NACRO™

Executive Summary

2021 NACRO Member Survey

October 2021: NACRO Benchmarking Committee

Questions: info@NACROonline.org **Information**: NACROcon.org

MEMBER SURVEY BACKGROUND

The Membership Survey Team is a part of NACRO's Benchmarking Committee. We gather meaningful information from NACRO colleagues about their work, their institutions, and their partnerships as a service to members to help inform their work and elevate best practices. As NACRO continues to grow, so do the results of the Member Survey. The committee continues to provide robust analytics of survey results using Tableau software.

This longitudinal survey began in 2012 and rotates modules each year between "Institutional Perspective Focus" and "Individual Workflow Focus." The 2021 Member Survey solicited data for the "Individual Workflow Focus" module.

We continued to build on previous surveys by:

- Increasing the number of demographics-related questions, such as gender and race;
- Incorporating new attributes into the "Salary Survey" tool, which is now in its third year, that can be used as new reference points for finding average salary in Tableau; and
- Providing better data visualizations for answers to open-ended questions.

2021 SURVEY HIGHLIGHTS

The 2021 Member Survey included 64 questions regarding characteristics of the organization, position, and individual, as well as requesting feedback for NACRO to continue to improve its offerings for members. At the survey's close, 185 responses had been received. While lower than in past years, NACRO is encouraged by the level of participation during an unconventional year.

Highlights include:

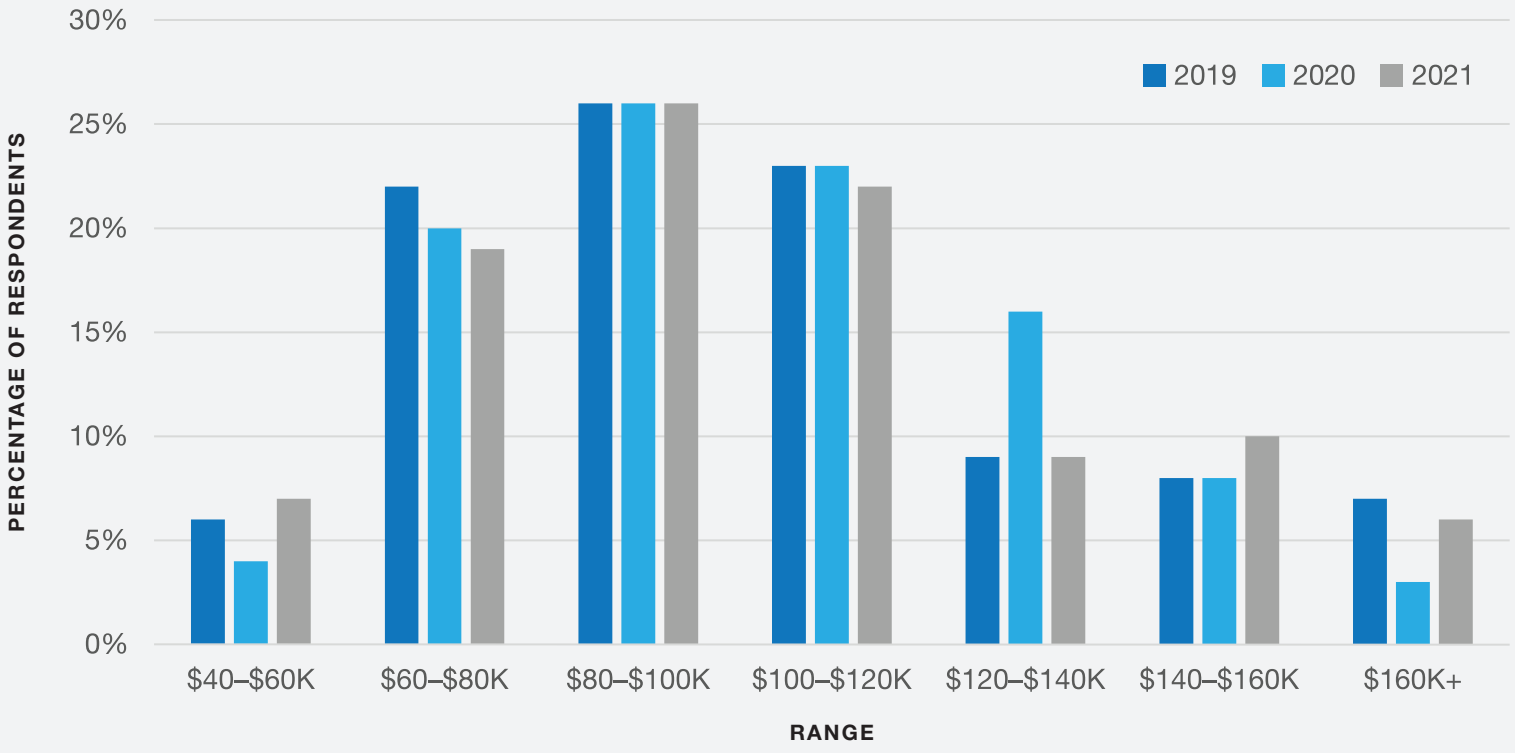
» Of academic respondents, 82% were from Carnegie R1 and R2 institutions.

