



Dear Institutional Leadership:

NACRO (Network of Academic Corporate Relations Officers) is an organization of nearly 500 university-industry corporate relations professionals. Each year, we provide professional development opportunities, thought leadership, and best practices for those working in this field. It is in this capacity that NACRO has developed and is again executing its national ***Financial Metrics Survey***, which captures and reports all gift and non-gift investments from industry made to higher education institutions. We are writing to ask for your institution's participation in this year's survey.

NACRO's *Financial Metrics Survey* examines the many 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 instruments that record these components on behalf of just one area of the institution (i.e., the HERD report for research or the VSE for advancement), **this tool collects and categorizes all funding received from industry**, providing a comprehensive "all-in" understanding of industry impact. As the survey grows in broad institutional participation, this **aggregate data will be an invaluable tool for peer comparisons and detection of best practices** in the university-industry interface.

To that end, **we are asking for your institution's support in completing NACRO's *Financial Metrics Survey***. You are receiving this email because your institution employs one or more NACRO members—likely staff within your corporate/industry engagement or corporate/foundation relations shop(s); those employees are receiving an email and will be key drivers in convening campus partners to complete the survey.

Attached to this email 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. **Final data is to be submitted via [Qualtrics](#)**. (These resources are also available on NACRO's website, found [here](#).) The results of the *Financial Metrics Survey* will be available to all NACRO members and participating institutions. For more information, contact info@nacrocon.org.

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

Sincerely,

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