



Dear [INSERT NAME],

The Network of Academic Corporate Relations Officers (NACRO) is a network of nearly 500 corporate relations professionals dedicated to advancing higher education through university-industry partnerships. Each year, we provide professional development opportunities, thought leadership, and best practices for those working in this field. It is in this capacity that the NACRO has developed and is again executing its national Financial Metrics Survey to capture and report investments from industry made in higher education institutions. We are writing to ask for [INSERT UNIVERSITY NAME]'s participation in this year's survey.

NACRO's Financial Metrics 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 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 captures and categorizes all funding received from industry, providing a comprehensive "all-in" understanding of industry impact. As the survey grows in broad organizational participation and longevity, this data will be an invaluable tool for peer comparisons and detection of best practices in the university-industry interface.

To that end, we are inviting your institution 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. Final data is to be submitted via [Qualtrics](#). (These resources will also be made available on NACRO's website, found [here](#).) The results of the Financial Metrics Survey will be available to all NACRO members and participating institutions.

Surveys are due by March 3, 2023, and we hope we can count on [INSERT UNIVERSITY NAME] to participate. Institutions that submit survey results will be eligible for a raffle with prizes, including free NACRO memberships for 2023-2024.

Sincerely,

Jill Abele *Dana Ulrich*

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