» Respondents report 75% of institutions have a central office of corporate relations with most of these offices housed in a central corporate relations/engagement office or an advancement/development office.

» Regarding office size, over the past three years, 49% increased the size of their staff, 40% stayed the same size, and 11% eliminated positions.

» The average salary of survey respondents was $106,834. Like the past three surveys, the most commonly reported salaries fell into the $80,000–$100,000 range.

SALARY SURVEY RESULTS



Overall trends across all institutions related to the number of corporate partners engaged at different levels remained consistent between 2019–2021.

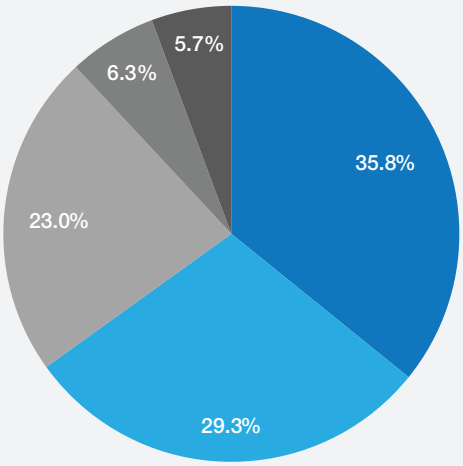
There was a slight drop this year in members reporting 401+ companies present on campus in some capacity (7%) when compared to 2019 (9%). In this same category, the size of institutions reporting 401+ corporate partners remained consistent with previous years. 14% of institutions with a total enrollment of 40,000+ reported having 401+ corporate partners, while only 9% of respondents with a total enrollment below 40,000 reported having 401+ corporate partners.

83% of institutions reported having no "pay to play" models; however, among those that do, there appears to be a shift from center- and/or department-level programs to college- and/or school-level programs.

There is some anecdotal evidence that suggests "Activity Measures" are growing as a measurement of engagement (now on par with "Monetary Goals") for corporate relations professionals. Questions will be standardized in future surveys to generate meaningful comparisons in this area.

NACRO members reported that they are predominantly evaluated on performance in three major areas: "Activity Measures" (35.82%), "Monetary Goals" (29.25%), and "Internal Relationships" (22.99%). In addition, 11.94% of respondents reported that their individual evaluations included "Other Quantitative Metrics" (data analytics and management, prospect research, and stewardship) and "Other Qualitative Measures" (conference presentations; diversity, equity, and inclusion; and professional organization volunteerism).

