

# 2021 Member Benchmark Survey Results





## Dawn Stevens – Comtech

- President/Owner of Comtech
- Director of CIDM
- 30+ years in information development

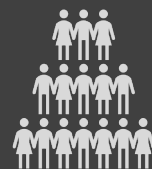


## Kathy Madison – Comtech

- CIDM Member Liaison & Consultant
- 30+ years of experience
- 6 years in information development



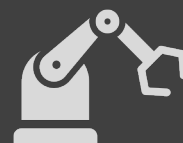
# Demographics



45% have 50+ people



48% software focused








52% SW / HW or HW only



writers to developers

- average: 3%
- extreme was 14%

# Staff distribution

	 no staff	 all remote	 some remote	 single Site	 multiple Sites
Americas	-	15%	26%	-	<b>59%</b>
Europe, Russia	<b>50%</b>	8%	12%	-	30%
India	<b>46%</b>	8%	15%	4%	27%
East Asia, Pacific	<b>67%</b>	4%	4%	4%	21%

# New hires

## No Hires

Americas: 79%  
Europe: 89%  
India: 67%

## 1 – 3 Hires

Americas: 18%  
Europe: 7%  
India: 21%

## > 3 Hires

Americas: 3%  
Europe: 4%  
India: 12%



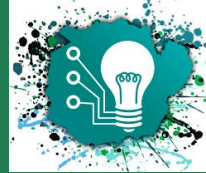
## Writers

18% (1-3)  
81% (>3)



## Editors

11% (1-3)



## Info Architects

33% (1-3)



## Tools Specialist

27% (1-3)  
9% (>3)



## UX/UI

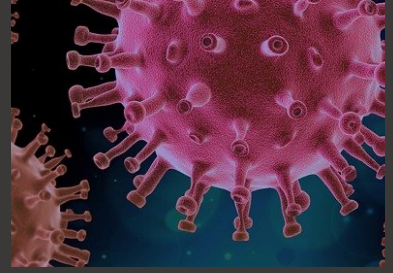
22% (1-3)



## Managers

40% (1-3)  
10% (>3)

# Impact of Covid: hiring



No positions were open (8%)



We have adjusted our qualification priorities (8%)



Not hiring, want face-to-face (0%)



We hired people we never met face-to-face (68%)



Qualified candidates are HARDER to find (48%)



We are less concerned about location (64%)

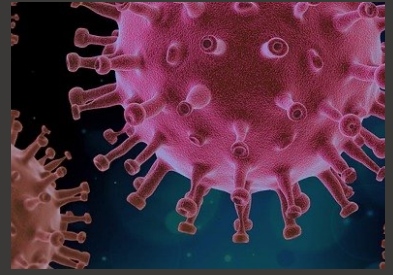


Qualified candidates are EASIER to find (8%)



We have added work-at-home reimbursement (28%)

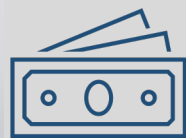
# Impact of Covid: future



We will hire more remote employees (56%)



We will conduct more remote interviews rather than face-to-face (76%)



We will continue or add work-at-home benefits (40%)



# Hiring factors: importance

Factor	Importance
Writing skills	1
Experience level	2
Interpersonal skills	3
Initiative	4
Industry / product knowledge	5
Problem solving skills	6
Tools and standards knowledge	7
Time management skills	8
Diversity	9
Educational level	10
Location	11

Factor	SW Only
Writing	1
Experience	2
Interpersonal	3
Initiative	4

Factor	SW/HD
Writing	1
Experience	2
Interpersonal	3
Problem Solving	4

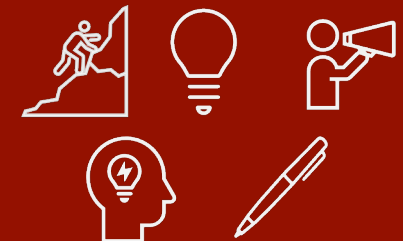
Factor	Small Teams
Writing	1
Interpersonal	2
Experience	3
Initiative	4

