



Dear NACRO Member,

As the premier professional development organization for those working at the intersection of academic corporate relations and industry, NACRO is committed to collecting and disseminating valuable information that catalyzes our work. Our annual ***Financial Metrics Survey*** captures and reports investments made in higher education institutions by corporations. As many of you know, this **aggregated data can be extremely useful in benchmarking to peer institutions and creating positive changes for your offices.**

This survey is designed to capture the numerous ways in which industry supports higher education, be it for research, philanthropic support of educational programs, investments in executive education, or other activities. Unlike other tools that record these components exclusively for research or advancement organizations at a given institution, this instrument **captures all areas that receive gift and/or non-gift funding from industry** so that a comprehensive “all-in” understanding of industry impact can be reported.

To that end, we are **asking for your support in completing** NACRO’s *Financial Metrics Survey*. **Your institution's leadership has also been notified about this survey.** As a NACRO member, you play an important role in engaging your leadership in this process and leading the collection of this data. Included with this letter are documents with additional information on the survey, methodology, and other resources that can help with completion of the survey, as well as an Excel spreadsheet to serve as a data collection tool for recording your institutional data as it is gathered. These resources will also be made available on NACRO’s website, found [here](#).

Once you finish collecting the various metrics, the data can be **formally submitted via [Qualtrics](#)**. Should you have any questions and/or run into any problems with the provided documents, please send an email to info@nacrocon.org.

The aggregated results of the *Financial Metrics Survey* will be available to all NACRO members and will be useful as we work with academic leadership to advance our profession. It will also provide an opportunity to improve our collective success in advancing economic development and prosperity for our regions, states, and the nation.

Participating institutions will be entered into raffles for a chance to receive a **free NACRO 2024-2025 membership**. The survey **launches March 4, 2024** and **submissions are due by April 19, 2024**. We hope we can count on your institution to participate.

Sincerely,

Michelle Dingwall & Dave Ortendahl
NACRO Co-Presidents, 2023-2024