GSA Webinar Series
Tips on How to Successfully Negotiate Your Job Offer

Webinar Speakers
Keith A. Anderson, PhD, MSW, FGSA
Professor, School of Social Work
University of Montana
Director, Montana Geriatric Education Center
Series Editor, Columbia University Press

Hannah Wohlfert, MBA
Enterprise Technology Project Manager
TD Ameritrade

Webinar Agenda
• Hannah Wohlfert, MBA
  • Hannah’s Story
  • Why and How to Negotiate
• Keith A. Anderson, PhD, MSW, FGSA
  • Keith’s Story
  • Negotiations in the Academic Sector
• Questions & Answers

ABOUT ME: HANNAH WOHLFERT
Enterprise Technology Project Manager
TD Ameritrade

EDUCATION
• BA in Psychology from the University of Notre Dame
• MBA from the Ross School of Business

EXPERIENCE
• 14 years of professional experience in a variety of sectors
• Changed full-time jobs nine times in those 14 years
• And more than tripled my salary in that time!
• Successfully coached professionals at all career stages

WHY NEGOTIATE?
• Use your bargaining power! Job changes and promotions are the best opportunity to increase your salary and benefits
• Companies expect negotiation - most will not offer the highest price
• Few jobs give more than a 2%-4% raise per year
• An offer is your first key interaction with your new boss

SALARY COMPRESSION
KNOW YOUR WORTH

- Negotiation starts during the job search
- Research your worth and understand the competitive landscape for your “business of one”
- Look at your current and potential future titles
- Tools that can help:
  - Glassdoor
  - PayScale
  - Salary.com

TARGET YOUR SEARCH

- Once you know what you want to make, write it down ($10K range) and practice saying it
- Many jobs sites now show an estimated salary for each role
- Non-profits and universities often have publicly available salary data
- It is unwise to take a job with a lower salary unless there are mitigating circumstances

EARLY STAGE SEARCH

- Most jobs will ask on the application or in the first phone screening for your salary range
- Do not disclose your current or past salary – instead tell them your desired range
  - If you want to make $98,000, give a range of $95,000-$105,000
  - If they require a salary number on the application for past roles, enter $0
- Initial screening helps both you and the employer know if your ranges are aligned

YOU GOT THE OFFER!

- Get all the details around benefits - medical costs, time off, etc.
- Do the math and make sure this offer is worth it to you
- Convert premium costs and days off to dollars
- Total the costs and benefits to ensure take-home pay meets your needs
- Only negotiate an offer you intend to take
THE NEGOTIATION

Ask for 3 things:
1. Salary or bonus you want above what was offered
   a) Relocation benefits can be crucial if you are changing locations
   b) Many companies will offer a signing bonus instead of a base salary increase
2. Other tangible benefits - such as more time off, a company-paid cell phone
3. Intangible benefits - work from home benefits, flexible schedule, a specific time off

THE NEGOTIATION

- Speak directly to your hiring manager if possible
- Thank the employer for the offer and share your excitement working with them
- Expect them to need some time to consider/work on your requests
- This is your first of potentially many times interacting with your new boss
- Get any changes on an updated offer letter before you accept

MORE RESOURCES

Liz Ryan on LinkedIn and Forbes
https://www.linkedin.com/in/lizryan/

QUESTIONS? CONTACT ME!

Hannah Wohlfert, MBA
Enterprise Technology Project Manager
TD Ameritrade
Contact me on LinkedIn or email:
joyofthejourney@gmail.com

ABOUT ME: KEITH A. ANDERSON

Professor, School of Social Work, University of Montana
Director, Montana Geriatric Education Center

EDUCATION
• BA, Dickinson College
• MSW, Virginia Commonwealth University
• PhD, University of Kentucky

EXPERIENCE
• Clinical Social Worker, The Washington Home and Hospice
• Associate Professor, College of Social Work, The Ohio State University
• Professor, School of Social Work, University of Montana

KEITH’S STORY

FIRST ACADEMIC JOB
• The Ohio State University
• Inexperienced in negotiations, but lucky in life!

SECOND ACADEMIC JOB
• University of Montana
• Negotiating from a different perspective – a lot of moving pieces, and tenure!
YOU RECEIVED A JOB OFFER!

CELEBRATE
• Fewer than 5% of the US population have doctoral degrees.
• Fewer receive job offers from colleges and universities.
• You have made it... but your work has just begun!