Factor	Large Team
Writing	1
Experience	2
Interpersonal	3
Product	4



diversity,  
education,  
interpersonal,  
problem solving,  
time management,  
tools/std  
never #1



experience,  
initiative,  
interpersonal,  
problem solving,  
writing  
Never #11



# Which factor is easiest to find?



Poll Time

- education level
- experience level
- diversity
- industry knowledge
- initiative
- interpersonal skills
- problem solving skills
- time management skills
- tools / standards knowledge
- writing skills

# Which factor is hardest to find?



Poll Time

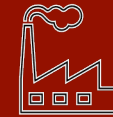
- education level
- experience level
- diversity
- industry knowledge
- initiative
- interpersonal skills
- problem solving skills
- time management skills
- tools / standards knowledge
- writing skills

# Hiring factors: availability

Factor	Hardest	Importance
Industry / product knowledge	1	5
Writing skills	2	1
Initiative	3	4
Tools and standards knowledge	4	7
Diversity	5	9
Problem solving skills	6	6
Interpersonal skills	7	3
Experience level	8	2
Time management skills	9	8
Educational level	10	10



Writing skills was the highest factor and had most #1 votes as hardest to find



Industry knowledge had the 2<sup>nd</sup> most votes as the of #1 importance and the 2<sup>nd</sup> hardest to find



Diversity is not ranked high in importance but tied with the 2<sup>nd</sup> most votes for the hardest to find.

# Hiring: how long does it take

## 1 – 4 weeks

Remote: 8%  
**US west: 13%**  
US central: 8%  
US northeast: 0%  
US southeast: 4%  
Canada: 4%  
Europe western: 4%  
Europe eastern: 0%  
India: 0%  
Far East: 4%

## 1 – 6 months

**Remote: 64%**  
US west: 58%  
US central: 54%  
US northeast: 60%  
US southeast: 50%  
Canada: 30%  
Europe western: 25%  
Europe eastern: 14%  
India: 29%  
Far East: 16%

