



Executive Summary

2021-2022 Quick Polls

July 2022: NACRO Benchmarking Committee

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

WHAT IS THE QUICK POLL SUBCOMMITTEE?

In 2020, NACRO identified a need to gather real-time information from members. Under the umbrella of the organization's Benchmarking Committee, an ad hoc working group was established to develop short-format surveys, or "Quick Polls."

After the successful implementation of several Quick Polls by the working group in 2020–21, this effort was elevated to a subcommittee following the 2021 NACRO Annual Conference.

The Quick Poll Subcommittee's (subcommittee) mission is to gather real time data to assess current trends within corporate and industry relations by sending out short surveys to targeted audiences. The subcommittee uses this information to gain critical insights on specific topics and issues that help increase the value NACRO provides to its membership.

The subcommittee meets a minimum of once per month to discuss upcoming Quick Polls and review results from previous surveys. Additional meetings are scheduled as time-sensitive activities arise.



QUICK POLLS

Quick Polls address topics largely determined by other NACRO committees and the Board of Directors. The short-format surveys assist in capturing active trends and sentiments that will support said groups in planning activities and identifying where the organization can provide more value to its members.

Quick Poll questions are determined by the group of NACRO members seeking specific information, then reviewed by the subcommittee.

Polls typically consist of five to seven questions and are designed to take no more than seven minutes to complete. Polls remain open for up to two weeks, though exceptions are possible and made on case-by-case basis. After poll closure, results are reviewed by the subcommittee then shared with the individuals that requested the data.

All NACRO members are welcome and encouraged to work with the subcommittee to develop Quick Polls that will advance targeted goals and objectives. As Quick Poll usage has increased significantly within the organization, the subcommittee is developing an annual calendar of polls to standardize the process and better serve NACRO.



QUICK POLLS CONDUCTED BETWEEN MARCH 2021 AND MAY 2022

To date, Quick Poll Subcommittee has conducted seven polls. Below are some of the insights gained from those polls.

Pandemic Impact

The COVID-19 pandemic has had wide-reaching implications across nearly all professions. Quick Polls were used to assess how Corporate Relations professionals were affected both personally and by the policies at their institution.

Corporate Relations Job Duties:

How has the pandemic affected your role?

- » Many respondents indicated that they did not feel like their job responsibilities have significantly evolved since the beginning of the pandemic, but they are enjoying the flexibility that remote work offers.
- » 0% of respondents stated they do not expect a hybrid working environment post-pandemic, with 63% stating yes and 37% as unsure.

2021 NACRO Annual Conference: Do pandemic travel policies impact your attendance?

- » Most respondents stated that their institution's safety policy prohibited travel through spring 2021, and they were unsure if travel to North Carolina in July of that year for the 2021 NACRO Annual Conference would be possible.

2022 NACRO Midwinter Conference: Do pandemic travel policies impact your attendance?

- » 87% of respondents stated they would be interested in attending an in-person meeting for the 2022 NACRO Midwinter Conference.

Strategic Planning

Developing NACRO's Three-Year Plan

NACRO's Strategic Planning Committee is charged with developing a multi-year strategic plan on how to grow and sustain the organization, based on guiding principles and values. A Quick Poll was sent to obtain member input on what the plan's priorities should be.

- » 86% of respondents said that being a member of NACRO has had an impact on their professional outcomes.
- » Over the next few years, NACRO members would like to see the organization produce updated and expanded benchmarking metrics, increased industry input, and strategies on coordination and collaboration across institutions.

Professional Development

2022 NACRO Annual Conference:

Attendance and Programming

NACRO's Conference Programming Committee coordinates the annual convening. Members were asked what type of content and format would be most valuable for the upcoming conference.

- » The top three desired themes for the 2022 NACRO Annual Conference were: Coordinating among Corporate Relations Stakeholders, Holistic Corporate Relations, and Organizational Structures for Corporate Relations.
- » There was about an even spread amongst respondents for what they would like to see more of at the 2022 NACRO Annual Conference, including case studies, best practices, panel discussions, and presentations involving multiple stakeholders (i.e., industry and university).

Executive Education:

Executive Education Certificate Program

NACRO's Professional Development Committee (PD) is committed to providing industry education and excellence to the organizations most experienced members. A Quick Poll was requested to gauge interest in targeted programming for these members and, in 2022, PD created, designed, and launched the NACRO Executive Education Certificate Program.

- » 73% of respondents expressed interest in this type of program, but it would depend on content, cost, and more. In addition, the vast majority stated their preferred learning style is a combination of team and individual projects.

ACKNOWLEDGMENTS

The 2021–22 Quick Poll Subcommittee is co-led by Lauren Bradley (The Jackson Laboratory) and Beth Colledge (Penn State University). The Co-Leads could not have been successful without the support from the Benchmarking Committee Chair Audrey Metcalf (Washington University in St. Louis) and Chair Elect Tim Hausman (The University of Texas at El Paso), as well as NACRO's ASG representatives, Jenna Brown and Aubryn Shivers.