BREATHE
• Take your time and let it sink in.
• DON'T ACCEPT THE JOB RIGHT AWAY!
• Wait for an official email or mailed copy of the offer.

ADVICE & FACTS

CONSULTATION
• Meet with your mentors and advisors to review the offer.
• Speak with friends and colleagues who have also received offers.

RESEARCH
• Locate published salaries (typically at public institutions).
• Note that these data are often aggregated – Social work salaries tend to be on the low end.

ELEMENTS OF AN OFFER

COMMON ELEMENTS
• Salary; Start-Up Funds; Teaching Loads and Course Release; Moving Expenses; Summer Salary

LESS COMMON ELEMENTS
• Paid Visits to Find Housing; Spousal Hire; Tenure (if you are already tenured)

CONSIDERATIONS PRIOR TO NEGOTIATIONS

TYPE OF INSTITUTION
• Research intensive or teaching institution.
• Size, rank, and level of prestige.
• Location and cost of living.

FACULTY UNIONS
• Find out whether or not the faculty are represented by a union.
• This may limit some areas of negotiation due to salary parameters.

OKAY, LET'S NEGOTIATE!

COMMUNICATIONS
• Email allows you to carefully craft your statements and gives you time to respond.
• Phone is more personal, but remember that the person on the other end of the line is probably far more experienced in the negotiation process.

EVERYTHING IS NEGOTIABLE, RIGHT?
• Not really. There are constraints and some elements may not be on the table. Money and time are the two most negotiable elements.
• Have a plan to negotiate the elements of the offer that are most important to you.
• Align your “asks” with the capabilities/resources of the institution.

SALARY

BASE SALARY
• A general rule is to ask for 10% more than the offered base salary.
• Expect a counteroffer between the original offer and the requested salary.
• Remember that Deans have constraints – such as budgets and salary compression.

OTHER SOURCES OF INCOME
• Summer salary.
• Start-up funds.
• Research-related funding.
• Moving expenses.
• Teaching overloads – extra money, but be careful!
**TIME**

**COURSE & SERVICE RELEASES**
- Time is often more a commodity than money for assistant professors.
- Ask for course releases, especially for the first year or two.
- Committee service can also eat up your time – you may negotiate for some relief.

**PRE-TENURE SABBATICAL**
- Not common, but you may be able to negotiate a pre-tenure sabbatical.

**OTHER NEGOTIABLE PERKS**

**FAMILY-RELATED PERKS**
- Spousal hires – this can include non-academic and staff-level jobs.
- Deps.
- Paid family leave.
- Housing assistance – particularly in urban areas.
- Retirement and benefits packages – not always negotiable, but review these carefully!

**FREE PARKING**
- Dream on buddy!!!

**RESEARCH & TEACHING ASSISTANTS**
- Negotiate for free RAs and TAs.
- RAs and TAs can lighten your workload and increase your productivity considerably.

**SPACE & EQUIPMENT**
- You will need office space and equipment (e.g., computers) to do your work.
- Consider these needs in your negotiations.

**A NOTE ON GENDER & RACE**

**GENDER**
- Women may be less likely to negotiate salaries, which may partially account for the gender wage gap (along with sexism, unfortunately).
- For resources specific to negotiating salary, see the American Association of University Women: https://salary.aauw.org

**RACE**
- Racial stereotypes and discrimination also exist in academia.
- Knowing the salary history of the hiring unit is critically important.
- Diversity is also valued at most institutions – be confident in what you have to offer!

**REVIEW – DO’S & DON’TS**

**DO’S**
- Do your homework and know the institution.
- Counteroffer the initial base salary offer. Simply ask for more money!
- Consider negotiating other elements, especially those that provide additional time.
- Be cordial, professional, and grateful – you may work with these folks for years!

**DON’TS**
- Don’t accept the offer right away... but don’t string out the process!
- Don’t try to dictate the initial offer based on “norms” or your perceived value.
- Don’t sell yourself short – future earnings are largely based upon this initial salary.
- Don’t be shy! Money is not a comfortable topic for most people, but you need to engage in the negotiation process.

**SELECTED REFERENCES**

THANKS!

Questions?
- We will not be using the “raise hand” feature today
- Please use the “questions” feature accessible on the right side of your screen
- If we do not get to all of the questions today, we will email responses after the webinar

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