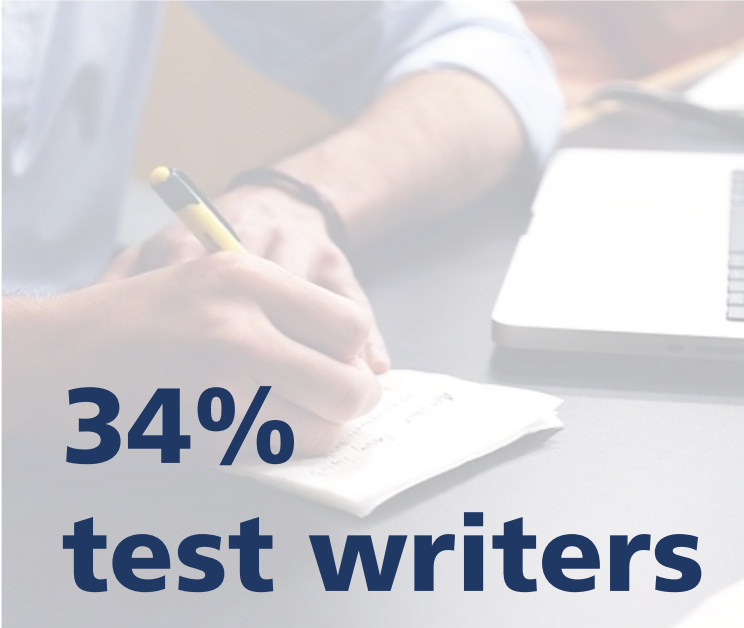
## > 6 months

US southeast: 4%  
Canada: 4%  
Europe western: 4%  
India: 4%





**63%**  
**check**  
**references**



**34%**  
**test writers**



**56%**  
**get samples**

**Hiring Process:**  
**activities**

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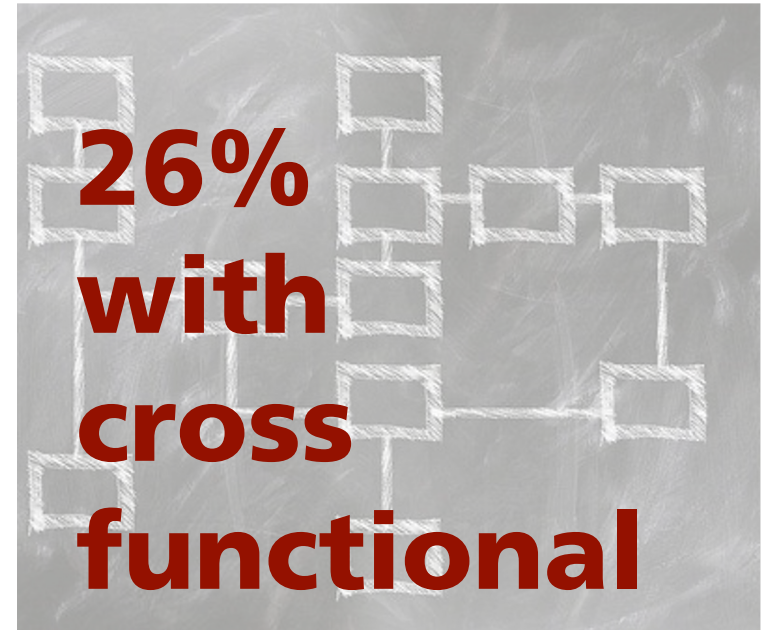




**100%  
with managers**



**81%  
with peers**



**26%  
with  
cross  
functional**

Hiring Process:  
who's involved

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# Referral Bonus:

- 85% give them
  - 100% for software companies
  - 71% for other companies
  - Size of team doesn't matter
- Range from \$300 - \$5,000
- Some vary by location and position





# Compensation – base package

- 
- A photograph showing a stack of gold coins balanced on top of each other, with a clock face in the background. The clock has a red rim and black numbers. The coins are stacked in a way that they appear to be balancing precariously.
- ✓ Health / Dental (100%)
  - ✓ Vision (96%)
  - ✓ Wellness (92%)
  - ✓ Life insurance
  - ✓ Short/long-term disability (96%)
  - ✓ 401(k) match (80%)
  - ✓ Flex spending account (84%)
  - Pension plan (20%)
  - Stock options (36%)

- Writers:
  - \$25K to \$180K
- Editors
  - \$40K to \$120K
- Information Architects
  - \$50K to \$150K
- Management
  - \$67K to \$150K

**software orgs slightly higher  
size of company didn't matter**

# Compensation – additional benefits

- ✓ **Flex-time (68%)**

- ✓ Comp-time (32%)

- ✓ Over-time (20%)

- ✓ Hiring bonus (32%)

- ✓ Company cell phone (8%)

- ✓ **Work-at-home \$\$\$ (48%)**

- Discounts to wellness classes

- Employee discounts

- Software orgs give more:

- work-at-home \$\$\$

- SW/HW orgs give more

- overtime

- Small orgs give more:

- hiring bonuses

- cell phones

- work-at-home \$\$\$

- Large orgs give more:

- comp/flex/over time



# Paid time off



- Separate allotments
  - 64%

- Unlimited time off
  - 20%

- Separate Allotments:
  - 29 days average

- One Allotment:
  - 25 days average

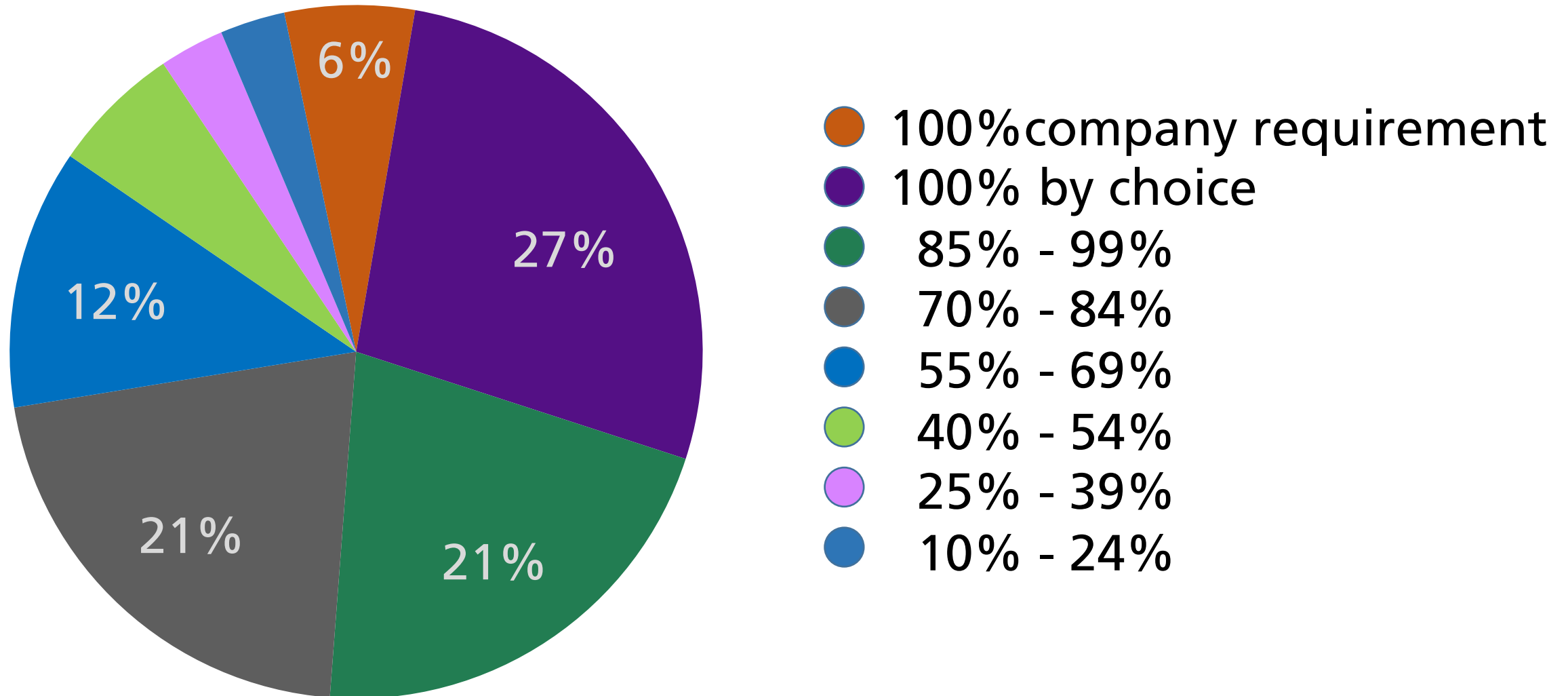
- Unlimited time off
  - only SW orgs

- Unlimited sick time
  - both SW & SW/HWD

- Software orgs:
  - 34 days average

- SW & HW orgs
  - 24 days average

# PTO: how much do we use?



# Are you happy with your benefits?



Poll Time

- completely
- mostly
- somewhat
- not at all

# Education requirements

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only **11%** accept  
certificates or associates degrees

less than **25%** new hires  
are college recruits

only **19%** feel  
recruits are well prepared







(N)EVER(S)TOP  
LEARNING



**Everyone** is willing to teach new hires **tools** and **industry** skills

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**Half** are willing to teach new hires **writing** and **communication** skills

- Webinar attendance: 84%
- Conference reimbursement: 76%
- In-house team workshops: 68%
- Individual workshops: 64%
- College tuition: 60%
- No education benefits: 8%



