

Arkansas Rural Ed Association

Executive Director / CEO

EIN 275433361
 AR · NTEE B023
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Dennis Copeland, Executive Director / CEO** (\$76,000) against **every comparable organization** that fit the selection criteria — **31** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **74th** percentile of comparable organizations within the typical range

Benchmarked executive: Dennis Copeland — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (B023).

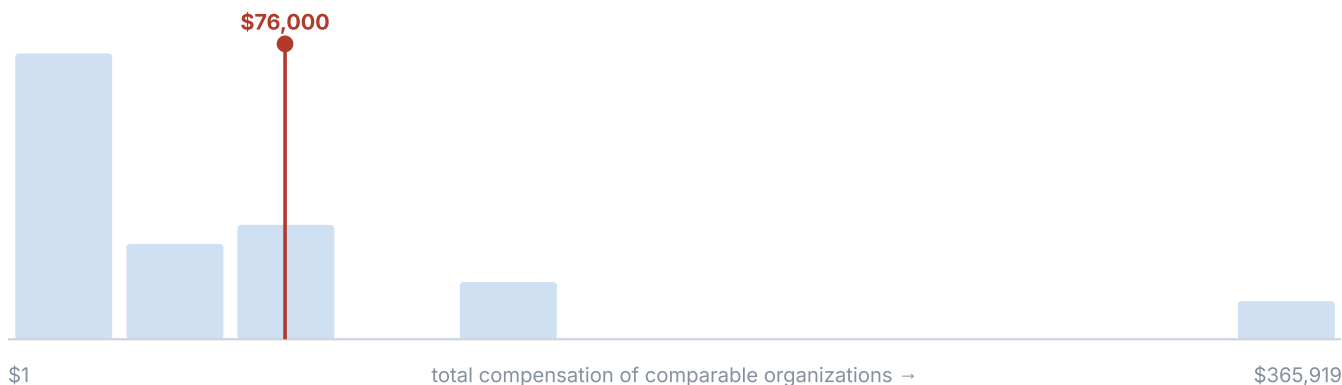
BUDGET Total revenue between \$189,296 and \$423,798 — 0.67x to 1.50x the subject's \$282,532 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (B02), nationwide + budget 0.67–1.5x revenue.

31 organizations qualified on sector, size, and geography

→ **31** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$3,457	\$18,845	\$31,169	\$74,492	\$141,092	\$76,000
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● Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to AR cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Iccnm Foundation	NM	\$284,606	President	\$2,375	\$2,273	2024
Concepts For Adaptive Learning	CT	\$275,924	Executive Director	\$65,000	\$54,219	2024
Village Mke Inc	WI	\$291,000	Ceo	\$147,500	\$141,092	2023
Middle College High School National	NJ	\$294,291	Director	\$33,280	\$26,435	2024
The Quest Institute For Quality Educ	CA	\$270,067	Ceo	\$33,246	\$26,294	2023
Maestromeetings Inc	PA	\$268,549	Officer	\$18,786	\$16,667	2024
The Commission On Massage Therapy	VA	\$261,134	Executive Director	\$107,200	\$89,710	2025
The Center For Bioethics And Culture	CA	\$307,398	Executive Director	\$88,200	\$66,010	2025
Salinan Heritage Preservation	CA	\$240,271	President	\$4,500	\$3,457	2024
Good2know Partners	CA	\$327,327	Ceo	\$10,000	\$7,682	2024
Arc Upper Valley Inc	ND	\$333,086	Executive Director	\$83,159	\$83,586	2023
Qed Foundation Inc	NH	\$229,294	Executive Di	\$91,003	\$76,964	2023
Springboard Child Care Inc	CO	\$226,628	President	\$30,000	\$25,592	2024
Econ Job Market Inc	CA	\$224,185	Secretary & Cio	\$30,000	\$22,452	2025
Wisconsin Skyward User Group Inc	WI	\$341,678	President	\$500	\$465	2024
Auburn University Real Estate	AL	\$341,851	President	\$350,949	\$337,301	2024
Gradient Learning	CA	\$342,635	Executive Director	\$462,663	\$365,919	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Lead Wichita Inc	KS	\$222,374	Secretary	\$31,500	\$31,169	2023
Open Syllabus Inc	NY	\$348,291	President And Treasurer	\$173,819	\$139,734	2024
Alliance For Public Waldorf Education	CA	\$207,492	Executive Dir.	\$93,750	\$72,019	2024
Us Ort Operations Inc	NY	\$200,429	Board Member	\$1	\$1	2023
Oakmont Academic Knowledge	OH	\$198,229	Co-executive Director	\$43,523	\$42,222	2023
Zworks	IN	\$368,977	Executive Director	\$70,000	\$65,672	2024
Southeastern Association Of Law Schools	NC	\$194,902	Executive Director	\$28,000	\$25,739	2024
Military Cyber Professionals Assn Inc	VA	\$371,615	Chief Operating Officer	\$175,002	\$150,324	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to AR cost of living and 2024 dollars. Click any organization to verify the figure on ProPublica.

■ Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to AR cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: peerbasis.org/methodology.

■ Sample, role match & sensitivity

PEER COUNT 31 organizations. Compensation range \$1–\$365,919; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$282,532); for reference, expenses \$165,458 and assets \$512,450. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Dennis Copeland, reported title "*EXECUTIVE DIRECTOR*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY	5 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	2 peers fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	74 th
Total compensation (D + F), as reported (no adjustments)	68 th
Reportable pay only (column D), adjusted	77 th
All sources (D + E + F), adjusted	61 st

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

● Rebuttable presumption of reasonableness · 26 CFR 53.4958-6

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Dennis Copeland) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 31 similarly situated organizations (Same NTEE sector (B02), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$76,000 is reasonable (approximately the 74th percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [__ for / __ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.