

Valley|Cities

Behavioral Health Counseling



Employees:
220



Industry:
Healthcare & Non-profit



Region:
West

The Challenge:

Valley Cities is expanding rapidly, increasing hiring by 20% each year. With this rapid growth, managing compensation effectively has become a crucial component in both finding and retaining great talent, as well as helping the organization move toward a pay-for-performance system.

Yet the organization's existing salary data was based on out of date information. "United Way, our provider association, does a salary survey every five or six years. The data sources were OK, and they served a purpose," said Ken Taylor, CEO of Valley Cities. "But they reflected the perception that there's never any money, so there was less motivation to keep salaries up. We always did a 3% cost of living increase, but that didn't help us address engagement."

Why PayScale

To address the creation of a pay-for-performance strategy amid these restrictions, Valley Cities initially worked with several high-priced consultants. "They all told us we could never do it in a nonprofit organization. There's this perception in nonprofits that there won't ever be enough money," said Taylor. "But I knew there had to be a better way."

With PayScale, Valley Cities can access the largest, most up-to-date salary database in the world, easily benchmark positions, and price jobs in Seattle—or across the nation. "PayScale has allowed us to evolve. I can have comfortable conversations saying we are going to pay by the market and increase your compensation based on the market," said Taylor. "I can point to PayScale's salary data with confidence, because I know it's based on millions of data points, and the scale's been validated. Even our CFO, who was skeptical at first, is a total convert."

Pain Points:

Accessed better data to drive retention and hiring decisions

Improved transparency and retention

Made salaries competitive to talent markets

The Results:

Rewarding top performers

Previously, Valley Cities offered a yearly 3% cost of living increase. With PayScale, the organization can now give significant raises for performance quality based on accurate, real-time market data. “I can point to the data and tell employees that if they are truly good at their position I can pay them competitively. People know their performance matters now,” said Taylor. “PayScale has definitely helped increase employee morale and helped us actually pay for above average performance.”

Brought salaries in line with geographic area

PayScale allows Valley Cities to view and evaluate real-time jobs and salaries specific to Seattle—one of the most expensive cities to live in—instead of generalized cost of living recommendations. “With PayScale, we can always have an eye on what the market is doing here. I can point to the data with confidence and let employees know we’re competitive in the Seattle area and the ever changing Seattle area cost of living.

Better data to drive to business decisions

PayScale gives Valley Cities multiple ways to view and analyze salary information and identify grade structures that are out-of-line with the market or employees who may be flight risks. “We’re just beginning to harness the power of the PayScale data and tools,” said Taylor. “For other organizations out there, who may be wondering if they need a system, PayScale can definitely help you impact your business decisions.”

About PayScale

Cloud software, crowdsourced data and unique algorithms power the world’s largest real-time database of rich salary profiles giving PayScale the unique ability to provide job seekers and employers alike immediate visibility into the right pay for any position. PayScale’s cloud compensation software is used by more than 3,000 customers including Bloomberg BNA, Cummins, Warby Parker, Clemson University and Signature HealthCARE.