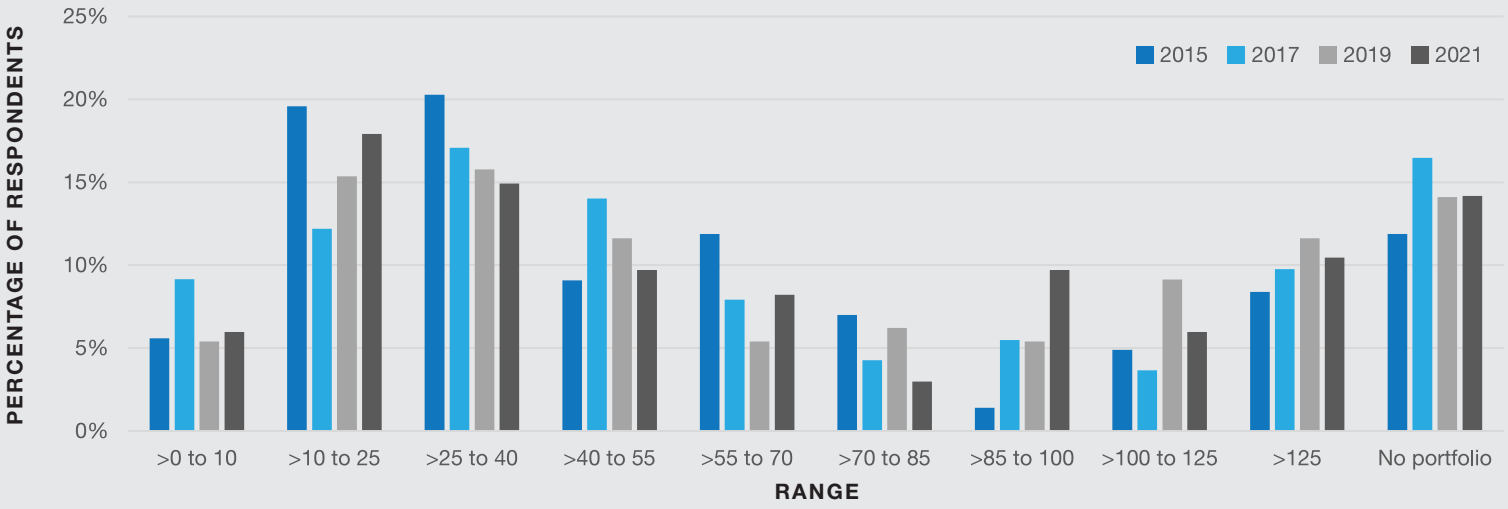
INDIVIDUAL PERFORMANCE METRICS



What measures are used to evaluate your individual performance?

- Activity/Engagement Measures (Visits, Proposals/Solicitations, Agreements/Contracts, Events, etc.)
- Monetary Goals
- Internal Relationship Management (Collaborations across institutional offices)
- Other Quantitative Measures
- Other Qualitative Measures

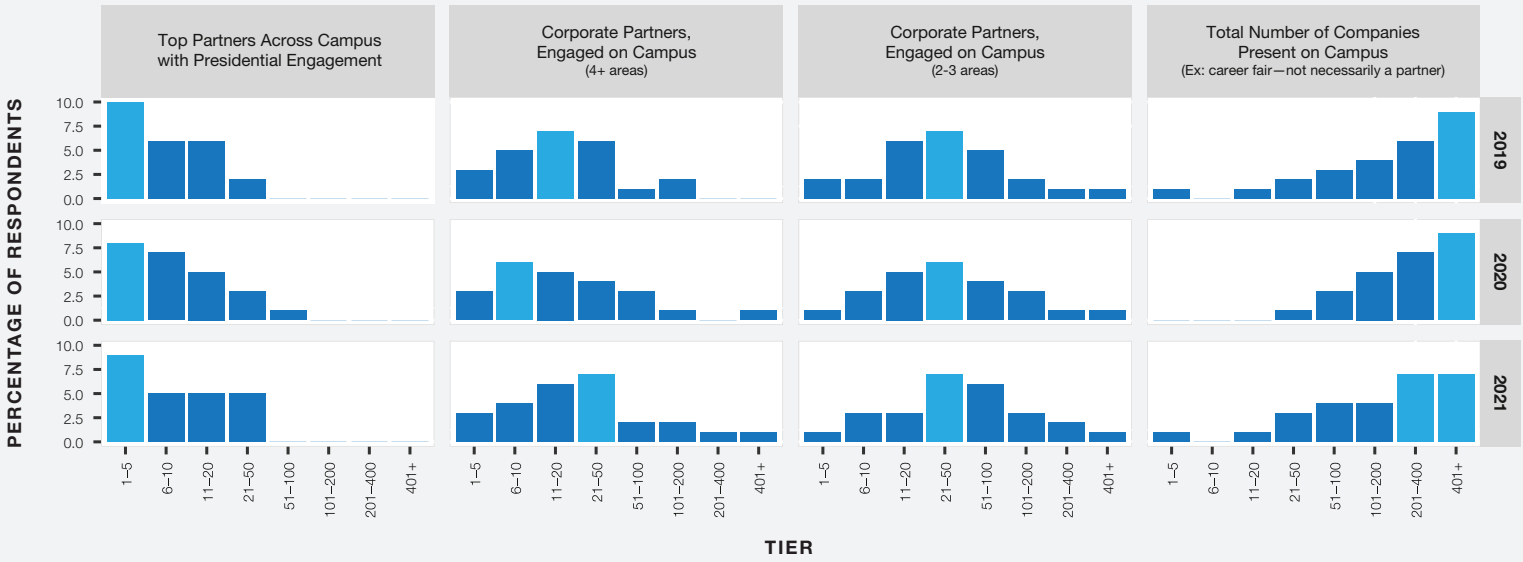
PORTFOLIO SIZE



Portfolio size continued to vary across respondents in 2021, with a higher level of respondents indicating they have no portfolio compared to those indicating a portfolio size of more than 125 companies. Approximately 40% of respondents reported a company portfolio size between 10 and 40. In addition, the proportion of respondents with large portfolios (over 100 companies) decreased from 28 respondents in 2019 to 14 respondents in 2021.

For most institutions, top corporate partners across campuses at the "Presidential Level" have remained consistent at one to five partnerships.

