



Dear NACRO Member,

As the premier professional development organization for those working at the intersection of academic corporate relations and industry, NACRO is once again conducting its national Financial Metrics Survey.

The 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 funding from industry so that a comprehensive “all-in” understanding of industry impact can be reported. As the survey grows in broad organizational participation and longevity, this data will be an invaluable tool for peer comparisons, and for the detection of best practices in university-industry partnerships.

To that end, we invite you to participate in NACRO’s 2023 Financial Metrics Survey. Your institution will be in great company, as past survey participants include Carnegie Mellon University, University of Illinois Urbana-Champaign, Rice University, UNC Chapel Hill, University of Washington, UCLA, and many more. Included with this letter is a document 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. 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 nacro.goldstandards@gmail.com.)

The 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.

Institutions that submit survey results will be eligible for a raffle with prizes, including free NACRO memberships for 2022–23.

Surveys are due by March 3, 2023, and we hope we can count on your institution to participate.

Sincerely,

Jill Abele Dana Ulrich

Jillian Abele & Dana Ulrich
NACRO Co-Presidents, 2022-2023