyst, Women's Bureau, U.S. Department of Labor
- Nadine Verna, Director, Career and Leadership Development, CSSW
- Grace Protos, Regional Administrator, Women's Bureau, U.S. Department of Labor

Also, a plug for CSSW's online campus:

- Take an online course and develop marketable tech skills!
- Come to our online events, now or as an alum! CEU's possible
- Consider working with the online campus after you graduate, as an Associate, Live Support Specialist, Advisor, Field Instructor, Guest Speaker, etc.
- Be a mentor and encourage good candidates to apply for their MSSW's