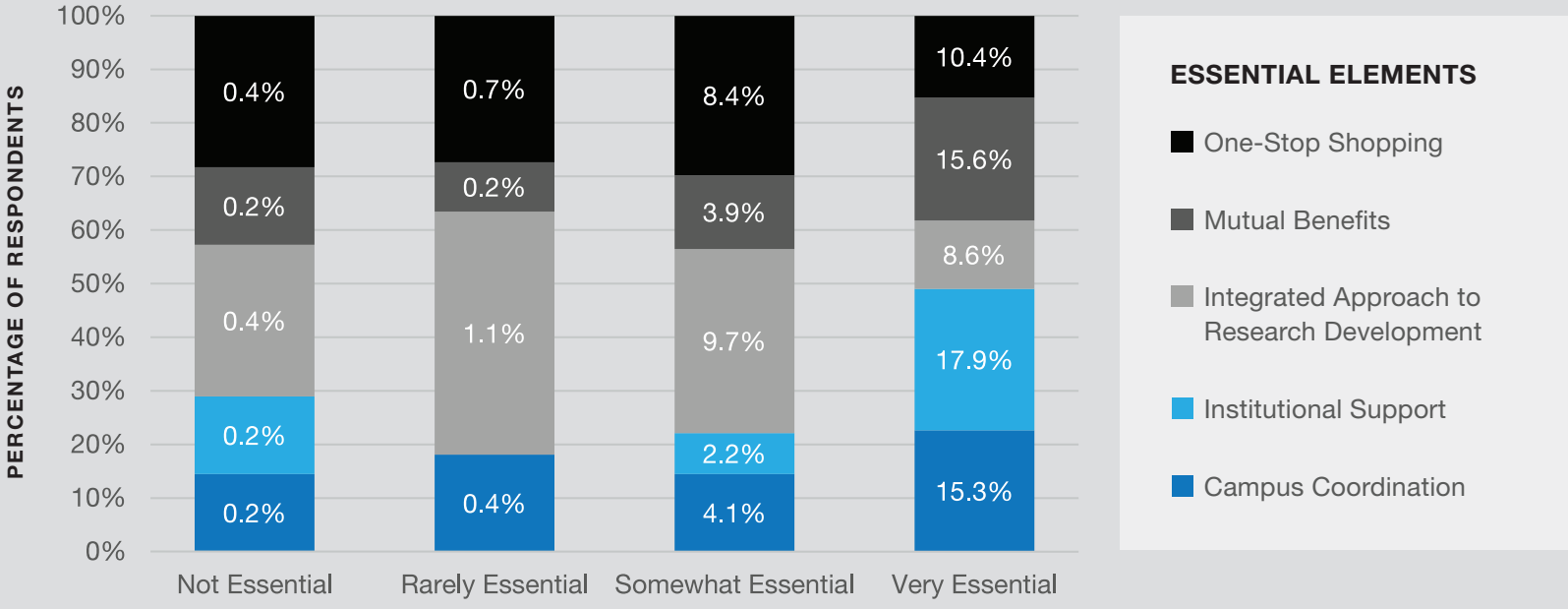
TOTAL CORPORATE PARTNERS



NACRO membership had an opportunity through this survey to react and rank the elements from the organization's whitepaper "The Five Essential Elements of a Twenty-First Century University Corporate Relations Program."

By far, "Campus Coordination," "Institutional Support," and "Mutual Benefits" stood out as the highest-impact elements. This specifically speaks to the ability of corporate relations offices to bridge the worlds of academia and industry by translating value, sharing information, creating collaborations, and creating impact for internal and external partnership stakeholders.

REACTIONS TO "THE FIVE ESSENTIAL ELEMENTS OF A TWENTY-FIRST CENTURY UNIVERSITY CORPORATE RELATIONS PROGRAM"



ACKNOWLEDGEMENTS

The 2020–21 Member Survey Subcommittee is co-led by Shabool Henry and Angela Dudley (Wichita State University). The Co-Leads are grateful for the enormous support received from the NACRO leadership, including our Benchmarking Committee Co-Chairs Dave Ortendahl (Worcester Polytechnic Institute) and Audrey Metcalf (Washington University in St. Louis), in addition to our NACRO staff person, Jenna Brown.

Much of the data cleaning, analytics, and Tableau visualizations were performed by NACRO's intern, Janet Carpenter, and we are grateful for her work.

NACRO's lifeblood is in its volunteer support and advocacy. The project could not have come to fruition without the active feedback of the whole Benchmarking Committee throughout the survey generation, deployment, and analytics stages. We are grateful for their work and perspective.

2021 MEMBER SURVEY & SALARY TOOLS

Please explore the full results of the 2021 Member Survey with our salary and survey tools:

2021 Member Survey Tool

2021 Salary Survey Tool