# What % of your education benefit do you use?

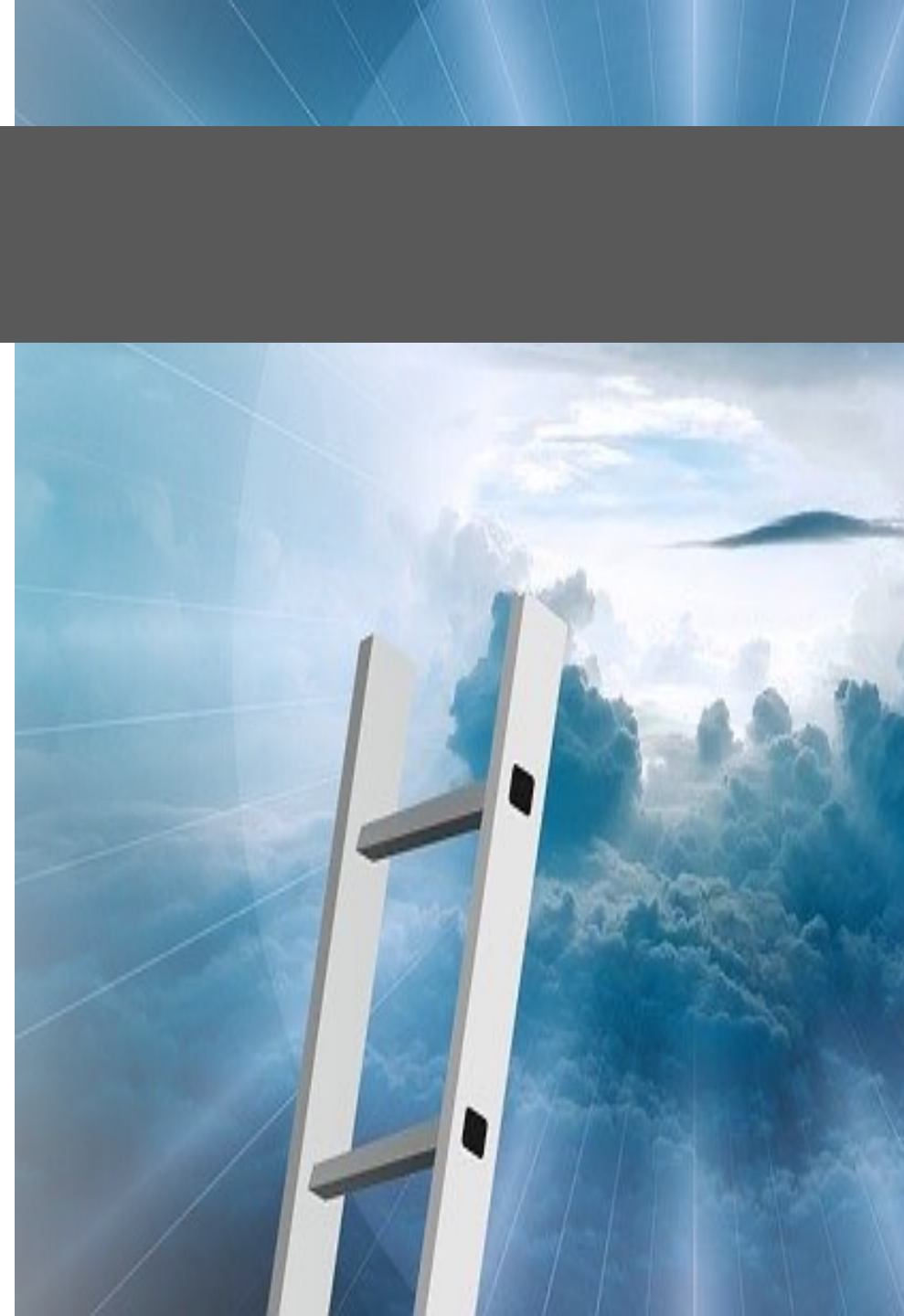


Poll Time

- 100%
- 75%
- 50%
- 25%
- 0%

# Promotion paths

- **84%** → managers
- **76%** → other positions (i.e, IA)
- **88%** → higher level within their role
  - Range of 2 to 10 levels
  - Average is 4 levels



# How much turnover have you had since COVID?



Poll Time

- $< 10\%$
- $10 - 25\%$
- $> 25\%$

# Are you concerned about your turnover?



Poll Time

- yes, absolutely
- yes, somewhat
- no, not at all

# Hiring strategies are important!

*I am convinced that nothing we do is more important than hiring and developing people. At the end of the day, you bet on people, not on strategies.*

Lawrence Bossidy, CEO Honeywell

*Hiring the right people takes time, the right questions and a healthy dose of curiosity. What do you think is the most important factor when building your team?*

Richard Branson, founder of Virgin Group

*People are not your most important asset. The right people are.*

Jim Collins, author

# Question time

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