

# Professionals in Higher Education Survey Methodology, 2024-25

UPDATED 2/26/2025

CUPA-HR has been collecting data on higher ed professionals since 1998. The data collection period for CUPA-HR's *Professionals in Higher Education Survey* ran from November 4, 2024, to January 16, 2025. The survey was conducted through Surveys Online.<sup>1</sup>

## POSITIONS SURVEYED

The survey collected data on 404 positions grouped into the following professional areas:<sup>2</sup>

- Academic Affairs
  - Academic Coordinators, Accrediting and Credential Specialists, and Advisers
  - Instructional Design and Media, Training Delivery, and Faculty Development
  - Librarians (with and without faculty status)
  - Museum Professionals, Performing Arts Professionals, and Religious Officials
  - Admissions, Financial Aid, and Enrollment Management Professionals
- Athletics
  - Athletics Professionals and Trainers
  - Head Coaches
  - Specialty Coaches
  - Assistant Coaches
- External Affairs
  - Development and Fundraising Professionals
  - Alumni Relations, Community Relations, and Public Policy Professionals
  - Communications and Marketing Professionals
  - Media Heads and Managers
  - Event Professionals
  - Extension Program Professionals
- Facilities
  - Heads of Printing or Mailing Services, Maintenance, and Construction
  - Facilities Planners and Architects
  - Engineers
  - Environmental Safety and Risk Management, Facility Operations, and Retail Operation Professionals
- Fiscal Affairs

- Accounting Professionals
  - Audit and Finance and Budget Professionals
- Information Technology (IT)
  - IT Heads
  - IT Analysts, Web Professionals, and Other End-User Specialists
  - IT Database, Client Support, and Network Support Professionals
  - IT Systems Support, Security, and Telecommunications Specialists
- Institutional Affairs
  - Administrative Professional Associates
  - Legal and Human Resources Professionals
  - Organizational Development and Planning Professionals
  - Institutional Research and Assessment Professionals
  - Materials Management and Business Operations Professionals
  - Supervisors of Office and Clerical, Skilled Craft, and Service and Maintenance Personnel
- Research Professionals, Statisticians and Data Scientists, and Health Science and Environmental Sustainability Professionals
  - Research Professionals
  - Laboratory Coordinators
  - Research Support Professionals
  - Statisticians and Data Scientists
  - Health Science and Environmental Sustainability Professionals
- Student Affairs
  - Student Success Professionals
  - Housing Professionals
  - Student Activities, Wellness, and Counseling Professionals
  - Cultural, Diversity, and Equal Opportunity Professionals

## DATA COLLECTED

This year's survey includes data for 319,507 professionals. For each professional reported, the following data were collected:

- Annualized base salary (effective date November 1, 2024)
- H-1B status
- Exempt/non-exempt status
- Full-time/part-time status
- Sex (optional)
- Race/ethnicity (optional)
- Year entered current position (optional)
- Birth year (optional)

- Bonus eligibility (yes or no; for coaches only)
- State of residence

Participants uploaded a file containing this data.

## Institutional Basics

In addition, data on institutional characteristics were collected from all participants:

- Total expenses reported to IPEDS in 2023-24
- Student enrollment (effective date approximately October 15, 2024)
- Faculty size (effective date November 1, 2024) and number of separations in the past year
- Staff size (effective date November 1, 2024) and number of separations in the past year
- Human resources staff size and number of separations in the past year
- CHRO reporting relationship
- Whether collective bargaining exists for the following groups:
  - Full-time faculty
  - Part-time or adjunct faculty
  - Full-time staff
  - Graduate students

Basic information on total expenses as well as student, faculty, and staff size were required questions. All other questions were optional.

## RESPONDENTS

Respondents were largely human resources professionals from higher education institutions in the U.S. There were 988 institutions that completed the survey.<sup>3</sup>

		<b>Public</b>	<b>Private Independent</b>	<b>Private Religious</b>	<b>For- Profit</b>	<b>TOTAL</b>
<b>Classification</b>	<b>Doctoral</b>	186	69	63	0	318
	<b>Master's</b>	128	77	82	1	288
	<b>Baccalaureate</b>	23	83	54	1	161
	<b>Associate's</b>	133	0	2	0	135
	<b>Special Focus</b>	12	51	4	4	71
	<b>Tribal</b>	2	4	0	0	6
	<b>Not Classified</b>	8	0	0	1	9
	<b>TOTAL</b>	492	284	205	7	988

## CITATION INFORMATION

CUPA-HR. (2025). [Professionals in Higher Education Survey, 2025-25](#) [Data set].

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<sup>1</sup> Surveys Online is a product of [Peerfocus](#).

<sup>2</sup> See the [Professionals Survey Participation and Information Template](#) for a complete list of all professional positions surveyed, instructions to participants, and more information on how data were collected.

<sup>3</sup> Special focus institutions include medical institutions, law institutions, art design schools, and others. Institutions not classified include international institutions and any other institution not listed with a basic [Carnegie classification](#). For-profit institutions and non-classified institutions are generally not included in overall analyses of CUPA-HR data unless otherwise specified.